# TOR: WWF-UK Request for MP Briefing on food crisis and solutions statistics

**Commissioned by:** WWF-UK, Living Planet Centre, Brewery Road, Woking, GU21 4LL

**Project manager:** Carmel Edwards [cedwards@WWF-UK.org.uk](mailto:cedwards@wwf.org.uk)

**Summary**

WWF-UK is calling for political consultant proposals to deliver a short (2-5 page) MPs briefing of statistics on the food affordability aspect of the cost-of-living crisis and the cost-benefits of the policy recommendations in the National Food Strategy (NFS) independent review of England’s food system. The briefing should include an illustrative summary infographic that could also be used as a twitter tile by NGOs.

**Background**

WWF-UK is advocating for the UK Government to ensure its Food Strategy White Paper, due to be published in early-June, is sufficiently ambitious to tackle the interlinked food, climate and nature crises and as a minimum lays out Government’s plan to deliver all the National Food Strategy recommendations, especially since the recent Queen’s Speech did not contain sufficient policy commitments on food.

To help with our advocacy WWF-UK is looking to present to MPs a statistical summary of the case for the NFS recommendations to be delivered in the Food Strategy White Paper. The summary case briefing should make the evidence-based case that delivering a whole food system approach by delivering all the NFS recommendations, especially key recommendations 8, 10 and 14, is essential to tackle the current food crisis.

## **Main purpose and scope**

### ***Purpose***

We are looking for a consultant to research and present in MP briefing and infographic format key statistics on the current cost of living crisis in relation to food, and the environmental, social and economic cost-benefits of the policies recommended in the [National Food Strategy](C://Users/cedwards/Downloads/1669_NFS_The_Plan_July21_S11%20(17).pdf) independent review of the food system in England.

### ***Scope***

The research can include wider cost of living crisis statistics, but should focus primarily on food related impacts, e.g. food price rises. These can in part be sourced from recent Food Foundation reports and the NFS evidence pack.

The policy solutions cost-benefit analysis should focus on the recommendations of the National Food Strategy. The briefing should make the case for the deliver of all recommendations, but also particularly highlight the key policies that are not expected to be delivered in the UK Government’s Food Strategy White Paper response to the NFS - specifically, recommendations 8, 10 and 14 (ELMs payments, trade core standards, Food Bill).

### ***Deliverables***

1. MP briefing (2-5 pages) for time-poor MPs
2. Infographic for briefing and twitter tile

## **Budget**

The budget (£5k, inclusive of VAT) should allow for all aspects of the process below.

## **Process**

* Desk based secondary research on the current cost of living crisis in relation to food, and the environmental, social and economic cost-benefits of the policies recommended in the [National Food Strategy](C://Users/cedwards/Downloads/1669_NFS_The_Plan_July21_S11%20(17).pdf) independent review of the food system in England.
* Write up into an MP briefing and create and infographic summary for the report and social media.
* Weekly meetings with the Project Manager (to include members of Advisory Group as needed)

## **Timeline**

**Deadline:** 10th June.

We would expect the work to be completed over a period of 2-3 weeks and in time for publication in early-June 2022, e.g., started 23rd May and completed w/b 6th June.

**Proposal requirements and next steps**

**Proposals should be maximum 5 pages in length and include:**

* Your approach and proposed method to address the Project Objectives and Outputs.
* Consideration of available data and collection methods.
* A project plan detailing proposed scope and timeframes.
* Details of relevant experience.
* A fee proposal including total days and day rates for each member of staff who will work on the project, and any non-staff/travel/ancillary costs. If possible, please specify the costs of deliverable 3 (presentation) and the content design of deliverables 2 and 3 (full and summary public reports) so these can be compared to in-house costs.
* Names and CVs of all staff who will work on the project, and proposed roles (can be beyond the 5 pages).

**In your response, you must be able to demonstrate and evidence:**

1. Understanding of the brief and propose options for the approach. *Please outline possible time frames and requirements of us in a high-level project plan*
2. Depth and breadth of expertise in this field in the charity /not for profit / NGO and commercial / private sectors. *Please include names of recent clients for who you have delivered similar work*
3. A strong team that can provide responsive service – i.e., not key person dependent – continuous service available. *Please provide short biographies for all those who would be involved on the project*
4. A strong alignment with WWF-UK’s vision and mission with values that respect diversity, equality and inclusivity and evidence of partnership working. *Please provide a short statement on this and how you evidence your values in your work*
5. Value for money; competitive pricing for expertise. We need fees to be clear and structured in a flexible way. *Please state day / hourly rates and price per project element, ideally with capped fees*
6. Confidentiality and Data protection. *Please provide your confidentiality statement and GDPR principles*
7. Diversity, Equality and Inclusivity (DE&I). *Please share your approach to DE&I and how you would approach the project in this respect*
8. References. *Please provide two referee clients.* (We would not approach without your permission)
9. It is our preference that an appointed external partner adopts our standards terms and conditions for engaging with us. These are attached. *Please can you state whether or not you would be comfortable with this and whether or not there are any terms which might create difficulty for you*

### ***The selection process***

In line with our procurement process, we are now openly advertising this contract opportunity. A panel comprising members of the WWF-UK Advocacy and Campaigns departments will consider the responses and make a decision based on the following criteria, with approximate weightings shown:

* 1. 25%: The organisation’s proposed approach to the 9 points above
  2. 20%: Depth and breadth of expertise as evidenced by recent client work
  3. 20%: Values, partnership, inclusivity – alignment with WWF-UK
  4. 35%: Price – value for money

### ***Timelines and next steps***

* This RFQ was issued during w/c **9th May**
* Any potential providers can speak to **Carmel Edwards** [CEdwards@WWF-UK.org.uk](mailto:CEdwards@wwf.org.uk) with any queries
* We request that all responses are returned to us by **20th May**
* A decision will be made as soon as possible with a view to the project starting in May and to be delivered by early June 2022

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Thank you for expressing an interest in working with and supporting WWF-UK-UK with this important piece of work. We look forward to receiving your response.