



Department for Levelling Up,
Housing & Communities

Pre-Tender Market Engagement

(Please note that, this is not a PQQ - Responses are for information purposes only and will not be used as a method of down selection)

**Administration of the Windrush Day Grant Scheme 2025-2030
CPD4126211**

Authority: Department for Levelling Up, Housing and Communities (DLUHC)
("the Authority").

Date Response required: 12:00pm on Thursday 23rd May 2024

1 PURPOSE

- 1.1 This Pre-Tender Market Engagement (PTME) seeks information in preparation for the potential procurement of a Supplier (from herein referred to as a "**Potential Supplier**") to administer the annual Windrush Day Grant Scheme ("The Scheme") of £500,000, provided by DLUHC. The contract would be for three years and would contain the option to extend for up to two more years, subject to the satisfaction of DLUHC and the Potential Supplier. The purpose of this PTME is to:
 - 1.1.1 Understand the market appetite and capacity to administer the Scheme
 - 1.1.2 Understand the feasibility of the requirement, costs and resources for administering the Scheme
 - 1.1.3 Understand the best approach
 - 1.1.4 Provide the market with an opportunity to ask questions, and raise any issues to be addressed at an early stage
- 1.2 The Authority shall maintain commercial confidentiality of information received during the PTME.

2 INTRODUCTION

- 2.1 A national Windrush Day was announced by the Government in 2018 to take place on 22 June every year, encouraging communities across the UK to celebrate the contribution of the Windrush generation and their descendants. National Windrush Day, alongside the Windrush Day Grant Scheme (WDGS), has formed a part of the Government's commitment to level up opportunity across diverse communities, help build greater trust in public services and forge a greater sense of belonging. The Scheme has been led by the Department for Levelling Up, Housing and Communities (DLUHC).
- 2.2 Six rounds of Windrush Day Grant Scheme have been delivered since 2019. The Scheme's overarching mission is: Educate, Commemorate and Celebrate – recognise the vast positive contribution made by the Windrush Generation and their descendants to British society. The Scheme is extremely popular and

receives around 200-300 applications every year. In 2024 the Scheme received 260 applications and will fund 27 projects.

- 2.3 Independent evaluations of the Scheme indicate that projects funded through it have made a great positive impact, often well beyond the lifetime of the project. The work involved in administering the grant is varied and brings a high level of job satisfaction, because of the vast range of projects, and because of the passionate organisations and volunteers that bring a lot of energy, new ideas and create a lasting legacy of galvanising communities to work together to embrace positive aspects of our shared identity.
- 2.4 The Scheme attracts significant media coverage. For example, Windrush Day 2020 garnered over 700 separate pieces of broadcast coverage on the day including CNN and ITV's *This Morning* broadcasting live from Brixton. Windrush Day ran across BBC TV and radio, ITV and independent radio. The whole morning was dedicated to Windrush Day on Radio London and all day on Colourful Radio. Supportive messages were carried across social media and online from the Archbishop of Canterbury, Prince Charles (as he was then), the Caribbean High Commissioners, among others, whilst coverage of the Windrush Day grant funded projects featured in a range of papers, including the Sun and the Guardian. The grant scheme continues to generate positive media coverage each year. The unveiling of the Windrush Monument on Windrush Day 2022 and last year's 75th anniversary of Windrush, drew significant attention to the WDGS programmes across national and regional broadcasters, national and regional online and print titles and community and international media outlets.
- 2.5 Grant-funded projects to date have included public celebrations, projects developing the educational and entrepreneurial skills of young people, culturally relevant education and community activities, and the collation and opening of culturally relevant archives.
- 2.6 Latest Departmental polling, (2022 sample of 1,787 adults.), showed general awareness of Windrush Day at around 30%. Among Black respondents this rose to 51%. 66% of Black respondents said they were 'excited' by Windrush Day and 24% said they had taken part in a Windrush Day event. One in five respondents overall said that they were aware of Waterloo's National Windrush Memorial, and this rose to 32% of Londoners polled.
- 2.7 Further information about the Scheme can be found at [Windrush Day Grant Scheme 2024: guidance for applicants - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/windrush-day-grant-scheme-2024). The prospectus sets out the aims of the Scheme, focusing on bringing communities together – across different ages and ethnic backgrounds – to commemorate, celebrate and educate their local area about the contribution of the Windrush Generation and their descendants across the United Kingdom.
- 2.8 The Scheme is overseen by officials in a policy and delivery team in DLUHC. The team is responsible for setting policy; managing the relationship with the Scheme administrator and advising Ministers on funding recommendations. The

proposed split of roles and responsibilities for the Potential Supplier is set out in further detail in section 3 (“The Requirement”).

Background to the requirement

2.9 We intend to procure a Supplier to administer the WDGS over a 3-year contract, which would include the option to extend for up to two additional option years, based on the performance of the Potential Supplier and both parties remaining content to extend the contract. Bidders will need to outline what they will achieve with the funding in line with the broad aims and objectives of the scheme. We are looking for a Potential Supplier to deliver each year of the prospective contract as follows:

- a) Administer the Scheme every year, including launching the funding round, run the assessment process, distribute £500,000 to successful projects, and oversee the ongoing delivery of the funded projects. The 2025 round of funding will be launched in autumn 2024. DLUHC will provide up to £80,000 per annum, exclusive of VAT, toward administrative costs of the Scheme.
- b) Host the Windrush website securely and add case studies from each year’s round of funding. The link to the website is: [Windrush Homepage < Windrush Monument \(levellingup.gov.uk\)](https://www.leveellingup.gov.uk/Windrush-Homepage)

3 HIGH-LEVEL OUTLINE PROJECT OUTCOMES REQUIRED

Outcomes of the scheme

- 3.1 We are keen to understand at this stage from industry whether projects that are successful in securing grant funding should focus primarily on one of the overarching aims of the scheme:
 - 3.1.1 **To educate people about the Windrush story**, seeking to build awareness of historical facts and deepen understanding about the Windrush generation and their descendants. This includes the pioneers who arrived on the MV Empire Windrush in 1948, and those who came on vessels and planes in the decades afterwards.
 - 3.1.2 **To foster a greater sense of pride for the contributions made by British Caribbean communities to UK’s economy, culture, social capital etc** for nearly 8 decades. The scheme invites proposals for projects that proactively support and encourage people from different backgrounds to embrace this aspect of our shared history.
 - 3.1.3 **To develop the skills and entrepreneurial ambitions of young people**, and to inspire a next generation of young leaders to learn new skills and encourage them to pursue their aspirations and contribute to the social capital of British society.

- 3.1.4 **To celebrate and commemorate the continued contributions of the Windrush generation to the UK.** We want projects to commemorate and recognise how much the Windrush generation and their descendants have brought to and done for the UK.
- 3.2 In addition to one of the overarching aims, all grant-funded projects must seek to:
 - 3.2.1 **Build community cohesion** between people of different age groups and ethnic backgrounds and across all regions of the country. Projects should encourage communities to work together across generational and social divides. The Windrush generation and their descendants live and work in communities around our country, and events and activities should engage with them, as well as with those from different age groups and ethnic backgrounds.
 - 3.2.2 **Be community-led and have a positive social impact.** We want projects to be developed by, or with, the British Caribbean community, and for organisations to carefully consider how the project will create a positive social impact in their local area, helping to galvanise communities to work together to embrace positive aspects of their shared identity, or provide a legacy for young people.

Administration outcomes

- 3.3 We would be looking for the Potential Supplier under this contract to deliver the following objectives, subject to the feedback from this PTME:
 - 3.3.1 To work with civil society stakeholders to develop the guidance for applicants and assessment criteria for the WDGS. These should take into account the Scheme's high-level objectives alongside social impact, value for money and plans for project evaluation and monitoring.
 - 3.3.2 To launch the Windrush Day Grant Scheme 2025 for applications by October 2024.
 - 3.3.3 To promote the WDGS among relevant and eligible organisations through, for example, publication on social media channels and other relevant online platforms and newsletters, encouraging them to submit applications to the scheme.
 - 3.3.4 To host and run at least five bidder days in locations around the England and/or online, to promote the WDGS and address questions from potential applicants.

- 3.3.5 To assess all applications to the WDGS against scoring criteria. The Potential Supplier is at liberty to decide how exactly to score, i.e. via a RAG rating, out of 10 etc. Please note that DLUHC anticipates that scoring criteria would require Ministerial approval in order to ensure that they adequately reflect the quality of applications while supporting the WDGS aims agreed upon between DLUHC and the Potential Supplier. DLUHC is interested in feedback via this PTME regarding decision-making in this regard.
- 3.3.6 To collaborate with DLUHC to form a Grant Moderation Panel (GMP) to assess WDGS bids. The Potential Supplier would then be expected to provide a comprehensive set of documents for the GMP prior to the moderation meetings. As a minimum, this should include: a scoring breakdown of all eligible bids, a shortlist of the highest scoring bids, a longer list of marginal bids, and a spreadsheet that invites GMP to share their views on the shortlist.
- 3.3.7 To ensure that all successful WDGS projects do not engage in political or extremist activity, do not promote partisan political views, and provide value for money. DLUHC defines political activity as any activity that aims to promote or oppose a change in the law or Government policy. Political views are those expressed with a political purpose, such as to further the interests of a particular partisan group, change the law or change government policy. This could be on a wide range of matters such as economic and social issues at a local, national or international level. This includes actions or behaviours that seek to undermine fundamental British values or promote beliefs that seek to divide society based on protected characteristics. DLUHC will conduct extremism-related due diligence checks on all shortlisted projects; however, the Potential Supplier will be responsible for monitoring the project delivery process with a view to trying to prevent any misconduct.
- 3.3.8 To conduct financial due diligence checks on shortlisted organisations.
- 3.3.9 To notify unsuccessful and successful applicants of the outcome of their application. While the Potential Supplier will not be expected to provide comprehensive feedback to unsuccessful applicants, each response should provide a brief overview of areas in which their applications could have been improved.
- 3.3.10 To submit an interim report by October 2025 and by October in each consequent year of the contract, based on the evaluation and monitoring of all grant-funded projects on the impact of individual projects and the impact of the WDGS in relation to its objectives. Reports and feedback forms are to be submitted during the quarterly review meetings with DLUHC.
- 3.3.11 To disburse funding alongside a grant funding agreement to successful applicants.

- 3.3.12 To work with successful organisations to closely monitor and report on project delivery against intended outcomes.

4 OUTPUTS/DELIVERABLES

- 4.1 The Authority currently intends for the Scheme to be administered by the Potential Supplier across the five phases set out between 4.2 - 4.35 for the Windrush Day Grant Scheme 2025, and every year thereafter during the potential contract duration of up to 5 years. DLUHC is interested in feedback via this PTME regarding the proposed contract length.

Phase 1 – Preparation (pre-application window) September

- 4.2 To create guidance for applicants, eligibility criteria and scoring and assessment criteria documents. Before going live, products for publication must be cleared by both the Authority and the Potential Supplier. DLUHC assets from previous schemes can be shared with the Potential Supplier upon being granted the tender award. The Potential Supplier will be under no obligation to use these assets.
- 4.3 To have a consultation meeting with DLUHC to establish a joint understanding of the expectations to ensure that joint measures are in place to make sure that projects funded under the scheme are politically impartial and do not promote partisan political views as set out in 3.3.7.
- 4.4 To design eligibility and assessment criteria following consultation meeting with community stakeholders/the governance panel.
- 4.5 To establish a GMP as outlined in 3.3.6, consisting of representatives of British Caribbean communities to support the assessment of the grant scheme's bids and advise on projects to be funded. Due diligence checks will need to be carried out on the representatives. The stakeholder group will have an advisory function with ultimate decision-making power resting with DLUHC Ministers and the Potential Supplier.
- 4.6 To begin the design of a robust data collection process for grant-funded projects as part of the delivery of this project.

Phase 2 – Promotion (during application window) (October)

- 4.7 To launch the Scheme in communities across the country, particularly in areas with a high British Caribbean population density.
- 4.8 To hold bidder days in locations around the country, as well as online.
- 4.9 To achieve increased engagement with grassroots British Caribbean organisations to take part in the Scheme, drawing on extensive local and regional networks.
- 4.10 To respond to all queries.

Phase 3 – Assessment and moderation (post-application window) (November)

- 4.11 To file all applications and deliver all notifications of receipt to all applicants.
- 4.12 To assess all applications for eligibility against the agreed criteria.
- 4.13 To establish full recommendations regarding how the funding should be distributed, including recommended funding amounts for the highest scoring projects.
- 4.14 To decide an additional list of marginal applications, which did not score highly enough to be recommended funding but could be considered as strong applications, along with a possible funding amount for each.
- 4.15 To hold assessment meetings with the GMP to advise on the successful projects and their funding amounts. Final clearance on funding will be jointly agreed between the contracting authority (DLUHC) and the Potential Supplier after taking advice from the Potential Supplier and community representatives.
- 4.16 To conduct financial due diligence checks on shortlisted organisations. DLUHC will carry out additional due diligence checks on shortlisted organisations for potential links to extremism.
- 4.17 To notify all successful and unsuccessful applicants of the outcome of their application by end of December 2025 for the WDGS 2025, and by end of December in each subsequent year of the contract.
- 4.18 In the lead up to Windrush Day on 22 June each year, the Potential Supplier's comms team to work with DLUHC comms to further promote successful grant-funded projects and explore further publicity opportunities.
- 4.19 For Windrush Day each year, to work with DLUHC comms to deliver joint comms activity to celebrate Windrush Day and successful projects.

Phase 4 – Grantee project support

- 4.20 To offer all grantees advice on budgets and best practice, including connection with other projects operating in the same geographical region or sector.
- 4.21 To disburse the agreed funding to all successful grantees on completion and receipt of grant funding agreements and subsequent financial due diligence checks. The Potential Supplier obtains assurances from successful grantees that no funds are used for political activity or to promote partisan political views.
- 4.22 To ensure that all grantees demonstrate rigorous key performance indicators (KPIs). This data is used to measure and assess the performance and reach of projects.
- 4.23 To provide all grantees with participant feedback and evaluation forms to report on project performance and delivery.

- 4.24 To compile a list of successful projects by theme, their regional location, agreed amounts of funding and match contributions.

Phase 5 – Evaluation (post-project completion)

- 4.25 To compile feedback forms of successful applicants.
- 4.26 To submit an interim report by October 2024 and by October of each year thereafter, based on the evaluation and monitoring of all grant-funded projects on the impact of individual projects and the impact of the WDGS in relation to its objectives.
- 4.27 To submit a full scheme evaluation by December 2024 and December of each year during the contract.

Ongoing throughout all phases

- 4.28 To open and manage a mailbox for application forms and enquiries at Phase 1, and to then manage responses to external correspondence relating to the WDGS from members of the public and interested organisations.
- 4.29 To take over hosting and management duties for the National Windrush Monument Website ([Windrush Homepage < Windrush Monument \(levellingup.gov.uk\)](https://levellingup.gov.uk/windrush-homepage)). The website was launched in March 2022 to provide detail about the National Windrush Monument (made available through a QR code on the Monument). It also contains information about projects funded through the Windrush Day Grant Scheme; and holds a set of free educational resources for use in schools and other settings. The resources were commissioned by the Authority and have been produced by education professionals. The website is currently hosted by an external contractor. The Authority would cover the costs of transferring content from the website to the Potential Supplier, who would then take over the responsibility for any hosting costs and updating information. The Authority wishes to maintain the current look and purpose of the website; and is interested in finding out if Potential Suppliers have the necessary infrastructure and skills to host the website, alongside administering WDGS. The website hosting may or may not be part of the potential contract, depending on Potential Supplier's interest and expertise.
- 4.30 To comply with UK GDPR and to handle applications, and the information provided by applicants, appropriately and securely.
- 4.31 To monitor the timely delivery of key milestones and manage issues that arise in relation to the delivery of the scheme as well as the delivery of projects.
- 4.32 To ensure that projects adhere to the outcomes of the scheme throughout the delivery process.
- 4.33 To have monthly review meetings with DLUHC to discuss project progress and plan the next round of funding.
- 4.34 To ensure that all employees of the Potential Supplier working on the WDGS have an adequate understanding of race and equality of opportunity.

Performance measures/KPIs

4.35 The key performance measures that we are currently expecting to include within our statement of requirements, subject to feedback from this PTME, are:

#	Service level title	Service level description
1	Grant applications	<ul style="list-style-type: none"> a) Generate around 100 good quality applications each year. b) Make sure that 25% of applications are from organisations that have not previously applied for the WDGS.
2	Grant Application Assessments	<ul style="list-style-type: none"> a) Grant assessments take place using the scoring and assessment criteria. b) Financial due diligence measures carried out. DLUHC to carry out additional extremism-related due diligence checks. c) Assessment decisions made in conjunction with a Grant Moderation Panel in November each year. The panel will be formed collaboratively between DLUHC and the Supplier.
3	Applicant support	<ul style="list-style-type: none"> a) The Potential Supplier will work with projects to develop substantive key performance indicators (KPIs) based on application forms and funding agreements. They will ensure that all KPIs are sufficiently aligned with the aims of the WDGS. b) As grantees proceed with their activities, the Potential Supplier will maintain regular communication with them to ensure their KPIs are being met and to see whether any additional support or advice may be required. c) Develop and provide good practice materials that help grant recipients understand how to run a project effectively.
4	Management of the scheme	<ul style="list-style-type: none"> a) The Potential Supplier will develop a risk register to identify which projects are struggling to deliver and any possible mitigations. b) The Potential Supplier will design the data collection processes to collect robust, reliable data that is consistent across projects. c) The Potential Supplier will collect and analyse monitoring and evaluation forms submitted by the

		<p>projects to generate findings on their impact and the impact of the scheme in relation to outcomes. Monitoring data will collect information on project outputs, while evaluation data will reflect the impact of projects.</p> <p>d) The Potential Supplier will collate grant recipient and project participant feedback forms from all projects and perform analysis.</p> <p>e) Windrush overall evaluation metrics would include at least the following:</p> <ul style="list-style-type: none"> • Total participants in grant funded events and activities • Characteristics of participants • Traction of key messaging on social media and other marketing routes • Pre and post surveys from a subset of projects to determine changes in the levels of understanding and change of attitude regarding tolerance of other groups • A list of all assets produced by projects, including books, podcasts, films, etc. • An assessment of impact and recommendations for future rounds <p>f) Visit at least 10% of projects and conduct in-depth interviews with them.</p>
5	Social Value Model	<p>The potential Social Value priorities for this Contract are expected to be:</p> <p>Improving Community Integration and Tackling Economic Inequality as further described in the Governments Social Value Model, Theme 5 and Theme 2: Social-Value-Model-Quick-Reference-Table-Edn-1.1-3-Dec-20.pdf (publishing.service.gov.uk). The Potential Supplier will be expected to provide the Authority with a plan on implementing social value related activities and evidencing resulting benefits as part of the agreed work plan.</p> <p>Model Award Criteria 2.3: Support educational attainment relevant to the contract, including training schemes that address skills gaps and result in recognised qualifications.</p>

		<p>Model Award Criteria 8.2: Influence staff, suppliers, customers and communities through the delivery of the contract to support strong, integrated communities.</p> <p>a) Number of people-hours of learning interventions delivered under the contract, by UK region.</p> <p>a) Number of people-hours spent supporting local community integration, such as volunteering and other community-led initiatives, under the contract.</p>
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5 KEY DATES AND TENDERING PROCESS

- 5.1 It is anticipated that procurement may start within the next two months, with the contract to commence in September 2024. These indicative dates are for information purposes only. DLUHC reserves the right to amend these dates at any time, and Potential Suppliers rely on them entirely at their own risk.
- 5.2 The contract is expected to run for a period of up to three years, with up to two potential additional years, subject to the satisfaction of both parties and ministerial approval.
- 5.3 The procurement approach will be finalised following the pre-tender market engagement.

6 RESPONSE

Please respond by email to commercialtenders@levellingup.gov.uk with the following by 12:00pm GMT on Thursday 23rd May 2024 (the “Response Deadline”). Please ensure you use the reference – *WDGSA – CPD4126211* in the subject line of your email.

- 6.1 Is the requirement clear? What, if anything, has the Authority missed or overlooked in setting out their requirement?
- 6.2 Would you be interested in bidding for this contract?
- 6.3 What would the indicative administration cost be for this piece of work annually?
- 6.4 How many FTE staff would your organisation need to deliver a quality service?
- 6.5 Is it feasible to deliver the required support to the grant funding applicants at phases 2 and 4, as well as during ongoing project delivery?
- 6.6 Are there any additional services you would recommend providing to support applicants in developing applications or delivering projects?
- 6.7 Is the contract duration outlined in this PTME feasible?
- 6.8 Is the requirement deliverable by a single organisation/single organisation leading a consortium? If not, why not?

- 6.9 Is the shared decision making about which projects receive WDGS funding outlined in this PTME feasible and appropriate for best delivery of the contract?
- 6.10 Is the division of labour outlined in this PTME appropriate for best delivery of the contract? Should any of the responsibilities held by either you as the Potential Supplier, or DLUHC as the Authority be interchanged?
- 6.11 Is the requirement to take over hosting and management of the National Windrush Monument website (as set out in 4.29) viable? Or would you prefer to only be responsible for administering the grant scheme, and not get involved with the website?
- 6.12 Is generating 100 good quality applications each year a reasonable expectation? Is there a balance to be struck between quality and quantity of applications and how might this be achieved?
- 6.13 At least 10% of the contract will have to be a direct contribution to social value policy outcomes (going beyond what the core delivery of the contract achieves). The Social Value Model sets out a range of themes: [Social-Value-Model-Quick-Reference-Table-Edn-1.1-3-Dec-20.pdf \(publishing.service.gov.uk\)](#) How would you maximise return on the two themes listed below? Do you think you could deliver other outcomes that might be more relevant from the Social Value Model?
- *Theme 5: Wellbeing, improve community integration (e.g. engaging with different parts of the community to leave a positive legacy for future generations)*
 - *Theme 2: Tackling economic inequality (e.g. employment and training opportunities in particular for under-represented groups)*
- 6.14 What do you think would be the key risks in delivering this service?
- 6.15 Do you have any comments on the current aims of the WDGS?
- 6.16 Do you have any comments on any aspect of this proposal and the future delivery of the WDGS, including any different delivery models?

7 QUESTIONS AND CLARIFICATIONS

- 7.1 A Potential Supplier may raise questions or seek clarification regarding any aspect of this PTME document at any time prior to the Response Deadline. Questions must be submitted by email to commercialtenders@levellingup.gov.uk only. Please ensure you use the reference – *WDGSA – CPD4126211* in the subject line of your email.
- 7.2 To ensure that a Potential Supplier has equal access to information regarding this PTME exercise, responses to questions raised by a Potential Supplier will be published in a “Questions and Answers” document, which will also be published as

part of this engagement notice, with updates appearing at regular intervals (approximately two to three working days).

7.3 Responses to questions will not identify the originator of the question.

7.4 If a Potential Supplier wishes to ask a question or seek clarification without the question and answer being revealed, they must state this in their email and provide its justification for withholding the question and any response. If the Authority does not consider that there is sufficient justification for withholding the question and the corresponding response, the potential Supplier will be invited to decide whether:

7.4.1 the question/clarification and the response should in fact be published; or

7.4.2 it wishes to withdraw the question/clarification.

8 GENERAL CONDITIONS

- 8.1 This PTME will help the Authority to refine the requirements and to understand the potential level of interest in the delivering requirements. It will also aid Potential Suppliers' understanding of the requirements in advance of any formal competitive tender exercise.
- 8.2 The Authority reserves the right to change any information contained within this PTME at any time, and Potential Suppliers rely upon it entirely at their own risk.
- 8.3 The Authority reserves the right not to proceed with a competitive tender exercise after this PTME or to award any contract.
- 8.4 Any and all costs associated with the production of such a response to this PTME must be borne by the Potential Supplier.
- 8.5 Information contained within this document is confidential and must not be revealed to any third party without prior written consent from the Authority.
- 8.6 No down-selection of Potential Suppliers will take place as a consequence of any responses or interactions relating to this PTME.
- 8.7 The Authority expects that all responses to this PTME will be provided in good faith to the best of their ability in the light of information available at the time of their response.
- 8.8 No information provided by a Potential Supplier in response to this PTME will be carried forward, used or acknowledged in any way for the purpose of evaluating the Potential Supplier, in any subsequent formal procurement process.