

# INVITATION TO QUOTE

**Title:** Move More Wakefield Community Evaluation

## SECTION I: BACKGROUND

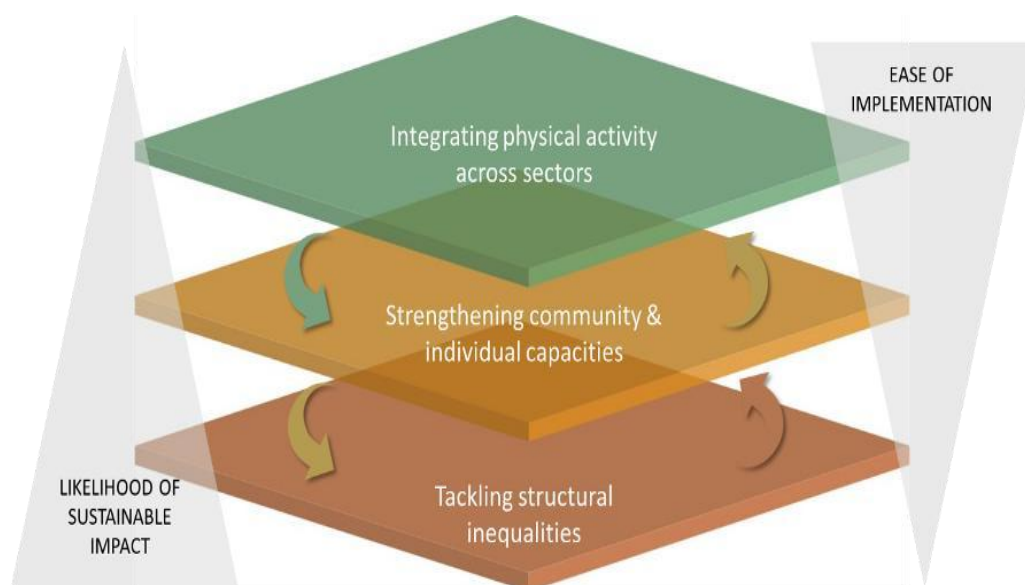
The Sport England Strategy [Uniting the Movement](#) emphasises the need to tackle stubborn inequalities in physical activity. Currently being active relies too much on “a person’s background, gender, bank balance and postcode”. Sport England, along with many other national and local organisations, groups and individuals are working to address this issue. There is a growing recognition there are no simple fixes, and addressing inequalities requires residents and workers to take coordinated action across multiple influences. With the aim of tackling these inequalities, placebased approaches (PBA) and who systems approaches (WSA) have been actively funded and implemented. This includes the original [12 Sport England Local Delivery Pilots](#) and the [subsequent 100+ new places](#).

PBA – Action to strengthen communities and initiatives rooted in distinctive local characteristics.

WSA – Actions across multiple layers of society to achieve aligned purpose. Intersections and interactivity between these courses of action. Active influence of context.

Three key areas of common practice have emerged from the places actively involved in evaluation and learning, as part of the Sport England National Evaluation Learning Partnership (NELP). These interlinked practices or areas of action are:

- Integrating physical activity across sectors
- Strengthening community and individual capacities
- Tackling Structural Inequalities



Nine conditions have been identified as important to have in place for tackling inequalities in physical activity. These conditions represent the current understanding and are based on learning from across Place Partnerships and existing literature. More information can be found [here](#).

## SECTION 2: WAKEFIELD CONTEXT

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Move More Wakefield is the physical activity partnership for the Wakefield district, and aims to integrate physical activity into everyday life, by making it a priority and improving connections with the system. The strategy aims to build an increasing coalition of people, beyond the usual suspects, that would engage in making physical activity everyone's business. The aim is to make practices and behaviours real and sustainable, understanding that complex change requires thinking and working differently. This work has focused on building capacity in the system, sharing the learning that takes place, and to make physical activity everyone's business.

As part of Sport England's place partnership expansion work, Wakefield have received a £319,000 place investment to deepen the work already started through the Navigating Local Systems investment. This round of investment targets three areas – investing in community led decision-making, supporting local initiatives, and working strategically to unlock potential in the wider system through a governance and partnership structure.

FH Associates have supported with the evaluation of year one of the project which explored how Move More Wakefield and the place-based work in Featherstone, one of three local areas targeted in Wakefield, can improve the conditions for addressing physical activity inequalities. This evaluation was required to feed into the national evaluation with Sport England and the National Evaluation and Learning Partnership (NELP) to understand how structural inequalities can be addressed, capacity with communities can be strengthened and physical activity across sectors can be integrated.

From the first year of the evaluation Move More Wakefield is emerging as a catalyst for system change, fostering new models of collaboration and laying the foundations for shared ownership of outcomes across the VCSE sector and wider system. There is clear momentum to build on, with opportunities to strengthen local capacity, and the capacity of the Move More Wakefield team and wider partners to engage in continuous reflection and shared learning as well as deepen partnership working. However embedding practices such as streamlined data sharing will require time, flexibility and continued support to ensure they are inclusive, effective and sustainable. The theories developed through the year one evaluation provide a strong basis for further exploration and learning in the next phase of the evaluation.

FH Associates are continuing to support some elements of the evaluation into year two but Move More Wakefield are now looking for a community evaluation partner to support some of the more community focused elements of the evaluation across three communities in year two.

Throughout year one of our work we started forming relationships with locally trusted organisations in three hyperlocal communities. Firstly Featherstone & Streethouse, and more recently Eastmoor & College Grove and Knottingley & Ferrybridge (more information on these communities can be found [here](#)). Our current phase of work is around working with organisations to undertake community engagement to understand more about the barriers and enablers to physical activity. We hope that by building capacity and capability locally, more organisations will have the confidence to embed community engagement methods into their work, enabling more community-led initiatives.

It is known that where a person lives and the environment around them has a huge impact on how likely they are to be physically active and that too often people in low income communities do not have access to the same facilities or opportunities. Focusing on local assets strengthens communities by recognising and leveraging their strengths, skills and resources. It allows for deeper understanding of community aspirations and facilitates the development of tailored and context specific approaches that are more likely to be effective and sustainable.

Specifically, this evaluation will involve working alongside partners in Wakefield and Yorkshire Sport Foundation as well as with FH Associates to understand the impact of the work, gain further insights to understand the places and what approach would best suit each place.

Wakefield's approach to evaluation seeks to understand how working at a hyper local level within the context of a broader system impacts on better conditions for physical activity for all, engaging with the national evaluation approach to better understand how structural inequalities can be tackled, communities can be strengthened and individual capacities and physical activity can be integrated across different but connected parts of the system to achieve more sustainable impact. It is important that the evaluation approach is proportionate to the size of investment to make best use of capacity and resources.

Wakefield developed a Theory of Change at the start of year one which was co-designed with a mixed group, representative of some (but not all) parts of the system, able to influence physical activity outcomes (strategic and operational representation). The aim of this document is to be a live document, that can be reflected upon and iterated as the work progresses and as the relationships with the governance structure evolve. There is also a MEL plan that flows from the theory of change and delivery plan, which is simple in its design and will evolve as the work progresses, combining a number of different approaches that enable learning to be captured from both hyper-local level and system level. These are two things that FH Associates are supporting with the review of at the start of year two. We would like the community evaluation partner to be part of this as well.

The overall outcomes from the Theory of Change are listed below and can be split as local outcomes and systemic outcomes:

#### Local

- Local Residents will act as champions for physical activity in their community
- Local Residents will feel confident in starting to move more
- Additional accessible and inclusive physical activity offers will be available
- Residents will be confident offering local opportunities for people to be active.

#### Systemic

- More collaboration taking place across the VCSE and public sector
- Stakeholders better able to articulate both why physical activity is important and the tools and techniques that can help get people moving more
- Greater understanding of the system in Wakefield and where physical activity may play a role
- Greater consensus and consistency across the system about the role physical activity can play in delivering a wide range of outcomes

## SECTION 2: SPECIFICATION

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This evaluation will run for 12 months and will build on the findings and work done in the year one evaluation. It will continue to understand how working at a hyper-local level within the context of a broader system impacts on better conditions for physical activity for all. It will feed into the national evaluation approach to better understand how we can tackle structural inequalities, strengthen community and individual capacities and integrate physical activity across different but connected parts of the system to achieve more sustainable impact.

Wakefield is currently in a place where activity is not built into everyday life, it is low down on people's priorities and the system could be better connected around a common purpose. Wakefield would like to see a future where more people are enabled to move more as part of their everyday living. There is also an aim to make sport and physical activity everybody's business, while integrating physical activity into the wider system, ensuring the role of physical activity in preventing ill health and enabling good health is well understood.

This evaluation contract is for 12 months and seeks an evaluator who will be able to support with the community elements of the evaluation, linking with the Move More Wakefield Team, YSF and FH Associates.

### **The Evaluation Will**

- Be simple in its design, adaptive and will evolve as the work progresses. There will be a degree of flexibility around the scope of this work with regular reviews with the evaluation partner.
- Be inclusive of diverse perspectives and include the voice of community partners, internal and external partners.
- Help people to tell their stories and use these to inform the work.
- Have a strong focus on equality and ensuring this is core to the work.
- Support local capacity and capability in evaluation and organisational learning, which may include facilitating process learning meetings
- Use a broad range of data sources and methods, appropriate for the evaluation questions and audience
- Combine a number of different approaches that will enable learning to be captured at a hyper-local and system level and be put into action as delivery progresses.
- Consider the context including recognising the setting and connected influences contribute to the success of initiatives and approaches.
- Ask why and be critical, supporting with highlighting what may or may not be working and why.
- Will fit in with and support the wider Sport England NELP

### **Requirements**

The service being commissioned is looking for someone who is comfortable engaging in communities, especially on a face to face level and being present with local residents, locally trusted organisations, community voluntary sector organisations and the Move More Strategic partnership group and includes the following specific components:

#### Support for Monitoring and Evaluation of hyper-local communities

- Help local organisations in the three hyper local areas embed monitoring and evaluation processes relevant to their engagement/ programme. This will involve practical, hands on support in the areas, depending on experience/ confidence level of organisations/ groups.
- Support the implementation of how and why training and support organisations to develop theories.

- Provide guidance on methodology, data collection methods and analysis to support the community consultation in each of the three areas.

#### Data Collection and Insight Generation

- Support community organisations in collecting both qualitative and quantitative data.
- Support implementation of methods to capture in-depth stories of change and rich case studies relevant to each area, including gathering community stories from stakeholders, in the hyper-local areas to capture lived experiences and impact.

#### Capturing and Managing Data

- Advise on data management system/ process to collate all relevant community data captured including participation data.
- Have an understanding of Moving Communities and how this work can feed into Moving Communities.

#### Reporting and Insight Sharing

- Ensure any data capture system enables the creation of high-quality, easy to read reports, using both quantitative and qualitative data including stories and case studies
- Facilitate insight-sharing to integrate physical activity into broader agendas, including system mapping
- Ensure all data and information can be relayed back to people in the hyper-local communities, facilitating opportunities to discuss insights.
- Produce a report at the end of the 12 months with the findings

#### Evaluation Design and Planning

- Collaboration with stakeholders to develop shared explanatory frameworks and programme theories across each of the hyper-local communities.

#### Data Collection and Analysis

- Run Learning to Action sessions in each of the hyper-local communities and establish local theories of change
- Conduct ripple effect mapping (this has been started in Featherston, FH Associates will pick this up) in each of the other hyper-local communities.
- Manage the asset mapping process and understanding of how the network has grown across each of the hyper-local communities.
- Facilitate sessions to collectively interpret findings and insights at hyper-local level.

#### Submitting a Quote

Can you please send your quote, including how you will meet the required elements in this document to [sarah.wood@yorkshiresport.org](mailto:sarah.wood@yorkshiresport.org). These should have the subject “**Invitation to Quote – Wakefield**”. We may then

invite companies for an informal chat following the quote to understand more about how the work will take place and whether the company will be a good fit for the work.

#### **Duration of Contract**

The contract is anticipated to start on 17 November 2025 and terminate on 17 November 2026 upon receipt of the reports.

#### **Service Levels**

If successful you will be asked to provide service levels and complete an evaluator checklist.

#### **Escalation Procedures**

In the event of a major problem, a list of contacts will be required to manage any problem to a successful conclusion.

#### **Account Management**

In performing the services required under this contract the supplier will report to Sophie Duggleby, Data and Insight Manager. The day to day contact will be Sarah Wood, Development Manager for Wakefield.

If successful you will be asked to give a named individual who will be responsible for the account management of this contract on behalf of your organisation.

#### **Management Reporting/review meetings**

Management and reporting to be agreed in liaison with successful organisation

#### **Contract Value**

**The maximum value of this contract is £19,000 This includes all VAT and expenses to be charged in respect to the contract.**

#### **Payment Structure and billing requirements**

A payment structure will be agreed with the successful organisation. However, it is likely that payments will be made six-monthly on submission of appropriate invoices in line with the agreed schedule.

#### **Quote criteria**

Can you please let us know how you plan to meet the requirements in the invitation to quote and costings associated with the work.

#### **Invitation**

YSF reserves the right, in its absolute discretion, to cancel or suspend this process at any time and for any reason. If we need to do this we will notify you in writing as soon as reasonably practicable.

YSF is not responsible, and will not pay for any expenses or losses you incur during, but not limited to, the quote preparation, site visits, post-quote negotiations or interviews.

### **Return of Quote**

You must complete and submit your quote including how you will meet the elements in this document electronically to [sarah.wood@yorkshiresport.org](mailto:sarah.wood@yorkshiresport.org) by the response deadline of **Thursday 6 November 2025**. Please ensure any document is no longer than ten pages.

We will only accept responses submitted via email. We will not accept any responses submitted by any other method. Any tender delivered after the closing date and time for any reason will be discounted. YSF is not responsible if all or part of your quote is not received.