



Service Specification Change Makers Youth Movement

1. About West Midlands Violence Reduction Partnership (WMVRP)

The West Midlands Violence Reduction Partnership (WMVRP) is one of twenty VRPs across England and Wales, established in 2019 and funded by the Home Office to build capacity in local places and systems, to tackle the root causes of violence. The VRP consists of public, private, voluntary and community sector organisations, bringing efforts together across the West Midlands Metropolitan Region to deliver on this objective.

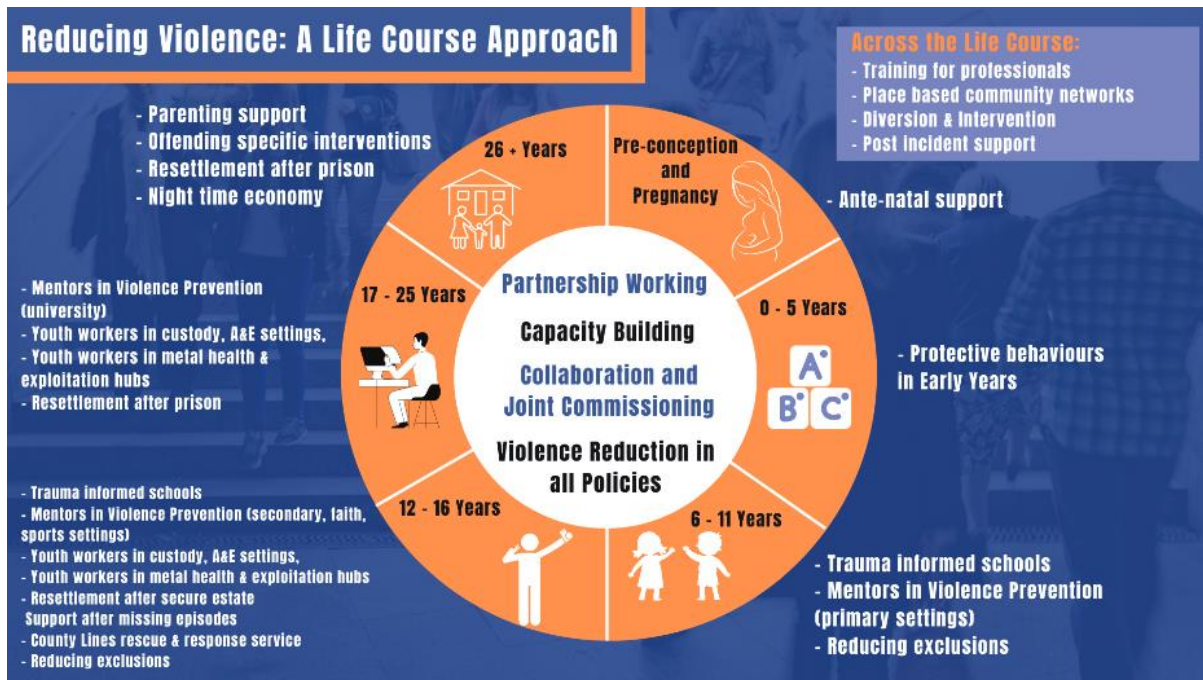
The WMVRP Team is made up of a range of specialists who work regionally and locally to facilitate and encourage the development of system wide responses to preventing and reducing violence, as well as directly delivering and commissioning a range of services/interventions. The Team actively work with local violence reduction partnerships to support their local violence prevention/reduction systems, enabling everyone from frontline workers to senior leaders to access data and information about the nature of violence in the region; support them to prepare for the requirements of the Serious Violence Duty; and lead on developing and sharing a robust evidence base to understand the impact of interventions.

The VRP adopts a public health approach to preventing violence. This means focusing on understanding the root causes of the problem and testing, evaluating and upscaling interventions. Developing stronger data, analysis and evaluation is key to working in this way. A public health approach to preventing and reducing violence:

- Is collaborative
- Develops the evidence base
- Promotes innovation
- Promotes equity and equality
- Builds on the strengths of individuals and communities

The VRP takes a life course approach, ensuring interventions and support to prevent violence is available at each life stage. The image below details the support we provide.

Reducing Violence: A Life Course Approach



2. West Midlands VRP Youth Assembly and My Tomorrow

West Midlands VRP Youth Assembly

WM VRP Youth Assembly was established in 2023 with recruitment from across the region. The Youth Assembly led on and developed the regional counter-narrative campaign 'My Tomorrow'.

My Tomorrow | Create it. Shape it, Embrace it. – Overview

My Tomorrow sheds light on the realities of being young today, aiming to challenge stereotypes and showcase the true diversity, strengths, and contributions of young people in the West Midlands. The campaign highlights the opportunities and challenges, often unseen, in young people's lives, sparking conversations between young people and communities to build understanding that leads to collaborative, positive action. See <https://westmidlands-vrp.org/mytomorrow/>

My Tomorrow's core objectives are to:

1. Empower young people to influence policies affecting their lives, ensuring their voices are heard and respected.
2. Support professionals in creating and managing opportunities for youth engagement.
3. Encourage communities to rethink perceptions and support opportunities for positive change.
4. Spark conversations that lead to collective action, shaping a future where every young person thrives.

My Tomorrow aims to be:

- Authentic
- Empowering
- Engaging
- Inclusive & diverse
- Thought-provoking

Changemakers

Change Makers (formally known as Mentors in Violence prevention for Secondary and Change Makers for primary) is a peer-led upstander intervention programme which provides children and young people with the language, skills and safe space to explore and challenge the attitudes, beliefs and cultural norms that underpin violence, gender-based violence, bullying and other forms of harm. Simultaneously, it empowers the learner to build resilience, confidence and leadership skills. This approach seeks to equip young people to become an upstander who can challenge, interrupt or prevent violence in a safe and effective way and influence cultural change within their settings. The WM MVP model is evolving under the My Tomorrow Youth Movement and campaign.

The approach remains rooted in the Public Health Approach and MVP methodology but will extend to maximise opportunities for young people to influence a cultural change that celebrates and champions **all young people**. The new programme will be delivered by VRP and partners to professionals as a train the trainer approach, while the commissioned provider and Young leaders will deliver directly to young people through regional events.

3. Vision for West Midlands Change Makers Youth Movement



West Midlands Violence Reduction Partnership are seeking to further develop the My Tomorrow campaign by commissioning a provider (or consortium of providers) to support young people to develop a regional youth movement through Change Makers training and events.

The provider(s) will:

- a) Recruit and pay minimum of national living wage (either through zero hour contract or sessional arrangements) Young Leaders to drive the movement across the region and create a community of My Tomorrow Change Makers. These will include schools, colleges, universities, youth settings, faith communities etc.
- b) Work alongside the VRP Education Team to develop the resources and materials to support the Change Makers programme. This will ensure that the programme remains relevant to young people and applicable to the ambition and branding of My Tomorrow. The VRP Education team will retain oversight and responsibility for the development of resources that are agreed with Young leaders.
- c) Support a group of young leaders to run My Tomorrow Change Maker training and events across the region, developing a youth movement alongside the My Tomorrow campaign.

- d) Develop an action plan alongside the VRP and local violence reduction partnerships, to deliver events across the year in all seven areas of the region working with local youth organisations to ensure that the events integrate and support existing local youth voice activity.
- e) Minimum of one Young leader from each of the 7 LA's is required to ensure regional representation of the youth movement.
- f) Provide the My Tomorrow campaign with:
 - Opportunities for young people to join the youth movement
 - Events that young people can attend and receive training in an evidence-based upstander programme that they can use to grow mentors in violence prevention
 - Opportunities to enable young people to identify when they need support and how to access it
 - A “growing movement” that continually adds new young members and maintains momentum and embeds key anti-violence and anti-exploitation messages
 - Stronger relationships between young people, communities, and businesses in local areas so young people can access more opportunities
- g) Provide training to the Young Leaders:
 - The **My Tomorrow Youth Movement** young leaders will train young people across the region (ages 11-20), accessed via local youth organisations and VRP providers and partners.
 - Those young people who complete the training programme, who are aged 11+, will return to their school, college, youth group, sports club and pledge to deliver the My Tomorrow Change makers activities and programme and remain in contact with the young leaders.
 - The Programme could consist of multiple training modules, delivered virtually, with occasional in-person meetings or residential.
 - The training will support young people as emerging leaders, which may include learning on:
 - Leadership
 - Campaigning and advocacy
 - Violence reduction
 - Virtual Decisions – Knives and Gangs
 - Mentors in Violence Prevention (MVP)
 - Safeguarding
 - Provider will support young leaders to deliver and or consultant on any other projects as required by the VRP.

4. Investment over the course of the project

- a) Youth Movement - £70,685
- b) Payment terms are 30 days payment. Payment will be made on satisfactory monitoring as per section 6.
- c) Investment is for the period 1^{9th} July 2024 – 31st March 2025

5. Key Performance Indicators

Key performance areas	Objectives	Success measures
	(Outcomes or results, must be SMART (specific,	

(the main areas of activity/responsibility)	measurable, achievable, relevant and time-bound))	(What will be used to monitor and determine success)
1. Safeguarding	<p>Provider confirms that organisational safeguarding policies are appropriate and robust, and reviewed/maintained as and when necessary</p> <p>All staff have valid and up-to-date DBS checks; any concerns are identified and flagged to VRP.</p> <p>Any safeguarding and/or critical incidents as per the VRP relevant process are flagged to VRP within the required timeframes</p> <p>Accurate quarterly reporting re: safeguarding policies and DBS status of all staff</p>	<p>Staff have valid and up-to-date DBS checks</p> <p>Any concerns/issues are communicated within agreed timeframes, and appropriate plans to respond to these and manage any associated identified risks are shared with VRP</p> <p>Staff are trained in safeguarding and are aware of relevant policies and procedures, and recognise their duty to safeguarding services users of their provision</p> <p>Comply with any requests from VRP to provide documentation related to DBS checks of staff</p>
2. Performance monitoring and quarterly returns	<p>To provide accurate quarterly returns reflecting service delivery, using VRP agreed/approved templates, recording against the required measures; no amends to be made to these templates without prior consultation with VRP and our Evaluation Team</p>	<p>Accurate, timely and coherent qualitative and quantitative returns, that are consistent in terms of info reported across the two templates</p> <p>Engage in quarterly monitoring process</p> <p>Where relevant track progress of implementation of evaluation recommendations in returns</p> <p>Financial returns reflect any abstractions in staff/resources</p>

		Risks are identified and managed, and where any acute risks emerge these are communicated immediately to VRP
3. Engage in evaluations and implement any recommendations	<p>Ensure robust and consistent collection of data, providing a foundation for potential future evaluation</p> <p>Collect appropriate evidence of impact that can be used to demonstrate effectiveness of service</p> <p>Incorporate learning from evaluation programme of work, and participate in any workshops that can facilitate and strengthen improved quality of data</p> <p>Where necessary, work with evaluation team and VRP to ensure that information governance is robust, and that where necessary data is handled in a legally compliant way</p> <p>Where appropriate, develop a Theory of Change for your service/intervention</p>	<p>Respond to, progress and implement recommendations made by the evaluation</p> <p>Demonstrate embedding of learning from evaluation into monitoring, data capture and service delivery</p> <p>Engage with services offered by the Evaluation team, including (but not limited to), update and refining of data collection, Theory of Change development</p>
4. Quantitative Outputs	<p>A minimum of 20 young leaders trained representing the diverse youth population of the West Midlands Region</p> <p>A minimum of 2 upstander Change Maker training events to be delivered in each of the seven areas of the region</p> <p>A minimum of 2 My Tomorrow events to be delivered in each of the seven areas of the region, supported by VRP staff</p>	<p>20 young leaders trained</p> <p>2 events per area delivered</p> <p>1 young leader as a minimum per local authority area across the West Midlands region</p>

	<p>A minimum of 1 leader per local Authority engages with the Youth Leadership Project</p> <p>Number of young people trained at the events</p> <p>Number of young people who have gone on to access an opportunity following an event or training opportunity</p>	
5. Qualitative outcomes	<p>Pre and post feedback from Young Leaders and young people attending events/training (attitudinal change)</p> <p>A Cohort of Young Leaders who feel confident to deliver the Changemakers training and share the messages of the Youth Movement Campaign</p> <p>Changemakers Resources will be relevant and engaging with young people</p> <p>Young people will have increased awareness of the 'Youth Movement' and be able to engage with the campaign</p>	<p>Feedback survey to be developed and agreed by the provider and VRP</p>

6. Performance monitoring

Quarterly reporting due via SUMS (provider will have access) on the 10th day after (financial) quarter end) on quantitative data, project progress, outcomes/ KPIs and impact, risk and a case study/ Testimonial of individual young people's impact

7. Organisation's Staff qualifications/ skills and/or standards

Providers must demonstrate:

- Strong safeguarding policies and procedures
- Proven experience of delivering leadership training with young people
- Proven experience of delivering projects regionally
- Ability to recruit and pay young people (16+) for their work within the project
- Proven experience of working with diverse communities and working with cultural sensitivity
- Proven experience of working with young people to advocate a violence reduction approach
- Other skills and qualifications associated with working with young people

8. Project Timescales and Implementation

Task	Anticipated Completion Date
Closing date for receipt of Quotations to vrp@westmidlands.police.uk Proposals received after the deadline stated or not properly completed will be disregarded.	Monday 08 July 2024 17:00
Award Contract	Friday 12 July 2024
Contract Commencement Date	Friday 19 July 2024

9. Scoring Criteria and decision process

There is an online application form to help evaluators decide which provider to fund. The application will be worth 100% and will be scored according to how the requirements of this specification have been met. The individual questions are weighted as below:

#	Question	What the evaluator is looking for	Weighting
2	Please tell us why you are applying to deliver the Change Makers Youth Movement contract and what experience you can bring to the contract.	<p>Demonstration of:</p> <ul style="list-style-type: none"> Your organisation's experience of delivering leadership projects with young people Your organisation's experience of delivering projects across the West Midlands region Your organisation's experience of working with diverse communities and working with cultural sensitivity Your organisation's experience of working with young people to advocate a violence reduction approach 	20%
3	Please tell us how you would be able to fulfil section 3 of the specification (Vision for West Midlands Change Makers Youth Movement), demonstrating your approach, relevant experience and skills to deliver a successful project.	<p>Demonstration of:</p> <ul style="list-style-type: none"> Your approach to recruiting Young Leaders Your organisation's ability to pay Young Leaders Your approach to Partnership working with both young people and statutory/ non-statutory organisations to deliver a quality project Your approach to the relevant Youth Movement Training delivery with young people Your approach to Delivery of a successful Youth Leadership project Your approach to supporting young people to deliver a youth led campaign Your approach to Events planning and delivery 	40%

		<ul style="list-style-type: none"> • How you would develop and implement a successful action plan with your key stakeholders • Ability to work region wide • How your organisation will be able to contribute to the wider My Tomorrow Campaign 	
4	Please tell us how you would be able to successfully deliver on the Key Performance Indicators for the project.	<p>Demonstration of:</p> <p>Your organisation's approach and ability to deliver the Safeguarding objectives,</p> <p>Your organisation's approach and ability to deliver the Performance monitoring and quarterly returns</p> <p>How you will manage and monitor the Quantitative Outputs</p> <p>How you will manage and monitor the Qualitative Outcomes</p>	40%

The evaluators use the following to score your applications:

Score	Scoring Principles
0	Rejected – the question is not answered or the response is completely unacceptable
1	Very Poor response – Only partially answers the requirement with major deficiencies and little relevant detail proposed
2	Poor response – only partially acceptable with deficiencies apparent. Some evidence provided but response falls short of providing full confidence in the approach/solution described
3	Acceptable Response – meets all or most requirements but limited and/or could have been expanded upon further. Any weaknesses can be addressed.
4	Good response- Meets all requirements fully. Good level of detail, response provides high levels of assurance in relation to the proposal.
5	Excellent response – Exceeds requirement in some or all areas. Comprehensive responses demonstrating a detailed understanding of requirement and/or customer. No weaknesses noted.

10. Contact for any queries

If you have any questions about the application please email vrp@westmidlands.police.uk