

# **Invitation to Tender for the provision of a Monitoring & Evaluation Partner for Active Black Country**

**Deadline for submission of tender: 5pm on 20 August 2025**

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This document is in two parts:

## **PART A**

Part A is the Invitation to Tender and provides all the background information, a description of what is required, and an overview and instructions for the completion and submission of the Tender document.

## **PART B**

Tender questionnaire document Appendix 1

# **Introduction**

This is an Invitation to Tender (ITT) with information, instructions and guidance provided. The Tender submission, described in the following pages, should be completed and returned by all Tenderers who wish to Tender.

# **Background**

The areas of Dudley, Sandwell, Walsall and Wolverhampton are collectively known as 'The Black Country'.

Located at the heart of England, its residents strongly identify with the region's geography, its traditions and its history. It is a place beset by inequalities, with more than half a million residents living within some of the most deprived parts of the country.

The physical activity levels of Black Country people are significantly determined by their income, ethnicity and where they live. Deprivation promotes lower life expectancy, a higher prevalence of long-term health conditions and less disposable income. Active Lives data from Sport England consistently identifies the Black Country as the most inactive Active Partnership area within England. Data released in April shows that 34.6% of adults were classed as inactive; the national average is 25.1%.

## **Sport England place-based approach**

To tackle these stubborn inequalities and break down barriers to a more active life, Sport England is taking a 'Place-based approach' – partnering with local organisations and leaders who understand both the specific needs of their communities and the local assets that are available – to support people to move more and get active.

Sport England has identified Dudley, Sandwell, Walsall and Wolverhampton among 53 new places to receive a new tranche of funding, which replaces its historic 'programme led' investment model.

## **Active Black Country**

Active Black Country is a charity that is passionate and committed to helping local people become physically active so they can enjoy the health and wellbeing benefits that an active lifestyle provides.

We work across the Local Authority areas of Dudley, Sandwell, Walsall and Wolverhampton and form part of the national network of 43 Active Partnerships, funded by Sport England.

Working to a shared vision of 'A future Black Country where all ages, abilities and backgrounds are able to be active, move and play sport', we aim to increase activity levels to support good mental and physical health, ensuring the range of opportunities are inclusive, attainable and support stronger, better connected, resilient communities.

Together with our local partners and community organisations, Active Black Country wants to drive forward transformative change across our communities to ensure everyone is given the opportunity to lead an active and healthy lifestyle.

The Black Country has been identified as the focus for the Place Based Expansion (PBE) development award approach. Whilst occupying a large geography, it will incorporate a focus on smaller hyper local areas, connected assets and strategic infrastructure that have a broader sub-regional impact and present significant opportunity to get people active.

Partners have chosen this approach for the Black Country as our place needs this level of sub-regional collaboration across partners to address the large-scale challenges and underlying inequalities. However, it is vital to recognise what is

distinct within the different parts of the Black Country, and how the distinctiveness connects to the geography and needs of the sub region.

As the Active Partnership working across the four Local Authority areas, Active Black Country has been identified as the accountable organisation for the development grant funding, on behalf of local partners & communities.

## **Development grant phase**

The grant will be used to strengthen a shared purpose amongst stakeholders, where we develop our understanding of needs and identify community-based solutions through community engagement to co-design approaches with communities.

It will support places to progress and explore thinking to develop the plans to tackle physical inactivity and inform a future full grant award application. The Black Country development grant will be used across the below areas:

- Community engagement;
- Capacity to develop thinking on the local monitoring, evaluation and learning approaches;
- Capacity to develop strategic relationships across transport, health and housing;
- Insight to support evidence-based need for the built and natural environment;
- Convening spaces to bring 'partners' together in places to action plan;
- Resource to test & learn from different interventions and approaches.

All the related work will inform the full grant award submission. It is anticipated that partners across the Black Country will be in a position to apply for this second grant later in 2025 or early 2026.

## **Key objective of the work:**

The purpose of the Monitoring & Evaluation work, in collaboration with the Learning work, is to clarify what drives impact and ensure progress is effectively measured against shared outcomes.

## **Scope of the work:**

1. Lead the development and production of a **monitoring and evaluation framework** tailored to the objectives of the Place-Based Expansion Programme, supporting both Sport England and present local priorities.

2. The framework should feature a set of high-level outcomes and Theory of Change that identify the contribution of reducing physical inactivity to wider agendas and simultaneously acts as a desired set of outcomes to work towards.
3. The monitoring & evaluation framework should align and support the **Sport England and NELP's Place Maturity Matrix** for each of the four local places, exploring the capacity, readiness, and systems progress in each area.
4. Support the community engagement plan (to be produced by the Community Engagement Partner) with the design and delivery of the **community engagement workshop related to Monitoring, Evaluation and Learning** creating a space to bring people together to discuss what works and what doesn't and inform future change.
5. The monitoring & evaluation partner will operate as a critical friend to the other suppliers commissioned and form part of the Suppliers Forum.
6. Work closely with partners to **embed monitoring and evaluation processes**, through the development of innovative training to partners on the use and application of the data management system. Appropriate measures for data sharing and managing will be carefully discussed and agreed on, aligning with internal protocols and requirements.
7. **Provide and manage systems for data collection and insight generation**, over the next 2 years, integrating both qualitative and quantitative methods to capture rich, place-specific stories of change that enable stakeholders & community organisations to upload monitoring & evaluation information.
8. The data system should enable the development of high-quality quarterly reports that communicate progress and enables insight-sharing to integrate physical activity into wider agendas.
9. Continuously review, adapt and improve M&E approaches, using feedback, peer input, and learning to keep the framework responsive and relevant.

## Timescales

**20 August** – deadline for submission of tenders.

**3 September** – interviews with consultants.

**26 September** – inception meeting for work programme and associated timelines to be agreed.

**10 October** – meeting with Local Authority partners to explore their priorities for the piece of work.

**October-November** – ME Framework, Theory of Change and Outcomes Framework developed/revised.

**November** – provide systems for data collection and insight generation; integrate NELP Place Maturity Matrix for place assessments.

**December-January** – delivery of community engagement workshop and continue to manage ME systems.

**January-February 2026** – overview impact report produced; built on collation of quarterly impact reports.

*Note: The 6-month timeline provided is a snapshot of anticipated key milestones within that period (the provision and management of data collection and insight systems will be over a 2-year period).*

## **Budget**

The budget of £70k (inclusive of VAT) will cover all associated areas as outlined in the scope. You will be required to provide a full breakdown of costs.

## **Key requirements - demonstrate through examples and references:**

- Significant experience designing and delivering monitoring and evaluation in community, health, or place-based settings.
- Expertise in developing and applying Theories of Change and impact frameworks.
- Strong track record of mixed-method research design, as well as participatory and inclusive approaches.
- Ability to synthesise complex data into meaningful insights for diverse audiences.
- Proven ability to work across multiple stakeholders, with strong facilitation and engagement skills.
- Excellent written, visual, and verbal communication skills.
- Comfortable working in complex, adaptive environments where evaluation supports systems change.
- Experience aligning M&E frameworks with strategic outcomes across sectors (e.g., health, transport).
- Understanding of the Black Country context, particularly health inequalities, socio-economic challenges, and community assets.

This contract will be for a period commencing September 2025.

## Contracts and payment

Active Black Country Ltd will agree the contract and payment details.

## Project management and governance

The client's Project Manager will be Active Black Country (ABC), which is managing this work on behalf of Dudley, Sandwell, Walsall and Wolverhampton. The consultant will be expected to nominate a Project Lead. The project will be managed primarily through frequent contact between the Project Manager and the Project Lead.

The Project Lead will provide weekly updates on progress, including a summary of tasks undertaken, to the Project Manager.

## Costings

Tenderers should provide a cost breakdown.

A project plan should include individual consultant day rates and anticipated total days spent by each person.

## Payment schedule

In consideration of the services to be provided by the contractor, ABC will make the payments within 30 days of the end of the month in which it receives invoices or completed paperwork. Invoices/paperwork and/or key performance indicators will be presented in accordance with the intervals defined by the contract schedule 1.

## Evaluation criteria

Tenders will be evaluated against the following criteria:

Criteria	Weighting within evaluation
<b>Price</b>	30%
<b>Quality</b>	70%
Experience of delivering similar work and quality and experience of team CVs.	10%
Understanding of the brief and detailed methodology for work.	40%
Robustness of the project plan, proposals for presentation of analysis and recommendations and delivery timetable.	20%



## **The interview process**

If your organisation(s) is successful at assessment stage and invited to interview, you will be asked to expand on specific areas of your response(s) or to clarify or substantiate responses.

We anticipate the interview taking no longer than 1.5 hours.

The interviews will be scheduled for 3 September 2025. These interviews will be face to face and you will be asked to deliver a brief presentation to outline how you will approach the brief, followed by questions from the panel.

You will be notified if you have been invited to an interview by 22 August 2025.

## **The outcome**

Following the interviews, the interview panel will discuss and confirm selection of the preferred supplier.

The preferred supplier will be notified by September 8, 2025.

Please note, if you are selected as the preferred supplier, you will be required to attend an inception meeting and start delivery soon after.

In your submission, please confirm you are able to do this, subject to the timely review and signing of contract for services.

If you have any questions about the ITT, please contact Rana Aytug, Strategic Lead for Impact. Email [rana.aytug@activeblackcountry.co.uk](mailto:rana.aytug@activeblackcountry.co.uk)

Before completing a response to tender, please read the following information regarding Freedom of Information, Data Protection and Assessment. You should only proceed if you are happy to comply with the Freedom of Information and Data Protection requirements.

## **Data protection**

As a registered charitable organisation, we must comply with the UK GDPR and Data Protection Act 2018. We are committed to protecting your privacy and will ensure any personal information is handled properly under the Data Protection Act.

We will collect and process the following information:

Organisation name

Organisation type  
Email  
Postal address  
Name of lead contact  
Senior contact  
Named collaborators

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

We have a Legitimate Interest

We will use the information you give us in your application form for:

- assessing responses to tender
- monitoring the tender project
- evaluating the way our funding works and its effect.

We may also give copies of this information to individuals and organisations such as:

- Accountants and auditors
- Other organisations or groups involved in delivering your submission
- Other organisations for the prevention and detection of fraud.

We will keep the Invitation to Tender responses until the process is complete, and an organisation has been appointed. We will then dispose of your information by digital deletion and supported by our IT provider (this will be a period of between 6-12 months).

## Appendix I. Tender Response (Organisation details and pricing)

### Instructions

Please include answers to the standard questions below in addition to your technical response to the specification.

**Questions for information purposes only: please ensure you complete each question**

DETAILS OF YOUR ORGANISATION			
1	Name of the organisation in whose name the quote is submitted:		
2	Contact name for enquiries about this submission:		
3	Contact position (Job Title)		
4	Address: Post Code:		
5	Tel number:		
6	E-mail address:		
7	Is your company: (Please tick <b>one</b> )	i) a public limited company	
		ii) a limited company	
		iii) a partnership	
		iv) a sole trade	
		v) LLP Limited Liability Partnership	
		(vi) Other (Please specify)	
8	Name of (ultimate) parent company (if this applies)		
9	Companies House Registration number, Charity Commission Number or Mutual Society Number: (if these apply)		

INSURANCE		
	Please provide details of your current insurance cover. We reserve the right to seek evidence or ask that sufficient levels of insurance be in place before award of contract. All price quotations should be based on full insurance levels being in place.	Insurance Cover Value
10	Employer's Liability (if applicable): (£5m)	£
11	Public Liability: (£5m)	£
12	Professional Indemnity (£100k)	£

	<b>Equality Diversity Inclusion Policy</b>	
13	Does your company have a written EDI policy, to avoid discrimination?	Yes /No
	If the answer to this question is No, please explain how you ensure your organisation offers equal opportunities and avoids discrimination in its working practices (max 200 words)	

	<b>PROFESSIONAL AND BUSINESS STANDING INFORMATION</b>	
	Does any of the following apply to your organisation, or to (any of) the director(s) / partners / proprietor (s)?	
14	Is in a state of bankruptcy, insolvency, compulsory winding up, receivership or subject to relevant proceedings:	Yes / No
15	Has been convicted of a criminal offence related to business or professional conduct.	Yes / No
16	Has committed an act of gross misconduct in the course of business	Yes / No
17	Has not fulfilled obligations related to payment of social security contributions	Yes / No
18	Has not fulfilled obligations related to payment of taxes	Yes / No
19	Is guilty of serious misrepresentation in supplying information	Yes / No
20	Is not in possession of relevant licences or membership of an appropriate body where required by law	Yes / No
	If the answer to any of these is “ <b>Yes</b> ” please give brief details below, including what has been done to put things right. (Max 500 words)	

## Pricing

Please submit your fee to deliver the service as per the specification in this document and the pricing schedule below.

Budget breakdown	Amount (£)
Total fixed price to deliver service (incl VAT)	

Daily fee rates on which these prices are based.

Nominated individual including grade	Daily rate (£)	Budget days

- Your total price for delivering the service should include all costs, fees, expenses and profits to deliver the service in its entirety. No additional claims for funding will be entertained.
- The prices and/or rates stated in this Price Schedule constitute the only reimbursement and profit to the company for providing the services.
- All sums payable by or to Active Black Country Ltd or the winning tenderer are inclusive of Value Added Tax ("VAT").
- No claim from the bidder will be entertained by Active Black Country Ltd for any mistakes in the information given.
- The fixed price sum is a maximum budget for the project and cannot be exceeded. Actual payments will only be made on the basis of evidenced invoices showing hours worked each month submitted before the end of each month. They will be paid within 30 days of the month end in which invoices are received.

Any quotation submitted must be bona fide and without canvassing or soliciting any member or employee of Active Black Country Ltd or fixing the rates with another supplier. By submitting a quotation, you are agreeing this is a bona fide quotation. You should also declare if anyone in your company has a family member who works for Active Black Country Ltd.