

BRIEF FOR CONSULTANT – Monitoring and evaluation of our Youth Engagement work

Overall Project Summary

The BTO has been successful in securing Green Recovery Challenge Fund support for our rapidly expanding youth engagement programme.

The BTO is the UK's leading charity dedicated to monitoring wild bird populations to inform their conservation. We undertake scientific research and activities, through a partnership between scientists and a UK-wide base of volunteers, to provide objective information and advice about changing wildlife and environments, and to inform policies and decisions which will support a wildlife-rich environment in the long term.

As part of our strategy we are stepping up our efforts to engage with the next generation of bird lovers and surveyors. In order to do so, we recruited a panel of 12 engaged young volunteers, ages 16–25, onto our Youth Advisory Panel (YAP). The YAP has created, developed, and implemented a Youth Engagement Strategy. This Strategy focuses on how we can engage more young people with nature, science, and birds. As we have started implementing elements of the Strategy, we are now keen to develop a solid monitoring, evaluation and learning (MEL) framework. This framework should be focused on long-term monitoring and evaluation, using both quantitative and qualitative data.

Purpose and Activities of the BTO

The BTO's purpose and public benefit is to deliver objective information and advice, through undertaking impartial research and analysis about birds, other species and habitats, to advance the understanding of nature. We inform policies and evidence-based decisions that impact on the environment such that future generations can benefit from a healthy and wildlife-rich environment. We mainly do this by:

- Sustaining long-term extensive programmes and smaller scale intensive research to study the population trends, movements, breeding, survival, ecology and behaviour of wild birds;
- Encouraging, enthusing, training and supporting volunteers to take part in scientific studies across the UK;
- Bringing together professional scientists and volunteer birdwatchers in surveys of wildlife (particularly, but not exclusively, birds);
- Analysing the data gathered through these studies, making information available to Government and other bodies, and publishing the results in the primary scientific literature and via the internet, the birdwatching and conservation press and the media more generally.

Our vision is of a world inspired by birds and informed by science. Our vision for our youth engagement work is of a *diverse, vibrant community of young birders supported by the BTO, with accessible, youth-led opportunities inspiring young people to engage with nature and science.*

Scope of work

We are seeking to engage a consultant(s) to work with Faye Vogely and her staff team to develop and implement a monitoring, evaluation and learning framework so that we can confidently assess the effectiveness of our youth engagement work and continue to learn from our successes and failures.

Specifically, this work covers:

- Reviewing and advising on the outcomes of BTO's youth engagement work to date.
- Recommending suitable approaches to monitoring and evaluating the effects of our youth engagement work on the young people we engage with.
- Setting up data collection protocols.
- Designing a framework for monitoring and evaluation which is workable and meets our needs and the needs of our funders.
- Supporting us to implement the framework.
- Supporting us in learning from our programmes to date and identifying opportunities for improvement.
- Working with BTO staff to set performance targets and measures of success to evaluate the impact and success of the work.

Outcomes sought

As a result of this work, we expect the following outcomes:

- We will be able to confidently evidence and communicate the impact of our youth engagement work in future thanks the development of a clear framework by the consultant.
- We will have identified learning opportunities and improvements for our ways of working.
- The staff team will have developed their skills in implementing and consistently using a monitoring, evaluation and learning plan.

Methodology

Consultants are expected to set out their preferred approach and style of engagement. Meetings can be held at our offices in Thetford and/or Cambridge. Depending on the days of work, office space can be provided, along with access to phone and internet. We would expect this work to involve our team of youth volunteers, especially on the Youth Advisory Panel. They are key to the success of our programmes, and they should be an important part of the process.

Reporting

The work will be overseen by Faye Vogely. The Consultant(s) is expected to work with the Youth Engagement team and other staff and volunteers as appropriate. Five hard copies of the final report (s) should be submitted by the deadline date. In addition, an electronic version of the final report(s) should be supplied.

Timetable

It is estimated that this work can be completed over a three month period, with your initial recommendations report completed by April 2022. We expect the monitoring and evaluation framework to be in active use from spring 2022.

Costs

It is anticipated that the work will require no more than 25 days of consultancy and fixed fee bids are invited to cover all costs, including expenses and VAT.

Proposal to Tender

The proposal to tender for this work should include details of:

- the relevant experience and competency possessed by the Consultant and any other personnel who will work on the project
- A summary of design and methodology to be used in the research and development and delivery
- full costs including expenses and VAT
- a timetable with key milestones
- two referees who can be contacted about your work

Please submit your tender by no later than 3 December 2021 to: Faye Vogely, faye.vogely@bto.org as a PDF document.