

INVITATION TO QUOTE: November 2020

Evaluating our Digital Services

*We live in deeds, not years; in thoughts, not breaths;
In feelings, not figures on a dial.
We should count time by heart-throbs*

Philip James Bailey, We live in deeds, Not Years

Please note this is one of three live tenders. Each tender is individual in its own right, but each has a digital element to it and there may be some overlap. The other two tenders currently live are:-

- Beneficiary data collection
- Identifying the best digital platforms for delivering our training and shared reading itself online.

About The Reader www.thereader.org.uk

The Reader is a national charity bringing about a Reading Revolution so that everyone can experience and enjoy great literature, which we believe is a tool for helping humans survive and live well.

We bring thousands of people together on a weekly basis in small groups to share and discuss great novels, short stories and poems. We call this Shared Reading.

By reading with people in community centres, libraries, care homes, hospitals, prisons, secure units, workplaces and in high street cafes, and at our home in Calderstones Park in Liverpool, our work helps to improve wellbeing, reduce social isolation and build stronger communities.

Over **700** Shared Reading groups and one-to-ones happen every week around the UK, supported by **1000** volunteers and reaching over **10,000** people a year.

In 2020, people attending community Shared Reading groups said:

'I look forward to the group as an important event in my week' 92%

'The reading sessions make me feel better' – 93%

'I've made new friends within the group' – 84%.

Why is this brief here?

Our 'core' offer – weekly shared reading groups have always been live and in person. You can get a sense of what this was like by watching these short videos on our You Tube channel <https://www.youtube.com/channel/UCcbj0MRw6hhIS-aSgigZnBw>

Since Covid-19 hit we've adapted our offer so we can support beneficiaries in new ways as well as extending to new communities in some places. Under the banner of 'The Reader at Home', we are delivering the comfort and connection of Shared Reading in new ways. By supporting our dedicated volunteers and partner staff to keep Shared Reading groups for adults and children running online and by telephone, and through providing specially curated digital reading resources and activity packs, we've been able to maintain a vital lifeline for our group members, partners and wider community. The full offer can be seen here: <https://www.thereader.org.uk/get-involved/the-reader-at-home/>

In addition, a new partnership with National Prison Radio also enabled us to develop a six-week programme of reading and reflections, extending the reach of our work in the prison estate and bring the comfort and escapism of Shared Reading to listeners in 120 prisons in the UK, and we have plans to repeat this with a further 10 week run. Some of the challenges we have faced have been a lack of digital literacy in the older adult group, and highly restricted internet access in close settings such as prisons.

Scope of the task

We have been developing our Monitoring and Evaluation Strategy using a variety of tools over a number of years, but they are currently geared towards our standard core offer and enable us to evaluate the impact and reach of Shared Reading in person across a range of settings from libraries and care homes to prisons, schools and mental health wards, and everything in between.

In September, in order to respond to the need to update funders on the impact of 'The Reader at Home' (our alternative provision) we undertook a monitoring and evaluation exercise to gather some initial findings about the impact, reach and success of the range of products we devised and offered.

With these findings in mind we are currently in the process of streamlining our alternative provision offer. However we do not understand now that we will be delivering a 'blended' offer for the foreseeable future, and we know that we need to develop our suite of tools in order to be able to improve the way we evaluate the digital elements of this offer.

We are looking for a consultant who can review the additional range of products we plan to have on offer from now on, and advise us on the most suitable tools and techniques to best evaluate this offer.

Success for this project looks like:

- Providing recommendations around data we should aim to collect on our planned digital offer (so that we have a better understanding of who the offer is reaching, engagement with Shared Reading, quality of the offer, and its impact), having reviewed our existing monitoring and evaluation approach and additional digital products to be provided in future.
- Providing us with an understanding of relevant tools, products and methods to collect this data, which are compatible with our current digital infrastructure and take into account the volunteer-led and dispersed nature of our model, our resources, and digital literacy of some users.
- Clear and practical proposal for implementing an approach to evaluating our digital offer

-Running the first round of evaluation for our digital products, with specific emphasis on National Prison Radio, and producing an evaluation report .

Budget

The Reader is looking for a partner who can work with us to deliver this work at a very competitive rate, we have a budget of no more than £10,000 (incl VAT) for the consultancy work and any expenditure that may accompany any recommendations. Please quote inclusive of VAT, any anticipated expenses and all outputs.

Timelines

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Brief out	w/c 16 November 2020
Submission deadline	4 December 2020
Appointment made	w/c 14 December 2020
Project work starts	w/c 21 December 2020
Project completion and all deliverables	1 March 2021

Submissions

Please submit the following details no later than 4th December at 9am by email to lizziemurray@thereader.org.uk - submissions arriving after this deadline may not be considered.

- A short summary of your proposed recommended project approach
- Confirmation of your ability to complete the task with the time frames outlined above
- Your track record in similar projects and brief bio of key team members who will work on the project
- The fees/ costs break down for the proposed work including day rates inclusive of all expenses and VAT
- 2 references from organisations with whom you have worked recently
- Data protection policy
- Proof of Professional Indemnity Insurance valued at at least £1million

All proposals will be assessed for value for money, experience and quality of approach.

Contact

For questions please email lizziemurray@thereader.org.uk

The Reader is supported by players of People's Postcode Lottery, The National Lottery Community Fund and public funding from Arts Council England.

@thereaderorg #SharedReading

The Reader - Charity Number 1126806 (SC043054 Scotland)

This piece of work is supported by the Steve Morgan Foundation and Community Match Challenge - part of government's £750m support package for charities #CommunitiesCan