



Our Dee Estuary Caru Aber Dyfrdwy



Title: Monitoring and Evaluation of the Our Dee Estuary/ Caru Aber Dyfrdwy project

Expected duration of work: January 2022 – March 2025

Name of contact: Our Dee Estuary Project Manager

Overview

Cheshire Wildlife Trust, on behalf of the Tidal Dee Catchment Partnership, is leading the delivery of a coastal natural heritage project on the Dee Estuary, funded by the National Lottery Heritage Fund, called 'Our Dee Estuary'.

Our Dee Estuary is a cross-border project connecting the coastal communities of the Dee Estuary (Wirral, Cheshire West and Chester, Flintshire and Denbighshire) with their natural heritage to create a new community of stewardship to effectively conserve and safeguard the unique and spectacular natural heritage of the Dee Estuary. Please see associated documents 'Our Dee Estuary Project Summary' and 'Our Dee Estuary Map'.

The Our Dee Estuary project aims to:

- a) Create a nature-based sense of place around the Dee Estuary making it a greater part of more people's lives and a better place to live, work and play.
- b) Work with local communities, estuary users, visitors and other partners to ensure our natural heritage is better managed, better recorded, better interpreted and in better condition.
- c) Improve access gateways and opportunities, breaking down barriers and making it easier for local communities and visitors to spend time enjoying the Dee Estuary without putting the heritage at risk.
- d) Provide opportunities for lifelong learning and training, enabling more and a wider range of people to develop new skills and ensuring that the rich heritage of the area is better understood by all.
- e) Empower a diverse range of people from across the target audience area to become Dee Champions, reducing negative environmental impacts and engendering a culture of stewardship and a lasting legacy.

Monitoring and evaluation

Monitoring and evaluation forms an integral part of the Our Dee Estuary project. We see this as an opportunity to discover when methods and approaches work most effectively to change understanding and behaviours. The results of this will be useful not only to this project, but to wider Trust work and indeed for many other organisations working on similar schemes.

The Trust recognises that monitoring and evaluation for all of its work could be strengthened. This is therefore an opportunity for us to work with experts in this field to build up skills within our staff and better embed meaningful monitoring and evaluation into all of our areas of work. It is crucial that we can clearly demonstrate the positive results of our work so that we can make a better case for future funding and resources.

Evaluation

We propose both a mid-term and final evaluation of the project which will look at what we have achieved, strengths, weaknesses and lessons learnt. The evaluation should look at the effectiveness of individual activities as well as the project as a whole.

The evaluation should:

- Be able to demonstrate clearly what has been achieved and the lasting benefits of the project
- Provide feedback on what has gone well and what has gone less well so that adjustments can be made following the mid-term review and so that the Trust and others can learn from what hasn't worked.

The evaluation approach includes:

- Quantitative indicators to measure project outputs. These will relate to the targets set within the NLHF application e.g. volunteer numbers, number of people trained etc.
- Qualitative indicators which will measure projects outcomes and long-term impacts.

A Monitoring and Evaluation Plan was created during development stage and includes a range of evaluation techniques including the WWF UK SEAS Compass tool; reflective practice; surveys of event attendees, volunteers and residents; focus groups; interpretation testing; key informant telephone interviews and creative qualitative evaluation techniques.

We expect the contractor to have experience of evaluating engagement projects and to have the appropriate equipment and trained staff available to undertake the job to a high standard.

In accordance with Cheshire Wildlife Trust's Data Protection Policy the contractor will need to sign a Data Processing Agreement with Cheshire Wildlife Trust.

Methodology

The contractor will be responsible for all aspects of the work but will have the support of the Our Dee Estuary project staff. The contractor may be required to facilitate evaluation and legacy assessment sessions with the partners and this should be considered as an option in costings provided by prospective consultants.

When producing any required communication and advocacy materials (this excludes the evaluation reports which can be in English) we expect the contractor to follow best practice advice and guidance around bilingual communication and to use the Welsh Language Commissioner Bilingual Design Guide.

Outputs/deliverables

The following scope is suggested for the needs of the project, however, applicants are invited to change or add to this methodology based on their expertise in this area.

Over the duration of the project, we would like our consultant to:

- Review the Monitoring and Evaluation Plan (including the key evaluation questions and theory of change) in liaison with the project team, turn it into a Delivery Plan as necessary with accompanying toolkit of practical evaluation tools for the consultant and project team to use throughout the lifetime of the project.
- Undertake a training needs assessment with the project team and partners with regards to the skills needed to fulfil their monitoring and evaluation responsibilities and recommend a programme of training opportunities.
- Deliver training and development opportunities to address the top priority training needs; building the team's deeper understanding and implementation of monitoring and

evaluation. Include the Trust's management team in this work to help build a wider understanding of monitoring and evaluation, in particular in relation to the Trusts engagement work and in tandem with work the Trust is undertaking to review its approach to community engagement in order to reach more people in line with organisation's new strategy.

- Attend, report to and help organise Monitoring and Evaluation Group meetings.
- Help develop a monitoring approach and support the project team in delivering it, including quality assuring the data.
- Evaluate the work of the project at mid-term providing a report which assesses the effectiveness of project management, partnership working and different engagement approaches and activities are having on increasing understanding and changing behaviour and provides progress against the agreed indicators and outcomes. This should include evaluating legacy planning work to date to help the partners and team understand how things are progressing and whether anything requires adjusting as a result.
- Provide a suite of practical recommendation which, in particular, suggest alternative approaches and improvements that can then be tested, particularly in relation to public perception and understanding.

Final evaluation of the scheme's achievements and legacy

The purpose of the final evaluation is to summarise what has been achieved and what has been learnt. Its audience will be NLHF, other funders, project staff, wider Trust staff, partners, other Wildlife Trusts and stakeholders.

The consultant will lead the evaluation process which will assess:

- Use the theory of change to assess the extent to which the Our Dee Estuary project has been effective in achieving its project outputs and outcomes and to what extent this has led to delivery of the planned aims and objectives.
- Achievements.
- Strengths and weaknesses.
- Lessons learnt and whether anything should have been done differently.
- Longer term outcomes and impacts beyond the end of the project and of legacy plans in place to take that legacy forward.
- The effectiveness and efficiency of the way the project has been run.

The final evaluation will be based on the original bid document to NLHF and supporting documents, the monitoring that has been carried out under the Monitoring and Evaluation Delivery Plan plus an additional information gathered by the consultant during the end of project evaluation period.

All final documents are required as both PDFs and word documents and all data collected will belong to and be provided to Cheshire Wildlife Trust.

Supporting documents

- Our Dee Estuary NLHF Stage 2 application and supporting documents
- NLHF Evaluation Guidance

Contract management

- We expect the work to take place between January 2022 and March 2025.
- The contract will be let by the Cheshire Wildlife Trust.
- Payment will be made upon timescales and milestones agreed with the contractor.
- This contract will be managed on a day to day basis for the Our Dee Estuary project by the Our Dee Estuary Project Manager

Award criteria

Please reply to this tender by providing a plan of works for how you will deliver the contract including approach, timescales and costs.

Applicants should cover the following information in their submissions:

- A breakdown of your proposed fixed fees and any other expenses e.g. travel and subsistence, incentives, materials.
- Approach to working with the project team to include a description of the work that you would carry out.
- Your past experience of similar projects and specifically any other National Lottery Heritage Fund project evaluations.
- Evidence of an understanding of the issues facing the marine environment with regard to behavioural change and improving understanding.
- Brief CVs of key personnel and their qualifications and roles.

Selection of the successful consultancy or institution will be on the basis of:

- Proposed approach and the extent to which the proposals meet the project brief's requirements and proposed timescales.
- A proven track record in research on heritage based evaluation reports and behaviour change.
- Knowledge, qualifications and experience of the project team including:
 - Evaluation and monitoring techniques.
 - Behavioural change research and issues.
- Ability to work with Trust staff in a flexible way to best meet our needs.
- Presentation, written and verbal communication skills.
- Value for money.

We reserve the right not to accept the lowest, or any of the quotes received.

Procurement process

The procurement timetable will be:

- Proposal return deadline: 30th November 2021
- Potential interviews: Between 6th and 15th December 2021
- Cheshire Wildlife Trust will notify bidders of the procurement decision by 20th December 2021

The successful contractor will be obliged to enter into a written agreement for the delivery of the contract.

Copyright of all material produced, including intellectual copyright will rest with the Cheshire Wildlife Trust.

Further details relating to this tender can be obtained from the Our Dee Estuary Project Manager, sbennett@cheshirewt.org.uk, Tel: 07773334387.

Proposal should be sent by email to the Our Dee Estuary Project Manager at the above email by 12noon on the proposal return deadline.