



Invitation to Quote Active Kindness Programme Social Value Framework



The Opportunity

Community Leisure UK is delighted to invite applications to tender for the development of a social value framework as part of the National Lottery funded 'Active Kindness' programme.

This tender is part of Active Kindness, an exciting volunteering transformation programme for Community Leisure UK members which seeks to revitalise volunteering within charitable trusts offering public leisure and culture services. Active Kindness has ring-fenced funding from the National Lottery UK Fund to support the rollout and expansion of the programme, which was previously funded by Sport England from its beginning in 2019 until December 2023. The National Lottery UK Fund is providing funding for the programme for five years from May 2024, with the aim of rolling out the programme and learning across all Community Leisure UK members, including those in Scotland and Wales, and to include culture services delivered by members.

The programme aims to empower trusts with the necessary resources and support them to revolutionise their volunteering programmes in a sustainable manner that best suits their unique circumstances. This rejuvenation will encompass various facets, including but not limited to enhancing equality, diversity and inclusion (EDI) within the volunteer base, aligning volunteer demographics with the trust's local community, boosting participation in historically less active groups, and amplifying the community's voice to allow for co-production of services and strategies within the trust. The social value framework will be integral to the programme and allow trusts to better understand and communicate the value of their contributions to their communities.

As we approach the end of the first year of National Lottery funding, we have seen the programme progress and solid building blocks established with the programme partners and participating trusts. This is an exciting moment for our final partner to join this work, to help shape and develop the social value framework for this programme and to work with our members and programme partners hand in glove to build a solid and sustainable approach to volunteering across our members.

Further details on the scope of work and deliverables is included in Appendix A.

About Community Leisure UK

Community Leisure UK, founded in 1997, is the membership association that represents leisure trusts and social enterprises across the United Kingdom. There is a current membership of approximately 100 trusts, covering the length and breadth of the country. Community Leisure UK is a member led organisation, and our Board is made up of volunteers from our members.

Our purpose is to facilitate collective improvement through collaborative working and sharing, find sector-wide solutions to new emerging challenges and re-define the Trust Model benefits in an increasingly hostile and competitive environment. Trusts are key providers of public leisure and cultural services across the UK, offering accessible and affordable opportunities for individuals and communities to engage and benefit from these services. They provide programmes that support physical, mental and social health and wellbeing support local and national priorities and outcomes and are highly valued by the public.

Our Values

We embed our values through everything that we do, creating a common purpose and an organisational culture that we are proud of, and we anticipate these values being reflected by any organisation that we work with.

- **Integrity**

We believe in a principled and ethical approach to our work, championing transparency in every aspect of our and our members' work.

- **Passion**

Our passion drives our work and our team, with a core belief in championing the Trust model and the value of public leisure and culture services.

- **Fairness**

Inclusivity and equity are at the heart of everything we do, regardless of the shape or size of members or partners.

Programme Background

There is a Programme Manager employed by Community Leisure UK to oversee the programme, which comprises three strands. Strand 1 is a learning curriculum which engages with a cohort of 10 trusts each year, delivering monthly workshops alongside tailored support through a peer network and one-to-one guidance from both the Programme Manager and the Volunteer Development consultant. Strand 2 is the provision of Volunteer Management Software, enabling trusts to recruit volunteers and engage with them in a meaningful manner. Community Leisure UK has partnered with Volunteero for this strand of the programme, which will also empower trusts to collect and disseminate data on their volunteering programmes, as well as providing Community Leisure UK with an overall of all volunteering data across its members.

Strand 3 of Active Kindness is provision of a Social Value Framework; the subject of this tender. This will furnish trusts with a framework and understanding to successfully showcase their impact by quantitatively measuring the social value of their volunteering programmes.

Community Leisure UK will publish reports using the data collected under Strands 2 and 3, bringing a brand-new insight into the work of its members and volunteering generally within public leisure and culture in the UK. In a comparable manner to the NCVO's "Time Well Spent" reports on volunteering, these reports will enhance the profile of volunteering, amplify volunteer voices, and present influential evidence-backed policy suggestions.

The aim of the Social Value Framework is to develop an impact measurement and valuation framework to articulate the social value of volunteering for Community Leisure UK and its members. It is anticipated that this would include a gap analysis to understand current data being gathered, the development of a specific framework for Community Leisure UK members, and upskilling those involved in the programme to use the framework to maximise the sustainability and impact of their work.

Budget

We are seeking value for money and submissions should therefore propose a budget that meets the requirements set out in the brief. Costs will therefore vary. However, as an indication, the maximum budget available is £100,000, inclusive of VAT and expenses.

Contract Management

The timescale for the services required is: from May 2025 to May 2029.

This is anticipated to include

- Design and development of a social value framework incorporating factors as identified in Appendix A.
- Complete data collection and analysis, linking to the data already collected through the programme and software.
- Deliver training and support for trusts to use the framework effectively.
- Pilot the framework and gather feedback to refine as appropriate.
- Contribute to ongoing programme monitoring and evaluation reports
- Work closely with the Programme Manager and partners in the programme to share knowledge and information.
- Occasional travel may be required across the UK.

Risk management

A risk register will be produced with the Programme Manager, with regular updates to ensure there is a clear plan for the management and mitigation of risks throughout the contract.

In the event that the tenderer fails to deliver the agreed work as described in the contract, Community Leisure UK shall give one month's notice to remedy this. If no remedy is found or if the failure is not remedied to Community Leisure UK's reasonable satisfaction, then Community Leisure UK may terminate the agreement immediately.

Award criteria

Essential

- Value for Money – clear outline and breakdown of costs and expenses as detailed in Appendix One, against the delivery of the specifications.
- Clear methodology for delivery, with ability to deliver within the timeframe and budget envelope.
- Confident and engaging style for working with organisations to support their social value articulation.
- Knowledge and understanding of current legislation around volunteering, e.g. safeguarding, rewards for volunteers, volunteer rights.
- Knowledge and understanding of current policies and frameworks e.g. TOMs, Green Book, Moving Communities etc.
- Experience providing frameworks or tools to collect social value data to organisations.
- Proficiency in data analysis and economic modelling.

Desirable:

- Experience of working with multiple organisations as a collective to deliver training and support sessions.
- Knowledge and understanding of the voluntary sector, and volunteering within the third sector.
- Knowledge and understanding of charitable trusts delivering public leisure and culture services in the UK.
- Knowledge and understanding of the different policy contexts of volunteering within England, Scotland and Wales.

All quotes will be scored against the above criteria, taking account of the degree of experience of the bidder and the ability of the bidder to deliver the work to the budget and timetable required. This is outlined in the following table.

Criteria	Criteria Type	Scoring Guide (points available)
Value for Money – clear outline and breakdown of costs and expenses as detailed in Appendix One, against the delivery of the specifications.	Essential	20
Clear methodology for delivery, with ability to deliver within the timeframe and budget envelope.	Essential	20
Confident and engaging style for working with organisations to support their social value articulation.	Essential	5
Knowledge and understanding of current legislation around volunteering, e.g. safeguarding, rewards for volunteers, volunteer rights.	Essential	5
Knowledge and understanding of current policies and frameworks e.g. TOMs, Green Book, Moving Communities etc.	Essential	5
Experience providing frameworks or tools to collect social value data to organisations.	Essential	10
Proficiency in data analysis and economic modelling.	Essential	15
Experience of working with multiple organisations as a collective to deliver training and support sessions.	Desirable	5
Knowledge and understanding of the voluntary sector, and volunteering within the third sector.	Desirable	5
Knowledge and understanding of charitable trusts delivering public leisure and culture services in the UK.	Desirable	5
Knowledge and understanding of the different policy contexts of volunteering within England, Scotland and Wales.	Desirable	5
TOTAL		100
An additional score of up to 5 points is available for each of the following: 1. Surpassing expectations on any of the above criteria - going above and beyond 2. Creativity and innovation - bringing a new element or process to enhance the social value articulation		10

Costs should include VAT and expenses along with a plan of stages and time requirements for the duration of the four years.

Proposal submissions

We welcome proposals from organisations, individuals or collaborations. Please return all quote submissions via email to Kirsty Cumming: kirstycumming@communityleisureuk.org

Deadline for submissions is: 12 noon, Friday 25th April 2025. An indicative timeline for decisions is detailed below.

- We will be available on Wednesday 16th April for conversations with any interested individuals or organisations who wish further information or clarification.
- Interviews with shortlisted organisations will be held on the afternoons of 29th and 30th April.

Contract due to start: May 2025



Confidentiality

Community Leisure UK wishes to invite bids from organisations to support our Active Kindness volunteering programme with the development of a social value framework for volunteering, over a four-year period. Your tender must be submitted in accordance with the instructions contained in this document. Tenders not complying with these instructions may be rejected by Community Leisure UK, whose decision in the matter will be final.

Any contract resulting from the tendering process will be with Community Leisure UK and will be governed and interpreted in all respects by English Law. The terms and expressions in this invitation to tender shall bear the same meaning as those set out in the Conditions of Contract.

The following document sets out the background, aims, objectives and outline methods, as well as timescales, reporting requirements, management arrangements and tendering details for those organisations or individuals invited to do so. Organisations or individuals should not feel constrained by this brief and should feel free to add any points they think relevant to the execution of the work.

All information contained in this invitation to tender is confidential. Likewise, all information included by tenders in their proposals will be treated in confidence. The tenderer undertakes to treat as strictly confidential all information which may be derived from or obtained during the contract, or which may come into the possession of the tenderer or employee, servant or agent of the tender as a result of or in connection with the contract. The tenderer agrees to take all necessary precautions to ensure that their employees, servants or agents treat all such information as confidential.

The tenderer must enforce applicable data protection laws and regulations, including GDPR. All data collected during the project must be securely stored and used solely for the purposes outlined in the contract. In the event of any data breach, this must be immediately notified to Community Leisure UK for appropriate remedial action to be taken.

Useful links:

Webpage with further information and the Evaluation Report for Active Kindness 2022-23: [Active Kindness - Community Leisure UK](#)

Appendix A

Objectives

A measurement framework to allow trusts to quantify the social value generated by their volunteering programmes and activities.

Through the Volunteer platform, participating trusts are able to collect a range of information and we have the ability to pull this information into a collective view across the trusts.

The framework must:

1. Incorporate factors such as:
 - Volunteer contributions, including their roles, training, and wellbeing.
 - The trust's impact on wider society as a hub for social, cultural, and recreational activities.
 - Health and wellbeing benefits to individuals (both volunteers and participants in volunteer-led activities) and communities.
 - Skills development and employability outcomes for volunteers and staff.
 - Economic contributions, including cost savings for public services and community economic engagement.
 - Social value for volunteers based on demographic info – linked to government priorities.
2. Use the most up-to-date methodologies, including the Social Value Calculator from Sheffield Hallam University and the Social Value methodology used by Sport England.
3. Be a user-friendly framework that:
 - May be used as a standalone framework.
 - Is compatible with the volunteer management software (Volunteer) used by some trusts to collect data on their volunteering programmes.
 - Produces simple but robust, evidence-based social value figures.

Scope of Work

The successful tenderer will:

1. **Design and Develop the Framework:**
 - Review and adapt relevant methodologies ('gap analysis').
 - Develop a framework that integrates key metrics unique to trusts such as their physical assets' inherent community value, the facilitation of community and cultural engagement, health benefits of physical movement and activity, and improved social inclusion.
 - Ensure alignment with the methodologies established by Sheffield Hallam University and adopted across the UK, ensuring relevance for trusts in all three nations.
 - Ensure flexibility for trusts of varying sizes and scopes: some trusts are single sites with responsibility for operating one facility, whereas others are large, cross-country trusts with multiple sites.
 - Enable collation of data across organisations using the framework to provide a collective picture of social value at CLUK level
2. **Complete Data Collection and Analysis:**
 - List data sources

- Identify and integrate data sources, including existing trust data, national datasets, and stakeholder input.
- Develop methods to collect qualitative and quantitative data to support the framework's outputs.
- 3. **Implementation and Training:**
 - Offer training and guidance materials for trust staff to use the framework effectively and for the framework to be used in the long-term.
 - Ensure compatibility with existing data systems and ease of integration.
- 4. **Testing and Refinement:**
 - Pilot the framework with selected trusts.
 - Gather feedback to refine functionality and usability.
- 5. **Reporting and Documentation:**
 - Provide technical documentation for future updates and maintenance.

Deliverables

1. **Social Value Framework:**
 - A framework that quantifies the social value of trust activities.
 - Outputs that can be presented in monetary terms and qualitative narratives.
2. **Training:**
 - User onboarding (trusts and CLUK staff)
 - Train-the-trainer sessions for CLUK staff member.
 - Upskilling for trusts on how to use data insights from the framework to tell the story of impact.
3. **Pilot Results:**
 - A summary of findings from the pilot phase and recommendations for improvements.
4. **Contribution to Ongoing Programme Monitoring & Evaluation Reports:**
 - In collaboration with monitoring and evaluation partners Leeds Beckett University.
 - Detailed methodology and findings, including case studies of the framework's application.

Ends.