Power Up London

Evaluation Partner Terms of Reference

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Big Issue Invest is looking for an evaluation partner for its Power Up London accelerator programme

Timeline for Submission:

- **Expression of Interest (EOI) Deadline:** 8th October 2024
    - In your EOI, please provide answers to the following:
        1. A brief paragraph explaining why your organisation is a good fit for the evaluation.
        2. Confirmation that you can deliver the project within the budget (£19,000 incl. VAT).
        3. Assurance that you understand the timeline and can meet the deadlines outlined.

We will invite you to submit a full proposal shortly after receiving the EOI.

Proposal Submission Deadline: 17th October 2024

Power Up London Evaluation Partner – Terms of Reference

Big Issue Invest (BII) is seeking an evaluation partner for its Power Up London accelerator programme.

Project: The Power Up London programme is an Accelerator programme and grant funding scheme for two cohorts of 20 early-stage social enterprises (SEs). It provides four months of intensive non-financial assistance, including mentoring, business support, training workshops and networking opportunities, along with the possibility to access grant funding at the end of the programme. Big Issue Invest (BII) is seeking an evaluation partner to support us in understanding the degree to which the programme's goals were met, the impact of support provided, the fitness-for-purpose of the programme design, and lessons learned from the fund's implementation.

Start date: October 2024

Anticipated length: 6 months – preliminary assessment and findings to be presented by January 2025, with final evaluation report due in April 2025, with a possible follow up towards the end of 2025 subject to funding availability.

Overview

Aims and structure of the programme

Power Up London aims to support local London-based SEs to **create or retain jobs** and to **expand or grow their services**. Through the programme, BII is providing support to **two cohorts of 20 informal initiatives and early-stage social enterprises**. The programme has a focus on organisations providing services to underrepresented communities and addressing environmental and social issues.

<u>Eligibility</u>

The programme was open to initiatives and social enterprises registered for less than 5 years and with a maximum annual income of £500,000.

<u>Grant support</u>

The programme will disburse **grants of up to £22,000 to 15-20 participating organisations from each cohort**. Grantees will have **6 months** since receiving the grant to implement activities outlined in a grant application submitted to BII at the end of the accelerator phase.

<u>Non-financial support</u>
Non-financial support provided through Power Up London comprises of seven mandatory and 2 optional workshops, up to 4 hours of mentoring support, 5 peer support sessions, up to 8 one-to-one business support sessions, a mock board exercise and a showcase networking opportunity.

The workshops, a key component of non-financial support, cover seven thematic areas:

Workshop 1: Modelling your social business
Workshop 2: Developing a theory of change
Workshop 3: Measuring your social impact
Workshop 4: Generating income from trading
Workshop 5: Measuring your financial performance
Workshop 6: Funding your future growth
Workshop 7: Making your services accessible and sustainable
Optional Workshop: Philanthropic revenue
Optional Workshop: Legal Structure

<u>Inclusion targets</u>
Through Power Up London, BII committed to supporting the growth of social enterprises that:
A) have more than 75% representation at Board level and at least 50% representation at Senior Leadership Team level of individuals who fall into one or more of the following categories:

• Black, Asian or Minority Ethnic
• Disabled
• Women
• LGBTQIA+
• Lived experience of a social challenge
• Experience of socio-economic disadvantage, or

B) Serve any of the above communities, or
C) Exist for the primary purpose of addressing environmental issues.

BII used a bespoke methodology for measuring the level and scope of leadership diversity of each applicant organisation against local demography.

Power Up London General Terms & Conditions

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Aims of engaging the Evaluation & Learning Partner

The 'Evaluation & Learning Partner' (ELP) will be a key partner for BII in helping the implementing team to assess the programme's fitness for purpose, understand its impact on participants and their organisations, and to draw lessons to be learned from its implementation.

It would be of added value to BII to engage an ELP that has experience evaluating support programmes for social enterprises and has the requisite knowledge and access to data to place Power Up London in a geographic, demographic as well as sectoral context.

Specifically, BII aims to understand:

- Was the participant selection and grant awarding process fair and effective in promoting equal opportunities?
- Did the programme's design adequately address the needs and priorities of its target group? To what extent were the needs of the participants' related to growth, capacity building and resilience met?
- What were the tangible outcomes on participants and their organisations from the non-financial support provided? What were the key enablers and barriers to successfully implementing the programme's components and achieving intended outcomes? Is there anything to learn about the enabling and hindering factors in participants' ability to benefit from the non-financial support? Were there any unexpected outcomes?
- Did the programme increase participants' confidence in pursuing external investment?

BII has committed to appropriate monitoring of grant making and grantee management activities, and to sharing our lessons with key stakeholders. The ELP should aim to support BII to ensure the evaluation and learning outcomes are effectively shared with relevant audiences.

Data collected

The implementing team is collecting a range of structured data about applicants/grantees, their projects, and satisfaction with non-financial support provided. This data will be provided to the ELP and can be used for analysis and contextualisation. Among the datapoints collected are:

- Past financial data, such as trading income, overall income, expenditures and reserves.
- Income targets for the following 12 months and profit/loss expectations.
- Staff numbers expressed as FTE, number of volunteers per month, number of beneficiaries.
- Organisational goals for the period of participation in PUL (taxonomy).
- Expected impact of the PUL grant on hiring/staff retention.
- Expected use of grant and wider plans to develop trading activities.
- Diversity data of leadership teams.
- Diversity profile of beneficiaries of participating initiatives/SEs.
- Satisfaction with each of the 7 workshops (scale).

Selection of participants was conducted using a scoring matrix that will be provided to the ELP, alongside scores achieved. Grant applications from participants were screened by the implementing team for eligibility.

Evaluation approach
We expect the evaluation partner to use a mixture of quantitative and qualitative approaches, focus on the formative and process aspects of delivery, and to draw on existing sectoral research to contextualise their assessment.

Timeline
Cohort 1 has received non-financial support from November 2023 to February 2024, and selected participants received funding in the summer of 2024. Cohort 2 is receiving non-financial support from April 2024 to August 2024 and will be receiving funding in September/October 2024.

Evaluation activities can commence immediately after the signing of contract with the Evaluation and Learning Partner.

Budget and submission requirements

BII has an absolute maximum budget of £19,000 (incl. VAT) for the Evaluation & Learning Partner core activities. **Please submit your EOI by the 08/10/2024. If If invited to submit a full proposal, please submit it by the 17/10/2024** with the following details:

- No longer than 5-page response on how you propose to deliver the Learning Partner activities within budget
- A CV of lead person/consultant and any other consultants proposed for consultancy
- A budget detailing total proposed budget, number of days and day rate, including potential follow up evaluation activities in late 2025
- An example of a similar project you have delivered previously
- A statement confirming that it is understood that any overspend on time or costs shall be borne by the consultant.

Please submit your proposal to the programme's lead Carolina Cirillo at carolina.cirillo@bigissue.com. Do not hesitate to contact us with questions on this email address.