

## **Tender – LEAP Project – Evaluating the Public Engagement with Research Programme**

We're inviting a short proposal and quotation for the evaluation of the Public Engagement with Research programme of the LEAP ([www.leap.ox.ac.uk](http://www.leap.ox.ac.uk)) project. LEAP is a four-year research project, funded by the Wellcome Trust, to investigate the impact of the meat and dairy industries on the environment and human health. One year in, we aim to build on the existing programme of dynamic activities and events to engage the public in our research. We're looking for an imaginative evaluator to help us map out and capture project activity and to contribute to detailed reporting.

### **1. Role of the evaluation**

The purpose of the tender is to evaluate the LEAP Public Engagement (PE) programme related to meeting its stated aims:

1. To exchange ideas between the research team and different publics on potential interventions to reduce meat and dairy consumption.
2. To enable the research team and members of the public to debate the opportunities for, and potential implications of, changes to meat and dairy consumption.
3. To raise informed debate and dialogue on meat and dairy and its environmental and health impacts.
4. To raise awareness on the impact of meat and dairy on health, the environment and the global food system among a broad cross-section of the UK public.

In addition, the programme seeks to build a culture of and capacity for public engagement within the LEAP research team and to generate a lasting legacy beyond the project.

An introduction and background to the project and an overview of possible activities can be found in Appendix 1.

### **2. Evaluation deliverables**

Specifically, this evaluation should:

- Support on the development of an evaluation plan for the programme by end of February 2018.
- Provide a quotation for 30 days over the next three years to support the evaluation implementation, which will include brief annual reports and recommendations for the programme going forward.

- Provide a final report of the programme (2018-2020) by 31 May 2021.

The reports will be made available to the project team and the funder (Wellcome) for the purpose of:

- Monitoring the success, or otherwise, of the Programme in relation to its aims and intended outcomes.
- Informing any future plans for public engagement.
- Understand the successes, challenges and lessons learnt re: Embedding PE into a multi-disciplinary major research programme
- Disseminating findings to the wider education/PE community.

### **3. Research questions**

The research questions will be refined with the appointed evaluator. Questions will relate to the Public Engagement with Research aims as stated above in 1.

Example could include questions:

- To what extent were the specific LEAP PE aims achieved?
- What reach did the LEAP PE elements achieve in terms of numbers and demographics?
- In what way, if any, did the PE activities inform LEAP research plans?
- What were the outcomes for public audiences/ participants (re: Generic Learning Outcomes)?
- To what extent did LEAP PE raise awareness of the impact of the meat and dairy industries on the environment and human health?
- Did the researchers benefit from taking part in the engagement activities? In what way?
- What were the challenges and successes of building PE into LEAP? What was learnt on LEAP about building PE into a research programme that could benefit others?
- In what ways did the PE work contribute to the LEAP programme's research objectives?

### **4. Methodologies**

The evaluation should be integrated into the delivery of the programme. The evaluator should suggest methodologies appropriate to the programme, activities and audience. Evaluation tools can be tested within pilot activities. The methodologies should generate a mix of quantitative and qualitative data about the programme as appropriate to the research questions.

### **5. Timeline for evaluation and reporting**

<b>Action</b>	<b>Date</b>
Attend initial meeting for the project team	Mid Dec 2018
Final evaluation assessment plan	End Feb 2019
Final evaluation report	End May 2021

## **6. Project team structure**

The PE programme will be delivered by members of the LEAP research group which includes researchers at the University of Oxford, spread across five departments. The programme team is supported and advised by the Public Engagement Co-ordinator (0.6 role).

## **7. How to apply**

Potential evaluators should provide a detailed overview of how they will meet the requirements of this contract as outlined above in no more than 6 sides of A4, minimum 12pt font.

This should include:

- Approach and proposed methodologies (including details of any data that needs to be collected)
- timeline
- budget setting out clearly the day rate and number of days for the different people working on the project and proposed payment schedule linked to reporting
- an explanation of how the study will be carried out with regard to ethical practice, safeguarding and GDPR compliance.
- a brief track record of similar work (with links to any relevant publicly available evaluation reports)
- roles and responsibilities of key individuals.

Biographies or CVs outlining relevant experience of key individuals working on the project can be provided separately.

Proposals should be sent to Lucy Yates by email ([lucy.yates@phc.ox.ac.uk](mailto:lucy.yates@phc.ox.ac.uk)) by noon on 26<sup>th</sup> Nov 2018. Questions about any aspect of the tendering process can be sent to Lucy by 19<sup>th</sup> Nov 2018.

## **7. Timeline for procurement**

<b>Action</b>	<b>Date</b>
Invitation to tender circulated	29 October 2018
Deadline for expression of interest and receipt of questions	19 Nov 2018
Deadline for tender submission	26 Nov 2018
Review responses and appoint contractor	12 Dec 2018

## **8. Indicative budget**

Quotations in the region of £14,500 - £18,000 (inc. VAT) are sought for the delivery of the above work. Quotations should be accompanied by a budget breakdown.

## Appendix 1

### **Our Planet; Our Health – The Future of Animal-sourced Food (FOAF)**

#### **i) Overall vision for the programme**

The public engagement with research programme aims to raise informed debate on the Future of Animal-sourced Foods (FOAF) and generate ideas for the planned interventions to be tested as part of the research programme.

The activities will also enable the research team to interact directly with various public constituencies and to exchange ideas throughout the course of the research programme, during the design, conduct and dissemination of the research, for the benefit of both parties.

The benefits to the research team will be the opportunity: to interact directly with various public constituencies to gain a greater understanding of how people 'frame' the debate and how ASF (Animal-Sourced Food) consumption is shaped by social context; to exchange ideas on the design of the interventions and enhance their skills and experience in public engagement through training and experiential learning.

The benefits to the public participants will be the opportunity to have their voices heard; to acquire a greater understanding of the health and environmental impacts accruing from the production and consumption of ASF; and to make informed choices with respect to their own food choices.

One of the major goals of the programme is to understand better how public constituencies react to competing narratives about ASF food, which may involve its effects on lifestyle and identity, the environment, the economy or health. We shall learn how these different ideas interact to inform peoples' beliefs and decisions about food, which will inform the design of the interventions to encourage and enable people to select alternatives to ASF. This will complement the work being undertaken as part of the 'main body' of the research programme (i.e. social sciences research).

#### **ii) Activity Strands**

*The programme has five main activity strands:*

1. To consult & collaborate: Workshops to discuss ASF and its impacts between researchers and public participants and to brainstorm ideas for potential interventions. Target public participants: 18 – 65 years old from different locations and communities (including city centre and rural); and different socio-economic groups.
2. To consult & collaborate: Collaborative learning activities with groups that incorporate activities such as cooking meals with less ASF, cooking exercises to try out at home and the opportunity to share their views directly with the researchers. Target public participants: 18 –

65 years old from different locations and communities (including city centre and rural); and different socio-economic groups.

3. To inform and discuss: Food stations in Sainsbury's stores with alternative sources of ASF to stimulate discussion (e.g. vegetarian sausages; plant-based milks). The stations will be staffed by research team members and will enable informal discussions to take place about the research, the interventions; the role and significance of ASFs and potential impacts of alternative food choices. Target public participants: 18 – 65 years old from different locations and communities (including city centre and rural); and different socio-economic groups, couples and families.

4. To inform and discuss: An exhibition at the Oxford Museum of Natural History with an associated programme of activities involving the researchers interacting directly with the public. We have selected this museum due to its location – which will enable the Oxford-based FOAF researchers to actively and regularly take part in the researcher-public engagement programme of activities around the exhibition (e.g. meet the scientist Saturdays; workshops and debates); furthermore the Museum has a strong record in reaching family groups and those from lower socio-economic groups. Target public audiences: young people, adults, families from different socio-economic groups.

5. To inform and discuss: Activities to raise awareness and wider debate about ASF and its impacts (e.g. through *The Conversation*; Oxford Sparks animation and other media channels; taking part in festivals and other events). Target public audiences: 18+ from across the UK; families; young people.