

**INVITATION TO TENDER**

**05- 2022**

**British Association for Counselling and Psychotherapy - BACP**

## About BACP

We are BACP and we exist for one simple reason - counselling changes lives.

The British Association for Counselling and Psychotherapy is the professional association for members of the counselling professions in the UK. A Membership Organisational charity that sets standards for therapeutic practice and provides information for therapists, clients of therapy and the public.

BACP is the leading professional association for counselling and psychotherapy. Established over 40 years ago, BACP has over 60,000 members spread across the nations of the UK, of which over 900 are organisational members.

## Our philosophy

Counselling changes not just the lives of individuals, but of families and communities.

Our desire for social justice determines everything we do and guides our relationship with our members and the public, as well as commissioners and government. It's why we champion the counselling professions as a viable, and increasingly evidence-based choice for people. We know counselling works.

We are alongside our members throughout their careers and put them at the heart of what we do. We understand their needs and support them in making a positive difference to the mental wellbeing of their clients.

We do this by promoting and facilitating research to produce trusted best practice, and by providing a robust framework to ensure the profession follows and adheres to the highest possible standards that protect individuals seeking therapy.

As a result, we help the general public, individuals and commissioners make better, more informed choices about the provision of counselling, and continue to raise the ethical and professional standards of the profession.

## Charitable objectives

As a registered charity, our two key charitable objectives underpin our work and we use our income and property to promote these aims. In all of our activities, whether we're providing services to members, commissioning research or campaigning, these are the objectives that guide us, and the principles by which we measure our success.

Our charitable objectives are:

- to promote and provide education and training for counsellors and psychotherapists working in either professional or voluntary settings, whether full or part time, with a view to raising the standards of the counselling professions for the benefit of the community and in particular for those who are the recipients of counselling or psychotherapy
- to inform and educate the public about the contribution that the counselling professions can make generally and particularly in meeting the needs of those whose participation and development in society is impaired by physical or psychological health needs or disability.

## **Current strategy**

Our strategy, launched in November 2019, was put into place after careful consideration of the above objectives, and the Charity Commission's guidance on public benefit.

Because we know that counselling changes lives, we will:

1. Listen to, learn from and work with our members to inform the work of the Association.
2. Equip our members to be able to work in a fast-changing world, to be able to influence and contribute to the wellbeing of society.
3. Be the professional home of choice for members and communities of practice, providing relevant services and opportunities to learn, develop and inspire each other.
4. Further develop confidence in and credibility of the profession by developing and upholding professional and ethical standards, informed by an evidence base.
5. Campaign for the appropriate provision of counselling and psychotherapy for all members of society, and for opportunities for paid employment of our members. We will champion the skills, competence and contribution of our members to the public, employers, commissioners and policy-makers.
6. Optimise the organisation of BACP to ensure it is flexible, responsive, and capable of resourcing the vision and goals.

## **Background to the project**

The mental health needs of people from marginalised communities are often unmet by available services and many people are still experiencing a 'triple barrier' of worse health, reduced access to services, and poorer outcomes when services are accessed (Centre for Mental Health 2020).

The Covid-19 pandemic has brought to greater attention the long-standing and enduring health inequalities across UK society and highlighted a need for action. People from marginalised and racialised community backgrounds are less likely to seek help for their mental health; this may be due to cultural stigmas associated with help-seeking or people feeling that clinicians have a poor understanding of different cultural needs, and even expecting or experiencing racism within services.

There is evidence that people from racialised backgrounds are less likely to be offered suitable therapies, and Black persons in particular are more likely to be involuntarily hospitalised or over-medicated in UK mental health services.

Recent data from the IAPT programme (Baker, 2018) suggest that, compared to people from white backgrounds, people from most Black and ethnic minority communities are less likely to use IAPT services, to complete treatment, or to reliably improve and achieve full recovery.

## **The project to be evaluated**

In support of BACP's work to improve Equality Diversity and Inclusion (EDI) in the counselling professions, we are seeking evaluation of two projects from a pilot grant scheme to fund BACP organisational members to improve access to talking therapy to people from marginalised and racialised community backgrounds.

Two grants of £30,000 have been awarded to BACP organisational members to deliver projects in partnership with community-led partner organisations, that improves access to counselling and/or coaching services for people from marginalised and racialised community backgrounds\* and adds to the knowledge and learning about improving access to therapy.

### **Project 1**

Based in Newcastle-Upon-Tyne, *Children North East* will work alongside *North East Solidarity and Training (N.E.S.T)* an award-winning service which specialises in engagement and support to young people from refugee and asylum-seeking backgrounds. In recent years this has predominantly been with children and young people from Syria and Afghanistan and the service is now beginning to see newly arrived young people from the crisis in Ukraine

### **Project 2**

*The Metanoia Institute* is being funded to deliver a project to develop an avatar-assisted counselling intervention for autistic people from minority ethnic backgrounds and to test its feasibility and acceptability to clients and therapists. Working with user-led charities *Autus* and *3DNovations*, the project will explore perceptions and fears related to stigma associated with mental health with Caribbean, Asian and Minority Ethnic (ACAME) people with autism and work with them to codesign novel resources and approaches to accessing services and support.

## **Objectives**

We are seeking an experienced evaluation organisation to collaborate with grant holders to agree and undertake evaluation and to produce a report that captures knowledge and learning from the pilot projects funded by our third sector grants scheme.

## **Requirement**

The evaluation partner will work with the BACP project team and the delivery organisations to develop and agree a framework and activities to evaluate the extent to which the project one or more of the objectives;

- Increasing understanding of the stigma associated with mental health that prevents people seeking help and accessing counselling.
- Addressing structural and cultural barriers that prevent people accessing 'mainstream' counselling services.
- Improving choice of service delivery models as a catalyst to making services more accessible and acceptable.

## Term

The contract will be in place for a 15-month period between July 2022 and October 2023

## Time Frame

The table below sets out timeframes and key milestones in the award and delivery of the evaluation contract. Please note, that times are indicative and may be subject to change to meet project requirements.

Milestone/Event	Date
Invitation to tender issued	2 <sup>nd</sup> May 2022
Expression of interest responses via email. Tender responses deadline	1st June 2022
Shortlist complete	8 <sup>th</sup> June 2022
Interviews and bidder clarification	15 <sup>th</sup> June 2022
Appointment	17 <sup>th</sup> June 2022
Inception meeting	W/B 4 <sup>th</sup> July 2022
Delivery of detailed evaluation plan	5 <sup>th</sup> September 2022
Mid-term, formative report with recommendations and lessons learned so far	February 2023
Final, summative report, PowerPoint and other agreed outputs	October 2023

## Fees

The estimated value of this contract is between £10K and £14K **exclusive of VAT**. Bids in excess of this range will be excluded for being unaffordable.

Suppliers are encouraged to complete the table of charges below (included in application form) estimating the number of days and travel and subsistence costs associated with their

proposal. The total fixed price will be exclusive of VAT and inclusive of expenses and all costs to be incurred.

Service	Quantity/Days	Unit costs/Day rate	Total
Pre contract set up meeting with BACP and delivery organisation (online or in person, TBC)			
Bi-weekly email updates on progress			
Synthesis of existing data, research and literature			
Development of evaluation plan			
Design of materials			
Evaluation activities			
Monthly project group meeting			
Development of full written research report and other reporting outputs including Power Point presentation of key learning and findings.			
<b>Sub-total</b>			
<b>Total Price excluding VAT (<i>this figure will be used to calculate your price score</i>)</b>			

### Payment Structure and billing requirements

Services will be paid for at three key project milestones:

- 40% of project costs following the project set-up meeting and development of project management material such as a timetable and work plan.
- 20% of projects costs on satisfactory completion of mid-term report.
- 40% of project costs on sign-off of all project outputs/deliverables including final summative report and other agreed outputs.

## Resourcing - Key Personnel

The successful supplier will maintain excellent communications with BACP at all times ensuring that we are well informed, aware of issues and central to decision making in relation to progress. The successful supplier will:

- Nominate a named contact in their proposal as **Contract Manager**. The designated person will carry prime responsibility for the contract and will be the Accountable Officer.
- Nominate a named contact in their proposal as **Service Manager**. The designated person will carry prime responsibility for the delivery and implementation of services under this contract. The Service Manager and Contract Manager can be the same person, provided they have the relevant skills.
- The Contract Manager and Service Manager will liaise with and take instruction from the BACP's Contract Manager, Nicola Pickup, and Third Sector Lead, Jeremy Bacon, and will be expected to attend monthly online project meetings.

## Information required

Applicants must provide the following information in their bid:

- Details of your firm including the organisation and structure, industry experience and client base. If you are successful in reaching the interview stage of this invitation to tender, a minimum of two references will be required, from organisations of a similar size and sector to that of BACP.
- Approach - An explanation of how you will be able to bring insight and add value to help BACP to achieve the vision and objectives set out in the corporate strategy.
- A full description of the proposed methodology for carrying out the evaluation;
- Resourcing - details of the staff proposed including location, relevant experience and confirmation of their grade and proposed role. Succession planning and steps to ensure staff continuity should also be provided;
- Confirmation that there are no current conflicts of interest in having BACP as a customer, and proposals for dealing with any actual or potential conflicts of interest if they occur during the contract award;
- Copies of your Firms Health and Safety Policy, Anti-Bribery Policy, Data Protection Policy and Modern Slavery Act 2015 formal statement, if applicable.

## Evaluation of bids

Tender submissions will be evaluated to determine the most economically advantageous tender assessed with regard to quality and whole life cost. With regard to quality the following sub-criteria (not necessarily in order of preference) will apply, which is not necessarily exhaustive:

- A clear understanding of BACP's role, responsibilities and organisational environment;

- Relevant experience in conducting similar evaluation work in the third and community sector and/or in the areas of mental health, counselling/psychotherapy and/or in social justice/Equality Diversity and Inclusion (EDI).
- Attention to the brief;
- Ability to meet the timescales including a realistic delivery timetable.
- CV's of proposed staff provide evidence that sufficient resource with the right depth and breadth of expertise and experience will be employed to bring insight and add value.
- Proposed approach and methodology - see guidelines on this below.
- Evidence of an effective approach to risk and mitigation and project management to achieve desired outcomes.
- Application of quality standards to each element of the evaluation.
- Added value- demonstrate where possible additional methodologies, tools or approaches might be applicable/suitable.

<b>Panel Scoring Criteria</b>		<b>Score %</b>
<b>Readiness to deliver the evaluation</b>	Experience of similar evaluation work	<b>30</b>
	Experience of project personnel	
	Understanding of relevance of this project to BACP	
<b>Evaluation proposal</b>	Suitability of methodology	<b>40</b>
	Ability to meet the evaluation brief within timeframes	
	Recognition and mitigation of risks	
<b>Value and impact</b>	Likelihood of evaluation comprehensively capturing knowledge and learning from the project	<b>30</b>
	Strength of final report, based on proposal and previous work.	
	Added value to the project	

Unsuccessful applicants will be informed of BACP's decision and will be provided with feedback on their offer, if requested.

## Guidelines on approach and methodology

Evaluation suppliers are asked to consider the evaluation methodology suggestion below and outline how they would implement a research strategy incorporating these suggestions.

1. Desk research/document review to collate and analyse all existing management information and existing monitoring and evaluation data, across the whole programme/scheme
2. Development of a logic model including the project inputs, objectives, activities, outputs and outcomes (short term, intermediate and long term)
3. Feedback from /consultation with key staff delivering the programme/scheme including BACP project managers
4. Feedback from/consultation with beneficiaries on the schemes
5. Feedback from/consultation with community and wider stakeholders and project team.

Applicants are encouraged to propose fully priced alternative or additional research methods that meet the aims and objectives of the research and come within the budget.

In their proposals, applicants should include in detail the phasing of different research approaches over the course of the contract. Suppliers should also provide information on how research participants will be engaged (i.e., recruitment and sampling), how research fieldwork will be conducted, modes of data capture and storage, methods of analysis for quantitative and qualitative research, and how they would ensure quality of data analysis and reporting outputs.

### Expected Outputs:

From this evaluation project, BACP expects the following outputs:

- Detailed evaluation plan
- Full logic model
- Full set of data from consultations/fieldwork
- A mid-term, summative report with findings and lessons learned so far and suggestions for improving programme delivery
- A full **research report, with an executive summary** and a full set of reporting outputs which are likely to be published, inclusive of details of the methodology and key findings from each strand of research activity
- A **summary presentation/PowerPoint** which BACP can use as a standard presentation to report the findings of the evaluation to external partners and audiences.

As part of the submission, we expect all research suppliers to submit two examples of previous written reports for a similar evaluation project conducted in the third or community sector and/or in the areas of mental health, counselling/psychotherapy and/or in social justice/Equality Diversity and Inclusion (EDI). This submission can be a link within the application or as PDF attachments.

## Submission

Tenders for this project should be submitted, preferably via email, to the address below by 5pm on the 1st June 2022:

Nicola Pickup  
Commercial Contracts & Procurement Manager

British Association for Counselling and Psychotherapy  
BACP House  
15 St. John's Business Park  
Lutterworth  
Leicestershire LE17 4HB

Email: [contracting@bacp.co.uk](mailto:contracting@bacp.co.uk)

Please ensure your email is clearly marked ***BACP Third Sector Grant Evaluation Partner Tender***

For the avoidance of doubt, late tenders will not be accepted.

**For further information, please contact: [jeremy.bacon@bacp.co.uk](mailto:jeremy.bacon@bacp.co.uk)**