

THE BOOST - PILOT PROJECT

A new UK programme built on research, insights, and learning.
Terms of Reference
17.03.21

About Plan International UK

Plan International UK is a global children's charity. We strive to advance children's rights and equality for girls all over the world. As an independent development and humanitarian charity, we work alongside children, young people, our supporters, and partners to tackle the root causes of poverty and inequality so that children can realise their rights.

At Plan International UK we believe that girls' rights are universal, but across the UK as well as internationally, girls' rights are threatened by poverty, gender inequality, violence, unfair policies, and ingrained discriminatory attitudes.

As girls' lives and the world around them changes at an unprecedented rate, we need to be more responsive to their needs and have mechanisms in place that can channel their insights and experiences into our programme design, research, campaigning work and policy recommendations. Therefore, Plan International UK has established a UK Programmes team to design and deliver high quality, gender responsive programmes to promote girls' rights and gender equality.

Our programmes aim to ensure all girls can 'learn, lead, decide and thrive' by working with stakeholders to fulfil our vision of a society free from gender inequality where every girl can realise her rights and fulfil her potential.

For more information about Plan International UK's work visit www.Plan-UK.org

Background of 'The Boost' Project

In October 2020 the UK Programmes team began a five-week Learning and Insights Review of our Girls Shout Out project. The Girls Shout Out project completed in December 2020.

The Learning and Insights Review finished in January 2021 and resulted in four new programme ideas rooted in the insights and experiences of girls in the UK.

The aims of the review were to:

1. **Critically Analyse** the Girls Shout Out project and its engagement activities
2. **Understand** the needs of girls in the current UK context through consultations
3. **Innovate** and develop solutions and ideas for future propositions that will successfully support girls in addressing the identified needs

Over 4 weeks we listened to girls, teachers, parents, and siblings to hear what girls are saying and experiencing. Using the 'Iceberg Principal' we were able to unearth foundational insights behind their words to reveal further insights about the social norms, structures and influences that are impacting girls' lives.

The insights reinforced many findings from our UK research including internalized stereotypes, self-criticism, and peer-pressure. They also highlighted emerging themes for example exam tunnel vision, distrust in institutional feminism and *'that's just the way it is'* attitudes.

Using the below criteria, we were able to narrow our focus for a series of ideation sessions to discover where Plan International UK would be best placed to develop interventions and create a new UK programme with and for girls.

1. Frequency and intensity of the problem
2. Relevance to Plan International UK's work
3. Ability to tackle the issue through a Girls Rights framework

We identified 2 rich action territories that acted as a springboard for future iterations of the Girls Shout Out project.

Providing a safe and encouraging SPACE to be heard

Providing the SKILLS needed to raise their voice and build confidence

The Boost is one of four leading solutions for each of these territories and this call for proposals is to pilot 'The Boost' on a small scale over the next 3 months, before developing a full proposal to share with donors and funders.

What is 'The Boost'?

From building a campfire to changing a tire, coding, managing a budget and leading a team, girls learn life-long skills and debunk internalized gender stereotypes, one skill at a time.

Our research shows gender rights are not high on the list of 'problems' to solve for non-activist girls in the UK. Institutions are partly blame, as many non-activists feel like big political institutions are not effective when it comes to progressing their rights. Internalised misogyny also explains why gender inequality does not spark fires of revolt amongst most young girls. Gender stereotypes remain prevalent in the UK society, with many young people still believing that gender plays a big role in a person's ability.

Indeed, despite Girls' proven academic success, many essential life skills – technical, manual, or leadership skills – are still labelled as 'male'. Overtime, the belief that there are 'pink' and 'blue' jobs translates into significant pay and skill gaps in the labour market.

'The Boost' programme proposes to address those beliefs head on. A tangible and manual skills training programme, targeting younger girls (from 12 years old), to help them grow with confidence: a boost to level the playing field, early on.

This Plan International UK programme would be delivered in collaboration with a range of partners and aims to reach girls aged 12-18 in the UK.

What's will girls learn?

Stereotypically 'male skills' span a number of industries and topics. The Boost would aim to match this variety of skills training, across three **Skill Themes**:

Manual Skills

Survival skills, like building a campfire, basic mechanics, or DIY. Getting our hands dirty to fight gender stereotypes!

Technical Skills

Although girls tend to outperform boys academically in school, financial literacy or coding are still consider the domain of males.

Leadership Skills

Celebrating women's specific skills and proclivity when it comes to leadership with a 'Lead like a Woman' training.

What 'The Boost' is not:

While several charities and associations address specific, industry-led skill gaps, none is actively targeting stereotypical male skills head on in the UK. While corporate and institutional partnerships will enable a wide roll-out across a variety of skills, this programme is not about brand badging. Also, this programme is about providing life skills and resourcefulness to UK youth, it is not a challenger of the NCS programme.

Programme Principals:

- All activities have a specific and clear value exchange for girls (learning a new skill!)
- We go where the Girls are, actively seek them out and remove barriers to participation
- Activities are fun and provide a safe space for girls
- The Boost is inclusive, and for this project 'girl' means anyone up to the age of 18 who identifies as female

About the Opportunity

We are seeking agencies, partners or consultants with expertise in delivering activities for young people to help us:

1. Design and rapidly prototype 'The Boost' programme with the target audience
2. Deliver a pilot of 'The Boost' programme to test activities with a cohort of girls over 3 months
3. Identify partners who will be a great fit for The Boost
4. Map a full-scale rollout of the programme

Using the existing programme ideas as a springboard for development, we want to understand how girls experience the project initially, and create a small evidence base that we can share with potential partners and funders in full proposal to be shared over the 2021 summer.

We are very open different approaches to take this work forward, are very interested in ideas that challenge our thinking and create better outcomes for girls.

Breakdown of Deliverables

1. Work with the UK programmes' Team to Design and Deliver a pilot of 'The Boost' to test activities with a cohort of girls which will include:
 - A succinct 3-month delivery plan with outputs
 - Design up to 5 sessions for girls from one of the Skill Themes (Manual Skills, Technical Skills, Leadership Skills)
 - Identify partners and/or professionals to co-deliver sessions from the Skills Themes that have resonance with the target demographic
 - Identify and recruit a diverse group of 20 – 30 girls ages 12 to 18 to take part over 3 months in up to 5 sessions
 - Establish a way to capture learning and insights from the pilot that can inform the proposal development
 - Coordinate the delivery up to 5 sessions with girls based on the programme Skill Themes. All sessions must follow 'The Boost' programme principals mentioned above.
2. Identify Partners who will be a great fit for The Boost, and who we can approach for partnership opportunities in a joint proposal, specifically;
 - A summary of partners across the UK who can deliver sessions in one of the Skill Themes and resonate with the target audience
 - A narrative on the value exchange between girls, Plan International UK and identified partners (2-3 pages).
3. Map a full-scale rollout of the programme with support from the UK programmes team for proposal development;
 - Develop a theory of change for The Boost based on insights gathered from the pilot, our existing research and UK landscape analysis
 - Include recommendations and refinements needed for roll out
 - Capture testimonials and imagery from the pilot that can be used in proposal documents

- Propose how we might market The Boost to the target audience, outlining different ways girls might access the opportunity

A final narrative summary of the pilot will be expected.

Expectations and Ways of Working

Working collaboratively to create a more equal and fairer place for girls is key to our work in the UK. We value the expertise of others and thrive when we can share knowledge and ideas and work together as team within a team with a range of agencies, consultants and partners.

Our approach for this work includes a designated UK Programmes' team member to work alongside the chosen agency/consultant help shape the design of the pilot as well as ensuring we are following the programme principals and safeguarding standards. The ways of working would normally include regular check-in calls and/or remote 'standups' to keep the momentum of project and assign areas of work to the appropriate team member at each check-in. While the agency/consultant is responsible for the deliverables above, they are not working in isolation and are guided and supported by our team.

During the onboarding process and kick off meeting, together we will formalise how we want to work together, and the tools and structure of the delivery plans will be agreed.

Safeguarding and Working with Young People

Plan International UK has zero tolerance against all forms of abuses and exploitation against child, youth and adults and will adhere to Plan International's Safeguarding Policy to ensure that no one (and especially children, young people and adults at risk) is subjected to any form of harm as a result of their association/involvement with the organisation and its programme. We understand harm as any form of or threat of physical and emotion violence, exploitation including sexual exploitation, neglect.

Plan will lead on overseeing and ensuring accountability for safeguarding during the project duration through the implementation of its policy, [Say Yes! to Keeping Children and Young People Safe and Protected](#). Plan International has been a pioneer in child safeguarding and has invested resources in its mainstreaming across the organisation through development of minimum standards, procedure and tools all using an intersectional lens.

All agencies undertaking work on behalf of Plan International UK will be expected to read and sign up to our safeguarding policy, as well as undertake Disclosure and Barring checks where appropriate.

Application, Timeline & Budget

Application

Please submit an expression of interest that includes:

- Detail of your approach to the project
- Details of your organisation
- Experience of your team
- Motivation for applying
- Examples of work on young people projects or similar
- Resourcing for the project
- Budget

Expression of Interest should be sent via email to Jessica Nugent jessica.nugent@plan-uk.org by April 15th 2021.

Timeline

Date	Item
15 th April 2021	Submit Expression of Interest
19 th – 21 st April 2021	Live Pitches/ Interviews (Over Zoom), Full proposal details submitted Full Budget Breakdown submitted
22 nd April 2021	Decision
28 th April 2021	Contract, Budget, and Statement of Work agreed
3 rd May 2021	Work Begins
31 July 2021	Pilot Ends*
6 th August 2021	Pilot Summary, Roll-out Map and Project assets shared with Plan UK team (this is likely to take the form of a workshop)

**There is some flexibility on the pilot end date*

Budget

The allocated budget for this work is £15,000 - £20,000.

Contact

To discuss the opportunity please email jessica.nugent@plan-uk.org or call Jessica on 07738 005692

Appendix 1

Context & UK Programmes Strategy

In 2016 Plan International UK produced the first comprehensive picture of girls' rights in the UK, launching our ground-breaking report, *The State of Girls' Rights in the UK 2016*. We listened to girls in England, Wales, Scotland and Northern Ireland, to understand the extent to which they were realising their rights, and identify areas for improvement and further action, including through direct programming, policy change and broader advocacy and campaigning.

This comprehensive assessment of girls' lives across the country highlighted both key developments in girls' rights as well as ongoing challenges.

Four years later, *The State of Girls' Rights in the UK 2019-2020* found that while the UK and the wider world has experienced a series of political and social upheavals, little has changed for girls. From the #MeToo movement and the rise of girl activists, to the UK's second female Prime Minister, the conversation about gender equality and the situation for girls has evolved, **but for many girls their everyday experiences of their gender are at best, unchanged, and for some, their experiences have worsened.**

This comprehensive UK-wide research has identified **six core themes** that must be addressed to enable all girls to realise their rights:

- **education, safety and space**
- **body image and mental health**
- **politics and voice**
- **sexual and reproductive health rights**
- **relationships**
- **and identity discrimination**

Plan International UK's, **UK Programmes** will prioritise and address these themes through the framework of ensuring girls can 'learn, lead, decide and thrive', complemented by our wider policy work, research and campaigning.

To achieve our mission of eradicating gender inequality by connecting every girl with her rights, Plan International UK will focus its UK programme portfolio on four key areas over the next three years:

- **LEARN** - challenging inequality in all learning environments so girls can learn free from gender bias
- **LEAD** - enabling girls to be agents of change, at a local, regional and national level
- **DECIDE** - working to eradicate the control of girls' bodies and choices
- **THRIVE** - progressing towards a safe society in which girls can thrive

To achieve these aims we aim to develop high-quality, programmes that are responsive to girls' needs, prioritising work with adolescent girls aged 12 to 18 across the UK. We will:

- **INNOVATE** by future-proofing our programmes and creating real-world change for girls, putting their voices at the heart of everything we do
- **WORK WITH PARTNERS** across the UK who share our values and ambition for girls while also delivering programmes directly to girls and other beneficiaries
- **ENGAGE WITH BOYS** and young men to realise girls' rights and challenge the harmful gender norms, stereotypes and behaviors that perpetuate gender inequality.

We recognise that to future-proof our programmes to create real-world change for requires innovations, as the scale of the change required and the pace at which we need to deliver to see results cannot be achieved solely through traditional models, for example during a pandemic.