

# UK Programmes Landscape Analysis

*Call for Submissions December 2020*

## 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 the challenges facing vulnerable children, especially girls, so that they 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.

## 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 had experienced a series of political and social upheavals, little had 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

As girls' lives and the world around them change 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.

We have reached a critical juncture in our UK work recognising that as we expand our reach, advocacy and influencing activities, it is imperative that we are listening to girls and creating meaningful engagement opportunities through our programmes, that both deliver interventions that support them and help us to gather insights which can be used to improve outcomes for girls around the UK.

Plan International UK's UK Programmes have a new strategy in which we have prioritised 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 project participants or communities

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 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.

We now need to identify solutions to ensure we can deliver programming that has a genuine positive impact on the lives of girls in the UK.

## About the opportunity

To enable Plan International UK's UK Programme Team to realise our ambition of eradicating gender inequality by connecting every girl with her rights, we need to understand the landscape we are operating in.

We believe in partnership working and a collaborative approach to gender transformational programming, so we must understand how we can add value to the sector; to compliment or amplify the work of other organisations aligned to our mission and not become a competitor.

We are seeking external support to undertake this landscape analysis.

At the end of this piece of work we would hope to be able to make key decisions on how we can move forward and deliver our UK Programmes strategy. In order to do this, we need to answer the following:

- What is the UK landscape for Girls Rights? Is there one? Which sectors interact with girls' rights issues (NGO's, Charities, Social Services, Education etc)?
- What is the existing stakeholder 'map' across each of our four key pillars (Learn, Lead, Decide, Thrive)?
- Where are the gaps and where can Plan UK best add value?
- Should we be directly delivering to girls or influencing policy and practice within other organisations (i.e who is our audience and what is the route to reach them)?
- We would also like to unpick 'Girls Rights' and if this is about laws and policies affecting them? Do we mean the attitudes that stop them from enjoying the rights they currently have? or Both?

## Suggested Stages to the Approach

### 1. Map and Understand

In each of the Learn, Lead, Decide and Thrive areas we need to understand what work is currently being delivered to and for girls (including key researching, and campaigning organisations and projects) and by whom.

We would like to understand the matrix of organisations from local to national, the role they play and where they intersect.

With an additional categorisation of the following

- **Programme work with girls** – interventions and opportunities delivered directly to girls in both a school (not via teachers or the curriculum) and community setting
- **Service delivery work** – provision of a service that meets a need of a young person i.e. sexual health advice, counselling or trauma support, housing etc.
- **Systems change work** – organisations or projects that work to influence policy and practice determined by regional or national level authorities/governments. And these could be further divided into those in which
  - the girls/young people undertake influencing activities themselves, as part of a 'programme', and
  - those where professionals are employed to influence, campaign etc.

*Outputs for this might look like: spreadsheets, diagrammatic representation of the matrix, a map, a presentation*

## **2. Identifying areas of opportunity**

Building on the information above conduct a gap/needs analysis to identify potential areas that Plan UK could add value to achieve the most impact against our mission.

Starting to define who is our key audience for our UK Programmes work and what are the untapped routes to market.

*Outputs for this might look like: a report, workshops, visual representation*

## **3. Consult and refine**

Working with key stakeholders (identified in section one) consult about and refine ideas on how the UK Programmes team could best work to within and add value to the landscape.

We are aware that 'delivery' can mean a number of different things, we would like to answer questions about how we can 'deliver' to achieve the biggest impact.

*Outputs for this might look like: a report, a debrief workshop, a powerpoint deck*

### **Approaches that we have previously taken to delivering via our UK Programmes;**

- Acting as a convener of organisations around a key theme (i.e. period poverty)
- Coordinating local partners to deliver international interventions (Champions of Wales)
- Cascading small grants to local groups using a girl centered approach (Stand with Girls, Champions of Wales and Young Health Programme)
- Directly delivering to girls via online platforms
- Developing tools, resources and training for other organisations to use
- Supporting Girls Voice groups
- Acting as a catalyst for change within a consortium of organisations (Young Health Programme)

For more information on the UK Programmes work, see table in appendix one.

## **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
- Examples of work on similar projects
- Resourcing for the project
- Budget

Expression of Interest should be sent via email to Heather Smith [Heather.Smith@Plan-UK.org](mailto:Heather.Smith@Plan-UK.org)

## Timeline

Date	Item
Expression of interest closing date	25 <sup>th</sup> January 2021
Commissioning completed	4 <sup>th</sup> February 2021
Proposed start	w/c 11 <sup>th</sup> February 2021
Proposed completion	8 <sup>th</sup> March 2021*

*\*There is some flexibility on the final completion date*

**Budget** The allocated budget for this work is £10k including VAT

## Contact

To discuss the opportunity please email [Heather.smith@plan-uk.org](mailto:Heather.smith@plan-uk.org) or call Heather on 07779716327

## Appendix One

Date	Programme	Status
<i>September 2017 – September 2019</i>	<b>STAND With Girls</b> – a two-year advocacy programme for girls in Cardiff, Leeds, Oxford and Edinburgh, supporting girls to become gender champions to campaign for decision makers locally to ‘stand with girls’ and address girls’ rights in their communities.	Complete
<i>September 2018 – March 2020</i>	<b>Let’s Talk. Period</b> – a two-year period poverty programme in partnership with the sexual health and advice charity Brook, delivering period products and education to girls in need, creating an England-wide network of period activists and organisations, and providing seed funding to grassroots organisations to tackle period poverty.	Complete
<i>September 2018 – September 2021</i>	Champions of Wales – a uniquely powerful and innovative youth programme that works with boys and girls in four locations in Wales to challenge gender inequality through campaigning, a digital app, seed funding for young people and a youth steering group of champions.	Active
<i>October 2019 – December 2020</i>	<b>Girls Shout Out</b> - Girls Out Loud is a safe online space for girls to discuss key gender issues. Through our work we have found that girls want to engage in talking about rights issues online and that by providing a safe, closed space on existing social media channels helps girls to share their thoughts, feelings and ideas. Additionally, Plan International UK will have a mechanism for continuous listening to girls so we can hear their concerns and support them through our campaigns and programmes and shine a light on their concerns through our research. Simultaneously this offers girls a desired opportunity to connect with peers in different geographies and broaden their understanding and support for girls’ rights globally.	Closing Soon
<i>July 2020 – September 2024</i>	<b>Young Health Programme UK (YHP UK)</b> – brand-new five-year programme that will support young people in the UK to realise their right to good mental health and wellbeing, regardless of their gender. The programme launches in October 2020. YHP UK was developed with one of Plan International’s largest corporate partners, AstraZeneca and will harness the power of Youth Centred Design find solutions that meet the specific health and wellbeing needs of young people in the UK.	Active