

# Youth Centered - Discovery phase

## Call for Submissions

### About Plan International UK

Founded over 80 years ago, Plan International is a global development and humanitarian charity, **striving to advance children’s rights and equality for girls.**

Together we empower children, young people and communities to make vital changes that tackle the root causes of gender inequality. We drive change in practice and policy at local, national and global levels through our reach, experience and knowledge of the realities children face.

We work with children and communities to prepare for and respond to crises, and support the safe and successful progression of children from birth to adulthood. The Plan International global family is active in 77 countries around the world. The global family is organised into National Offices, which engage in activities including raising funds, recruiting supporters and campaigning in their nations, and Country Offices, which deliver our programmes on the ground in the countries where we work.

As a National Office, Plan International UK is the UK representative of the global family. We raise vital funds through child sponsorship, individual giving, trusts and corporate partnerships, and from institutional and major donors, as well as leading change-making advocacy and campaigns for girls in the UK and globally. We work in partnership with Plan International Country Offices to ensure the effective management and implementation of programmes we fund. We also deliver programmes for girls in the UK, often with partners.

Plan International UK have recently completed a new strategic framework for 2021-23, which identifies four strategic goals; Programme with Impact, be a Voice for Change, become Youth Centred and Maximise Income.

### OUR STRATEGY

#### 2021-2023

Our strategic goals set out what we intend to achieve over the next three years.

Our strategic enablers are the key ways of working and infrastructure which will support us to deliver those goals.



To help us reach our Goal to become Youth Centred we are proposing a two stage approach - an initial Discovery phase followed by the development of a Youth Engagement plan.

We are seeking the support of experts to help us complete the initial Discovery phase.

## Context

As an organisation focused on children we have over 80 years' experience of working with young people internationally we have a wide ranging scope of our current and previous youth engagement.

We currently engage youth in a wide variety of ways in the UK and overseas. This engagement spans, Governance, programming (international and domestic), media and communications, Advocacy, fundraising and through research. Some examples of which are below;

### **Youth Engagement and governance - Youth Advisory Panel (YAP)**

One of our deepest youth engagement pieces is via our YAP, they are the voice of young people at Plan International UK, providing a youth perspective on our activities and ensuring children are at the heart of everything we do. They act as ambassadors for Plan International UK by speaking at events, writing articles for the press and campaigning for child rights by speaking with politicians, key decision makers, and our communities.

The YAP have two youth observers on the board of trustees, making sure that Plan International UK keeps their promise to put children at the heart of what they do.

<https://plan-uk.org/about/working-with-young-people/youth-advisory-panel>

### **Advocacy – Campaigns**

We work with young people both within elements of our programming to support them to campaign for change and also to support youth led organisations to create change. An example being our #CrimeNotCompliment campaign which we are running in partnership with Our Streets Now

<https://plan-uk.org/act-for-girls/crime-not-compliment>

### **Research – Research respondents**

Across Plan UK we conduct a wide range of research on a number of different topics some of which are particularly sensitive. An example of this would be our State of Girls Rights in the UK which is a comprehensive review of the inequalities and injustices that girls in the UK face.

<https://plan-uk.org/file/plan-uk-state-of-girls-rights-report-2020pdf/download?token=42bpRbf8>

Our strategic goal to become more youth centred opens up opportunities for us to explore how else we could work with young people to support and create the change

needed for us to advance children rights and equality for girls. We have an opportunity to take a top- down approach to being youth centred – developing an overall ambition and designing the plan and activities that will ensure it is realised.

We are excited to explore these opportunities and become even more impactful in our mission.

In order for this next step in our organisations evolution to be meaningful we intend to approach this goal with a strategic outlook. Our current engagement is broad and diverse due to the organic evolution of new and different approaches over our 80 year history. We have a moment in time here, to review and refocus our approach, consider what we mean by youth centred and ensure that the ambition is embedded in all of our work in a cohesive way.

## About the opportunity

**To achieve our strategic goal of becoming more youth centred, by 2023 we aim to :**

1. Set out clearly what we mean by “youth-centred, ” outline how it will add value to our work and map our current activity
2. Develop a plan, using the findings from step one, for embedding even deeper youth engagement throughout everything we do.

The scope of this work is to complete the first step – a discovery phase that will provide us with the information and understanding to enable us to take the second step

We would like to work collaboratively with an agency, undertaking some of the discovery work ourselves, to build a complete and informed picture of current practice and sector good practice and begin to identify future opportunities

The key questions we are seeking to answer through the first phase of this process are:

- What does ‘Youth Centered’ currently mean within Plan UK?
- How are young people currently engaged in various aspects of our work?
- What are others doing and what from them that can inspire Plan UK in the future?

The team supporting on the sections below that Plan UK will complete include;

- Head of UK Programmes
- Youth Engagement Officers x2

## Suggested Stages to the Approach

As we intend for this to be a collaborative approach, below outlines our entire proposed process. However it is only **sections one and four** that we are looking for this commission to be responsible for completing. Ideally we would like this to be a cohesive project and would welcome responses that include the overall management of all stages.

### 1) Understand where we are currently - Map the full extent of our youth engagement activities currently (INCLUDED IN THIS COMMISSION)

- a) Synthesise and interpret existing information: We have a number of reports, programmes, consultations, evaluations and expertise across the organisation. We need a clear picture of what we have tried in the past and what has and hasn't worked.
- b) Complete interviews with internal stakeholders to understand their current youth engagement and what they see/ understand as being youth centred. This should include consultation with our existing engaged youth.

Suggested outputs:

- Discussion guides for interviews
- Completed interviews
- Organisational 'Map' of Plan UK's current youth engagement activities
- Report of Plan UK's youth engagement to date, highlighting opinions on what has worked well and what less so

### 2) Learning from other organisations (PLAN UK TEAM TO COMPLETE)

- a) Desk research to understand how organisations conduct 'youth engagement' for what purpose and outcomes for young people. Through this identifying 'best practice' organisations across the youth sector.
- b) Interviews with 'best practice' youth organisations to understand what works and to inspire Plan UK's future thinking.
- c) Gaining an understanding through both of the above to language used (e.g. youth centred vs youth led)

*N.B. focus here should be on organisations that engage with young people over and above delivering them a service, for example - a community sports club that runs a section for juniors, we are interested in organisations whose youth engagement activities serve a dual purpose of both delivering outcomes for young people and wider societal or institutional benefits.*

Expected outputs

- Database of organisations with 'youth engagement' programmes
- Discussion guides for and interviews with up to five organisations
- Report (power point or word document – up to 15 pages) on findings from desk research and interviews

### 3) Learning from other Plan Country Office's, National Offices and Global Hub (PLAN UK TEAM TO COMPLETE)

- a) Desk research to understand how other members of the Plan family conduct 'youth engagement,' for what purpose and outcomes for young people. Through this identifying potential 'best practice' offices.
- b) Interviews with 'best practice' offices to understand what works and to inspire Plan UK's future thinking.

#### Expected outputs

- Case studies from desk research
- Discussion guides for and interviews with up to five organisations
- Report (power point or word document – up to 15 pages) on findings from desk research and interviews

#### 4) Recommendations, conclusions and next steps (FOR THIS COMMISSION TO COMPLETE)

- a) Collate and curate the research collected in stages one to three into a cohesive document that can be easily digested. This should include;
  - i) Context and what being youth centred currently means for Plan
  - ii) Overview of current Plan UK Youth Engagement activities
  - iii) Overview of current Plan International Youth Engagement activities with best practice case studies
  - iv) Learnings from the youth sector
  - v) Recommendations and opportunities for how Plan UK could become more youth centred
- b) Deliver a debrief session to share and explore these findings

#### Suggested outputs:

- Report (word document up to 40 pages) covering the above
- Debrief session for a cross section of Plan staff including senior leaders to hear and explore the findings of this work

## Application, Timeline & Budget

### Application

Please submit an expression of interest that includes:

- Detail of your approach to the project
- Details of your organization and 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
3 <sup>rd</sup> May	Opportunity advertised
21 <sup>st</sup> May	Expressions of interests deadline

28 <sup>th</sup> May	Shortlisting and interviews completed
31 <sup>st</sup> May – 4 <sup>th</sup> June	Commissioning and contracts
7 <sup>th</sup> June	Work commences
9 <sup>th</sup> July	Work completed

### **Budget**

There is a budget of £15k for this piece of work, inclusive of VAT and any expenses including incentives (if required). We always look for value for money in our commissions and applications that seek cost effective solutions.