



# Ygam Health and Social Care Programme Evaluation: Measuring Impact

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**Safeguarding  
Our Digital  
Generation**

# Ygam Health and Social Care Programme Evaluation: Measuring Impact

Issue Date	Clarification Questions	Responses to clarification questions	Submission Deadline
Monday 18 <sup>th</sup> March	Monday 25 <sup>th</sup> March	Tuesday 26 <sup>th</sup> March	Tuesday 9 <sup>th</sup> April 2024

**All enquiries relating to this invitation to tender should be directed to:**

Linda Scollins Smith  
Director of Programmes  
Email: [Linda@ygam.org](mailto:Linda@ygam.org)

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## 1.0 Guidance Notes:

- I. The information disclosed in this document will be used to select a supplier to provide services to Ygam. However, any response based on this document does not imply any representation by Ygam as to the supplier's financial stability, professional competence or ability in any way to provide the goods and/or services.
- II. If the supplier is part of a group of companies, please respond specifically for the company not for the group.
- III. Any costs or charges arising out of the supplier's proposal or in any way incurred with respect to the consideration of the supplier's proposal, whether or not finally submitted or accepted, shall be borne by the supplier.
- IV. Evaluation of tenders received by Ygam will principally be made on the basis of economic and contractor ability to perform a job of this nature in a timely manner.
- V. Ygam will treat the information provided by the supplier as part of the response as private and confidential.

## 1.1 How to apply:

- I. Please submit a tender Response to this Invitation to Tender by 12.00 noon **Tuesday 9<sup>th</sup> April 2024** and any supporting documents, clearly marked 'INVITATION TO TENDER RESPONSE – HSC ITT Ygam', to: Linda Scollins Smith: Director of Programmes. Email: [linda@ygam.org](mailto:linda@ygam.org)
- II. **Interviews: Tuesday 30<sup>th</sup> April**, online interviews to include a presentation from potential providers for which a brief will be provided when shortlisted providers are notified.

## 1.2 Proposal Requirements:

Proposals should not exceed 6 pages and should cover:

- 1 How you will address the scope as set out in section 4 of this document
- 2 Demonstrable evidence of experience of impact evaluation and reporting
- 3 An understanding of Ygam's purpose and stakeholders
- 4 Evidenced knowledge and experience of the voluntary, health and social care sectors and the role of harm prevention education in improving outcomes for young people
- 5 Proposed plan including methodology, resourcing, project controls and clear timescales
- 6 Anticipated challenges and risks and how to tackle/mitigate these
- 7 How ethics and safeguarding requirements will be met
- 8 Detailed budget

## 1.3 Shortlisting:

All proposals will be scored by a panel, against the above criteria (section 1.2) using quality and cost requirements based on a ratio of:

- 80% Quality Requirements
- 20% Cost

Quality Requirements will be marked as follows:

Score /Points	Assessment	Description
0	Unsatisfactory	Response is significantly deficient, or non-compliant
1	Weak	Response presents one or more serious shortcomings
2	Acceptable	Response meets requirements with minor non-critical shortcomings
3	Good	Response gives full confidence that all requirements will be met well
4	Excellent	Response meets all requirements and offers added value

Quality Requirement	Weighting	Maximum Points	Maximum Available Score
1: Scope	20%	4	80
2: Experience	10%	4	40
3: Understanding Ygam	20%	4	80
4: Harm Prevention	20%	4	80
5: Methodology & Resource	10%	4	40
6: Risk & Mitigations	10%	4	40
7: Ethics	10%	4	40
<b>Maximum Quality Score</b>			<b>400</b>
<b>Maximum Final Score (weighted score/available score x 80)</b>			<b>80</b>

\*Budget will be marked out of 20 on the basis of overall value for money offered.

## 2. Introducing Ygam:

Ygam is an award-winning charity with a mission to prevent children and young people from experiencing gaming and gambling harms through awareness raising, education and research. Through a portfolio of evidence-based programmes, we develop and deliver training and resources for a range of groups who have influence over children and young people.

Ygam was founded owing to our founder's experience with gambling harm and is now in its tenth year. In 2023 we launched our rolling three-year strategy: [Safeguarding Our Digital Generation](#). The charity is seeking an independent, external evaluator to evaluate the Health and Social Care Programme.

Our current evidence-based portfolio encompasses:

- **University and Student Engagement Programme:** Ygam delivers City & Guilds assured workshops which equip professionals to understand the risks for

students, the signs of harm and how to support and sign post students. Additionally, we provided a digital hub with information for students. Ygam also visits universities as part of a Roadshow to speak directly to students and provide information. Student information sessions are also offered as part of the programme.

- **Health and Social Care comprising two workshop offerings, one for health care professionals and one for social care practitioners.** The City & Guilds assured workshops enable these groups to access quality training on gambling and gaming harm amongst children and young people. The programme is designed by psychologists and informed by academics, health professionals, and individuals with lived experience. The sessions focus on how to spot the signs of harm, early intervention and conversation starters and signposting.
- **Education Programme:** Ygam delivers City & Guilds assured training to equip education professionals and youth practitioners with the knowledge and resources to inform, educate and safeguard their students. Topics include gaming/gambling disorder, wellbeing, advertising, and regulation. Our downloadable school resources are mapped to the relevant national curriculum with long-term thematic plans, schemes of work and lesson plans from KS2-KS5. Youth work session plans for U13, U16 and 16+ are also available.
- **Parental Engagement Programme:** Ygam delivers City & Guilds assured training to adoptive parents, foster carers and children's residential teams. Ygam also offer information sessions to parents, carers, and guardians. Ygam has developed a parent hub providing information and support around gaming and gambling for parents and carers, alongside a range of tools and activities for the whole family to build their children's resilience and establish a healthy online/offline balance.
- **Diverse Communities:** The Preventing Gambling Harms in Diverse Communities Programme aims to raise awareness and address the issue of gambling harm disproportionately affecting young people from ethnic minority populations. The content centres on an understanding of socio-cultural and religious contexts of shame and stigma relating to gambling harms. The workshops empower delegates with the knowledge and skills to spot the signs of harm, facilitate safeguarding conversations and signpost to the support that is available.

- **Operator training:** Ygam have six City & Guilds assured training programmes which are available for customer facing roles in the gambling industry.

### 3. Programme Overview:

**Ygam's Health and Social Care Programme** provides support for health and social care practitioner through the delivery of two workshops: one targeted at health care staff (GPs, nurses, social prescribers, psychologists, medical students, counsellors and medical health practitioners), and one focussing on social care staff, including social workers, early intervention teams and family support workers. Ygam provides:

- City & Guilds assured training to professionals
- Access to our online portal including one-to-one and small group activities
- Post training information pack providing information on signposting, additional resources, and screening tools
- Access to Ygam Alumni, which provides a community of best practise and ongoing training; exploring new and emerging themes in the digital space.

The Ygam workshops are highly regarded with exceptional feedback on the content, quality, and resources they offer. In 2023 we trained 769 practitioners on our Health Care Programme and 495 practitioners through our Social Care Programme.

### 4. Detailed Scope

Working with the successful evaluator, Ygam aims to evaluate the effectiveness and impact on beneficiaries of its Health and Social Care Programme.

We are keen to understand how the learning is used in practise and specifically, Ygam would like to address:

- How effective is Ygam's training and accompanying resources in improving practitioners' knowledge and confidence in dealing with the subject of gaming and gambling harm and prevention



- How effective are practitioners in utilising their learning to support children and young people?
- How children and young people's resilience to gaming and gambling harm is improved.

The evaluations will provide findings and recommendations on:

- The training offer
- Relevant resources provided to practitioners
- The utilisation of learning in practise.

**Ygam's chosen evaluator will:**

- Review and update the evaluation framework for the HSC programme
- Develop the Theory of Change
- Use the evaluation framework to assess the impact of programme training materials, and the student hub/events and their effectiveness.
- Identify appropriate case studies to evidence the use and impact of Ygam's work
- Provide an evaluation report covering an assessment of effectiveness and impact of the programmes
- Make recommendations for revision or enhancements to the programmes and associated training and resources.

**The scope includes:**

- Health and social care staff who have attended a Ygam workshop in 2023 and 2024
- Resources

**The scope may also cover:**

- Ygam's marketing and social media

**The impact evaluation should address:**

- How Ygam's training develops Health and Social Care practitioners' knowledge and confidence to safeguard children and young people from harm.

- The ability of health and social care practitioners to discuss the risks that gaming and/or gambling present following the attendance at training sessions
- The extent to which, health and social care staff and young people can identify the actions to take to reduce or address the risks gaming and/or gambling may present
- What changes in the understanding and behaviour of health and social care practitioners result from utilising the resource pack
- What changes in the understanding and/or behaviour of young people result from engaging with trained practitioners.

## 5. Timescales:

<b>Actions</b>	<b>HSC Programme Dates</b>
Invitations for proposal issued	Monday 18 <sup>th</sup> March
Clarification questions submitted	Monday 25 <sup>th</sup> March
Responses to questions	Tuesday 26 <sup>th</sup> March
Proposal submitted	12:00 noon Tuesday 9 <sup>th</sup> April
Providers shortlisted	Monday 22 <sup>nd</sup> April
Providers interviewed	Tuesday 30 <sup>th</sup> April
Selected provider notified	Friday 3 <sup>rd</sup> May
Project Initiation Meeting	TBC
Draft Report	Monday 11 <sup>th</sup> November
Final Report	Monday 2 <sup>nd</sup> December

## 6. Budget:

We have secured specific funding to support this work. There is a maximum budget of £20,000 including VAT and expenses available for 2024.

## 7. Key Contacts:

Ygam staff involved in the project:

- Director of Programmes
- Head of Programmes
- Data Manager
- Programme Lead: Health and Social Care
- Health and Social Care team