



Ygam University and Student Engagement Programme Evaluation: Measuring Impact

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**Safeguarding
Our Digital
Generation**

Ygam University and Student Engagement Programme Evaluation: Measuring Impact

Issue Date	Clarification Questions	Responses to clarification questions	Submission Deadline
Monday 18 th March	Monday 25 th March	Tuesday 26 th March	Tuesday 9 th April

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

Linda Scollins Smith
Director of Programme
Email: 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 9th April 2024** and any supporting documents, clearly marked 'INVITATION TO TENDER RESPONSE – USE ITT' Ygam, to: Linda Scollins Smith: Director of Programmes. Email: linda@ygam.org
- II. **Interviews: Tuesday 30th 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:

- 1 Proposals should not exceed 6 pages and should cover:
- 2 How you will address the scope as set out in section 4 of this document
- 3 Demonstrable evidence of experience of impact evaluation and reporting
- 4 An understanding of Ygam's purpose and stakeholders
- 5 Evidenced knowledge and experience of the FE sector and the role of harm prevention education in improving outcomes for young people
- 6 Proposed plan including methodology, resourcing, project controls and clear timescales
- 7 Anticipated challenges and risks and how to tackle/mitigate these
- 8 How ethics and safeguarding requirements will be met
- 9 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
Maximum Quality Score			400
Maximum Final Score (weighted score/available score x 80)			80

*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 impact of two of its programmes: The University and Student Engagement Programme, and 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 University and Student offer comprises, training for professionals on campus, supported by campus visits where the Ygam team talk to young people about gaming and gambling providing them with information about risk and potential harm. Additionally, the team provide training directly to student to help them develop an understanding of the potential risks, the signs of harm and what they can do if they are concerned about gaming or gambling.

Visits to campus are supported by GAMSTOP and information is provided to help students block gambling. Furthermore, Ygam has a student Instagram channel and hub for students to gain information and resources from.

Ygam's University and Student Engagement Programme provides:

- City & Guilds assured training to university staff
- Workshops for students as well as a university roadshow, whereby Ygam along with partners GAMSTOP attend university campus' to discuss gaming and gambling with students to help prevent harm
- A hub designed to offer information and advice to university staff and students.
- 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 543 university staff and 718 students and visited 28 universities.

4. Detailed Scope

Working with an evaluator, Ygam aims to evaluate the effectiveness and impact on beneficiaries of it's University and Student Engagement 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 university staffs' knowledge and confidence in dealing with the subject of gaming and gambling harm and prevention
- How effective are university staff in utilising their learning to support students?
- How effective is Ygam training in improving students' knowledge and understanding of gaming and gambling harm?
- How effective is the student hub and the social media channels in improving students understanding and knowledge of gamin and gambling harm?

The evaluations will provide findings and recommendations on:

- The training offer for students
- The training offer for university staff
- The university roadshows

- Relevant resources, the student hub and social media channels
- The utilisation of learning in practise.

Ygam's external evaluator will:

- Review and update the evaluation framework for the USE programmes
- 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:

- University staff and students who have attended a Ygam workshop in 2023 and 2024
- Resources, including the student hub and the Instagram channel

The impact evaluation should address:

- How Ygam's training develops university staff's knowledge and confidence to safeguard and support students
- The ability of university staff to discuss the risks that gaming and/or gambling present following the attendance at training sessions
- How Ygam's training improves the knowledge and understanding of students and improves their resilience to harm
- The extent to which, university staff and students 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 university staff and students result from utilising the resources
- What changes in the understanding and/or behaviour of students result from engaging with trained practitioners and Ygam

5. Timescales:

Actions	Dates
Invitations for proposal issued	Monday 18 th March
Clarification questions submitted	Monday 25 th March
Responses to questions	Tuesday 26 th March
Proposal submitted	12:00 noon Tuesday 9 th April
Providers shortlisted	Monday 22 nd April
Providers interviewed	Tuesday 30 th April
Selected provider notified	Friday 3 rd May
Project Initiation Meeting	TBC
Interim Report	4 th October 2024
Draft Evaluation Report	6 th October 2025
Final Report	3 rd November 2025

6. Budget:

We have secured specific funding to support this work. There is a maximum budget of £40,000 including VAT and expenses available for the project.

7. Key Contacts

Ygam staff involved in the project:

- Director of Programmes
- Head of Programmes
- Programme Data Manager
- Programme Lead: University and Student Engagement
- Training and Engagement Managers X2