

THE PRINCE'S FARM RESILIENCE PROGRAMME

INVITATION TO TENDER FOR EVALUATION OF PROGRAMME TO DATE

The Prince's Countryside Fund is seeking tender applications for the evaluation of the impact of The Prince's Farm Resilience Programme (PFRP) following its first four years of operation. The specific aim of this evaluation will be to evidence the impact of the PFRP so far, both quantitatively and qualitatively and to support high level funding bids to both public and private organisations. This evaluation should focus on whether the programme offers value for money and should analyse the impact of the programme on participants, against a control group of farms with similar characteristics. Other key areas of impact to assess include productivity and added value to the farmer over and above economic performance.

OBJECTIVES

1. To evaluate the outcomes of the PFRP
2. To explore the effectiveness of the four core aspects of the PFRP (workshops, 1:1 support, benchmarking and the alumni programme) and how it has helped participating farmers increase productivity, adaptability, and business sustainability as well as assessing added value to the participants over and above economic performance.
3. To assess whether the PFRP offers value for money, providing an expression of its impact in monetary terms using appropriate data and multipliers including Benefit-Cost ratio
4. Use the data available to identify the effect of the PFRP on on-farm changes including facilitating behavioural change, isolating this from competing influences
5. Assess the social value of supporting this cohort of farmers and the effect of non-intervention on them
6. To understand how the PFRP could evolve to further benefit the farms taking part.
7. To consider processes for ongoing evaluation of the impact of the PFRP.
8. Tenders should aim to evaluate the PFRP in comparison to other resilience interventions especially in relation to value for money.

OBJECTIVES OF THE PFRP:

1. To support family farms to run as viable and sustainable businesses, contributing to the rural economy and able to continue to provide social and cultural value in rural communities
2. To improve the efficiency across Grazing Livestock farms to help close the efficiency gap between the best and the rest
3. To help farmers identify other sources of income to offset the loss of direct payments e.g. Environmental Schemes, Diversification
4. Create long term sustainable alumni networks that can be used to facilitate training, good management practice, producer cooperation, peer to peer learning and knowledge exchange
5. Create a farming workforce who are receptive to learning new business skills and have increased confidence to face the future in Agriculture

DATA

The sorts of data required to conduct a comparative analysis of PFRP are:

- Economic data on farm performance including use of baseline data
- Data on input-output spending patterns within the farm business (*if* economic multiplier analysis is required)
- Data on farm decision making, family dynamics and succession planning
- Data on whether farms have taken part in other training programmes before, during or after participation in PFRP.
- Data on external variables that could affect changes to productivity etc, including succession, provision of professional advice, change in farm system.
- Data on whether farmers are aware of / have applied for government grants and schemes.
- Data on farm family health and wellbeing
- Data on sources of information used in farm decision making
- Contextual data on farm size, tenure, family structure, other income sources, education etc.

The Prince's Countryside Fund can provide:

- Anonymised data on farm costs by enterprise collected through the programme's benchmarking tool
- Qualitative data captured from participants before starting the programme
- Results from a small evaluation following the pilot year of the programme

There should be two underlying principles at work when analysing the data:

1. Determining whether something has happened (outcome)
2. Determining whether the PFRP was responsible (attribution)

OUTCOMES

- Evidence of how the PFRP has helped improve the future viability, profitability and adaptability of participating family farms.
- Demonstrate the benefits of peer to peer support and local network knowledge sharing, including on the wider rural economy.
- Identify ways in which the PFRP model can be examined to offer vital and relevant support and be delivered more widely.
- Demonstrate whether the PFRP provides value for money as a model of support.

METHODOLOGY

The suggested methodology would include telephone or online surveys of c.300 farm businesses, and data analysed against a comparison sample. More in-depth interviews carried out via telephone would be necessary to obtain more detailed financial data from a sub-sample.

TIMEFRAME

Noon Wednesday 26th August 2020: tender proposal submitted

Friday 28th August 2020: Outcome of tender process confirmed

Monday 14th September 2020: research begins

Monday 2nd November 2020: interim report due

Monday 14th December 2020: first draft of final report due

COSTS

The Prince's Countryside Fund would expect to receive tenders for this work not exceeding £60,000

SUBMITTING YOUR TENDER PROPOSAL

Please submit a proposal outlining how your business will effectively deliver the requirements as outlined in this document by Noon on Wednesday 26th August 2020 to mfitzgerald@countrysidefund.org.uk.

Outline the methodology and processes for conducting the farmer survey including:

- How you will identify and engage a robust sample from the 1000 farmers who have participated in PFRP
- Any data collection software/tools
- How you will source a control group of farms with similar characteristics to PFRP participants
- How you will define and measure "productivity"

Clarify your procedure for quality assurance.

Share with us your business' experience of working with vulnerable groups who may lack confidence in sharing their experiences.

Detail your organisations experience of evaluating government backed schemes and presenting data to support funding bids.

Clarify the capability and resource utilised to deliver within the time frame.

Provide a breakdown of proposed costs to undertake each stage of the evaluation including preparation of preliminary reports as well as a full report.

Provide details of two referees.

If you have any further questions arising regarding this tender please email: info@countrysidefund.org.uk In the interest of fairness and transparency we will collate all questions and respond collectively.