

Request for quotation: Evaluation support to our project – National Parks Reimagined

Background

We are looking to commission specialist support at the outset of our National Parks Reimagined project, to inform and underpin project evaluation and learning during our development phase of the project setting us up for success for the application for the delivery phase of the project.

We are looking for an evaluation specialist who has experience in evaluating engagement and advocacy projects, ideally working with young people and diverse audiences.

Timescale: November 2026 – November 2027

Budget: £8,333 ex VAT

About our charity

We are Campaign for National Parks, the only independent charity dedicated to securing the future of National Parks in England and Wales.

Our independence from Government means we can speak out for Protected Landscapes when no-one else can. Founded in 1936, we bring together a campaigning collective of organisations and individuals from all walks of life, united in common cause. Our first campaigns resulted in the creation of our National Parks. Now, inspired by our past, we fight for the future.

We want a world where nature and people are thriving in our National Parks, where wildlife is wild and natural beauty is protected for generations to come; where everyone, no matter their age or background, can access, feel inspired by and fight to protect the future of these truly amazing landscapes.

With National Parks at the heart of everything we do, we are here to unite, inspire and empower everyone to take action.

Our Vision: Nature-rich National Parks for everyone

Our Mission: To inspire action for wilder, inclusive National Parks



National Parks Reimagined

National Parks Reimagined invites us to imagine what's truly possible for our National Parks - and to use that vision as a catalyst for bold, positive change.

To support climate resilience and flourishing wildlife, our National Parks must become wilder, richer in nature, and supported by thriving communities and renewed public passion. This transformation demands ambition, energy and collective action from every corner of the UK.

This project will spark a radical, hopeful force for change – inviting everyone to shape the future of our National Parks.

Thanks to funding from the National Lottery Heritage Fund, National Parks Reimagined will drive landscape recovery by bringing together a diverse range of people from across England and Wales to care for our shared natural and cultural heritage. By forging connections with young people, members of the public, and those working every day to realise nature-rich National Parks for everyone, we'll create a network of inspiring people to scale up ambition and action.

The National Parks Reimagined project will be the catalyst to make this change possible by delivering the following objectives:

1. **Intergenerational leadership:** We will increase diversity in National Parks by supporting the development of skills and capacity and by creating equitable opportunities for 500 young leaders to be at the heart of Protected Landscapes leadership.
2. **Citizen-led mandate for change:** We will facilitate a just transition to thriving natural heritage and abundant ecosystems within National Parks by connecting 10,000 citizens and other stakeholders - from towns, cities and rural areas - with each other and with nature, enabling collective learning and the co-creation of a shared mandate for change.
3. **Network for transformation:** We will promote long-term behavioural change by creating a National Parks Network that connects 1,000 change-makers to learn, share knowledge, raise ambition, and demonstrate what's possible in delivering nature-rich National Parks for all.
4. **Stronger movement:** We will grow our organisational and partner sustainability by expanding our digital volunteering offer, involving more people in our work, including those traditionally underserved and strengthening intergenerational governance. This includes doubling our Council membership to 100 diverse organisations committed to creating inclusive, nature-rich National Parks.



Evaluation Specification

As part of the project, we committed to evaluating our progress throughout, to test and refine our theory of change through the development phase, determine impact and enable our organisation and partners to learn and embed good practice. We will also create and refine our evaluation proposals for the delivery phase application – due November 2027.

We have allocated resource for an evaluation specialist to support the project team in the delivery of this work with the following objectives:

- To support us to refine and test our theory of change and project assumptions
- To support us to refine our evaluation framework for the development phase including tools which we need to evidence success
- To support development of tools to monitor the development phase e.g pilot intervention form that evaluates what we did, what we learnt, how the process worked and what would be done differently.
- To provide feedback on development phase evaluation metrics, including evaluation workshops with young people and partners
- Support the delivery of a skeleton draft final evaluation report with emerging lessons learnt for submission at the mid-term review (July 2027)
- Support the final development phase evaluation report – completed after the formal mid-term review (after July 2027).
- To use the evaluation of the development phase to create a delivery phase evaluation framework including the indicators and methods we should take forward into delivery and the role of external evaluators in supporting this work.

We have committed to following the 6 principles of a good evaluation as set out by The [National Lottery Heritage Fund](#).

Ideally we are looking for a partner who will support the delivery of these aims throughout an 18-month development phase and we are looking to commission support for an evaluative process that is established as early on in the development phase as possible. We have a small budget and are looking for applications to deliver this work.

Activities

We envisage the following activities under this contract:

Milestone 1 (by the end of December 2026):

1. **Evaluation inception meeting** online between evaluation specialist and project team to a) familiarise with project and b) confirm purpose and expectations of the evaluation.

2. Using the existing **theory of change** work to date to support the team to refine this to further capture our assumptions and theory work and set out methodology for testing this during the development phase. Ideally, the consultants will facilitate this discussion online with project team members. (Note – there should be a follow up session later in the phase once we have tested some of those assumptions – see below).
3. Advise the team with their development phase **evaluation framework**, including identifying key indicators / metrics, methods, timeframes and responsibilities for evaluation.
4. Advise and support the team to **integrate** practical evaluation approaches into project management and implementation (e.g. team meetings/project meeting agenda, existing charity reporting and communications data collection and analysis).
5. Ensure **evaluation tools** are appropriate to the project audiences, namely young people and new audience groups engaging in the project.
6. Advise and support the team to develop the **delivery phase evaluation** framework and review and feedback on any other relevant evaluation proposals.
7. Ensure we have an **early findings report** or **draft development phase evaluation report** for the mid-term review (due 1 June 2027), in preparation for the delivery phase application at the end of the project.

Milestone 2 (between January 2027 – March 2027):

Ad hoc advice as the impact is reviewed by the team via 1 hour quarterly follow up meetings.

Milestone 3 (between March 2027 – June 2027):

1. Follow up **theory of change** meeting online, to test earlier assumptions and principles and apply recommendations to an updated Theory of Change ready for submission for the mid-term review.
2. **Review evaluation data** (identified in the initial framework) collected over the course of the project and provide advice to evaluation proposals ahead of mid-term review
3. If budget allows - conduct a small number of qualitative interviews with project participants (e.g. 5-8) to support evaluation and learning. We would be able to provide a sample and administrative support to arrange these meetings.
4. Produce a short independent **evaluation statement** that we can share with partners and funders as part of our final evaluation report.
5. Review **development phase evaluation** report for mid-term review and feedback to project team on areas for improvement/further analysis.
6. Provide refinement and **quality check of delivery stage evaluation plan** the will be in draft for the mid-term review.

Milestone 4 (between July 2027 – November 2027):

1. Following mid-term review feedback and next steps, provide advice & support of changes made to evaluation proposals and report ahead of delivery phase application
2. Provide any final advice and support the team to develop the **delivery phase evaluation** framework and review and feedback on any other relevant evaluation proposals.

Timescales

Project Tender Released: Monday 12th October 2026

Tender submission deadline: Sunday 1st November

Tender shortlisting: w/c 2nd November (further information may be sought and online meetings arranged as required).

Tender Appointment: w/c 9th November, 2026

Tender start date: w/c 23rd November, 2026

Completion of project: November 2027

NOTE: As this is a tender for the development phase application support, it is expected we will create a separate brief for the evaluation support during the delivery phase for which the successful consultant(s) may also tender for, but which will be a separate process in line with organisational and Heritage Fund procurement procedures.

Extension clause: We are supportive of adding an extension clause to any formal contract agreement that is prepared whereby we (the client) reserve the right to extend a contract beyond an initial term (with the contractor) for the purposes of supporting subsequent (delivery) phase of the project, including but not limited to the delivery and/or evaluation of the full project. This would be subject to satisfactory performance, assessed against agreed deliverables, timelines and quality standards and agreement on the scope and budget for the work.

The aim is to have commissioned an evaluation specialist that will support the set-up of key evaluation/impact processes by the end of November 2026. We understand that this is a limited timeframe and that to ensure we keep to this deadline CNP must actively engage with any sign off processes and provide relevant information required.

Budget and Submission Requirements

We have an overall evaluation budget of £8,333 ex VAT.

We do not envisage any travel and subsistence expenses as anticipate this project being delivered remotely.

We envisage that payments would be made in line with successful completion of the 4 milestones at £2,500 inc VAT for each as laid out below:

Milestone 1	Due end November 2027	Invoice payment: £2,500 inc VAT
Milestone 2	Due end March 2027	Invoice payment: £2,500 inc VAT
Milestone 3	Due end June 2027	Invoice payment: £2,500 inc VAT
Milestone 4	Due end November 2027	Invoice payment: £2,500 inc VAT

Ideally, we require a contractor that can support these key stages of the evaluation. Given the budget, we are keen to understand what the options for us will be to achieve the above objectives.

Applications should be made to Anna Bedford and include the following:

- Key company/contractor information – max 1 page
- Relevant skills & experience – particularly any experience with a youth focus or diverse audiences – max 1 page
- Proposed methodology – max 1 page
- Availability & timings – max 1 page
- Estimated time and costs – max 1 page

Appendices

The National Lottery Heritage Fund's Evaluation Guidance can be found [here](#).

Contact

For more information, to arrange an introductory call, or to submit a proposal please contact Anna Bedford (Head of Programmes & Operations) – annab@cnp.org.uk