



Evaluation of Tyfu Pobl Programme

June 2011 – June 2014



Cronfa Amaethyddol Ewrop ar gyfer Datblygu
Gwledig: Ewrop yn Buddsoddi
mewn Ardaloedd Gwledig
The European Agricultural Fund for
Rural Development: Europe Investing in
Rural Areas



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

FCFCG was established in 1980, by a number of city farms and community gardens, with the aim of developing a mutual support system for members and a national identity to present to the public.

The nature of the organisation:

1. To promote, support and help to develop community farms and gardens. The Federation works to represent the interests and views of its members and the movement as a whole to national, regional and international bodies, and to raise the profile of community farming and gardening. It also offers a wide range of services to its membership, including site visits, training, events, newsletters, funding information and much more.
2. To promote community development by bringing together statutory authorities, voluntary organisations and the general public in a common effort to advance education, provide recreational, therapeutic, work experience and leisure facilities and to improve the quality of life of all members of the community, in particular those who are disadvantaged.
3. To advance education in horticulture, agriculture, conservation, protection and improvement of the physical and natural environment, the reduction, re-use and recycling of resources, the use of renewable resources, respect for the environment, sustainable development, animal welfare, community cohesion, citizenship, life skills, the promotion of equality and other related subjects.

In 2008 FCFCG secured a three year Big Lottery Fund grant to deliver the Growing Together in Wales programme to develop the community garden movement in Wales.

Following the successful delivery of this programme, funding was awarded through the **Rural Development Plan for Wales 2007-2013**, which is itself funded by the **Welsh Assembly Government** and the **European Union** to deliver a three year Tyfu Pobl programme.

The programme that will provide support and advice for both existing and emerging community growing projects in Wales, enabling the sharing of best practice, dissemination of information and the transfer of knowledge and skills to take place within this sector.

The programme will assist community groups throughout Wales to grow food for local consumption by providing information, training and specialist support that will enable them to bring land into cultivation, to develop and manage the land sustainably, and to ensure that community food growing is accessible to - and inclusive of - all individuals and communities.

The project will provide a range of support for different models of community growing schemes that will include; community farms and gardens, allotments, community orchards, community supported agriculture and community managed market gardens.

The overall aims of the programme are to:

1. Improve and share knowledge within the community growing sector
2. Engage more people in growing
3. Increase local food production
4. Raise awareness of local food and sustainability issues
5. Provide good practice information for community growers
6. Disseminate information gleaned during the project to the wider community.

Main delivery mechanisms are:

- **Advice & Support** from the development team, this will include a national manager, 4 regional development workers, a community enterprise and funding coordinator, an admin support assistant and a team of free-lance fieldworkers / consultants.
- **Networking:** Regional networking events will take place across Wales on a regular basis (minimum of 8 per year). These will enable staff, trustees and volunteers involved in community growing schemes to come together to exchange information, provide mutual support and share good practice.
- **Training,** to disseminate specialist knowledge on specific areas, ensuring that projects being developed by communities are sustainable, inclusive and properly governed. Specific areas will include:
 - a) **Sustainability:** including financial, which will assist communities in the management of their finances, explore income generating activities and enterprise models; and Environmental, to help communities reduce their carbon foot prints, lessen their environmental impact and raise awareness of wider environmental issues.
 - b) **Social Inclusion:** Exploring methods of engaging the whole community in the project and ensuring projects have the proper infrastructure in place to manage volunteers. Looking at how to engage with a wider variety of community groups, particularly 'hard to reach groups' such as BME groups and disadvantaged young people in growing activities and food production.
 - c) **The setting up and management of new community projects:** for communities who are new to this sector and which would benefit from sharing knowledge from existing projects and organisations.
 - d) **Creating space for community growing** training for landowners, including housing associations and local authorities, to enable the transfer of knowledge and best practice to take place within the housing, planning and green space sector. It is hoped this will help to

overcome some of the major barriers faced by communities, such as access to land for food growing.

- **Travel bursary programme:** This will enable community groups to visit more established projects. This not only enables the sharing of knowledge and good practice, but also inspires and enthuses groups as to what can be achieved. Travel costs to visit a project will be covered and costs of up to £50 will be reimbursed to the host project for staff time spent during visit.
- **Information Resources:** These will include a leaflet providing information on the programme and what support is available, and a community growing resource pack, which will disseminate knowledge on setting up and running a community growing project. All publications funded by the Knowledge Transfer Scheme will be bi-lingual, and other key FCFCG publications will also be translated in line with our Welsh Language Policy. Information will also be transferred through the website, Members newsletter and e-bulletins.

Services will be available to any community group – irrespective of membership – that is planning, developing or managing a food growing site. (whether the whole site, or just a part of it).

This is estimated to apply to approximately 180 groups that we currently know about, of whom 76 are members.

2. PROJECT SPECIFICATION

The appointed consultants will be required to develop a project proposal that outlines the methods they will employ to undertake the work and undertake the following:

- To advise on and develop with programme staff, a robust system of monitoring and evaluation which is capable of assessing progress towards the programmes key objectives. These objectives and an initial assessment of potential performance indicators and requirements are included in the attached documentation.
- Attend and report to regular Advisory Group meetings; the evaluation should follow action research principles
- The evaluation should be participative, engaging key stakeholders and beneficiaries and involve the use of appropriate quantitative and qualitative techniques to meet the aims of the evaluation and range of stakeholders
- It is anticipated that most of the quantitative data will be gathered by the programme staff and volunteers who will be advised by the evaluators on the data capture mechanism.

3. OUTPUTS

- Developing a monitoring and evaluation framework: by late November to be finalised by January 2012.
- Presentation of progress reports to annual Advisory Group seminars with more regular meetings with Wales Development Manager and appropriate persons.

- A final report highlighting the:
 - Evaluation process undertaken
 - Analysis of the key findings of the evaluation
 - Options for the future development of the programme (as a whole or key components) in the light of the key findings from the research.
 - An analysis of the effectiveness of the programme in relation to its core objectives

- An accessible executive summary of the evaluation for wider distribution to key stakeholders and partners.

The report and summary will be produced in both hard and electronic formats.

An interim final report to be produced in September 2013, with the Final report to be delivered by the end of March 2014.

4. TIMESCALES

Contract Period September 2011 to 31 March 2014

5. SKILLS AND EXPERTISE CRITERIA REQUIRED

1. Ability to meet requirements of the specification
Relevant experience and expertise in the evaluation of community / food / growing programmes.
2. Price
3. Ability to meet the timetable

6. BUDGET AND PAYMENTS

The FCFCG does not expect this work to exceed a total of £28,000 excluding VAT over the 2.75 year period.

The contractor needs to provide a breakdown of the costs of undertaking the different elements of the tender. The contractor must provide a daily cost breakdown for those involved in undertaking this work, and any equipment, materials and consumables, travel and subsistence expenses directly associated with the evaluation.

Documentation and research information derived from interviews, surveys, analysis and other methods shall become the ownership of the FCFCG upon completion of the contract and shall be required prior to final payment being made.

Payment will be made only on expenses which have been agreed in advance and are reasonably and necessarily incurred in relation to carrying out the work.

At the initial meeting, the evaluation brief shall be agreed and the Contract shall thereby be constituted and become binding on both parties. The FCFCG reserves the right, but only in exceptional circumstances, to enter post-tender negotiations.

Regular staged payments will be made upon completion of milestones agreed during the initial inception meeting.

7. HEALTH & SAFETY AND INSURANCE

Relevant health and safety legislation must be complied with at all times in the implementation of this contract.

8. PROJECT OFFICER

The Project Officer for this contract will be Katie Jones, Wales Development Manager [FCFCG Wales Office, 46 Ninian Park Rd, Cardiff CF11 6JA. Tel: 02920 225 942.], who can be contacted if there are any queries about the contract.

Appendix

Measuring success against the aims of the Tyfu Pobl programme.

Overall aims of the programme are to:

7. Improve and share knowledge within the community growing sector
8. Engage more people in growing
9. Increase local food production
10. Raise awareness of local food and sustainability issues
11. Provide good practice information for community growers
12. Disseminate information gleaned during the project to the wider community.

We shall monitor our programme delivery, budgetary expenditure and progress against milestones on a monthly basis, with bi-monthly reports being produced for our Board, as well as specific reports for our programme funders when requested.

Budgetary expenditure will be monitored by Regional Managers and the Wales Development Manager, using monthly reports produced by the Finance Manager. Updates on project delivery and budgets will be submitted to Board meetings on a bi-monthly basis.

Performance indicators

Quantitative indicators will include: **(to be confirmed with evaluators)**

- Number of new community food growing groups
- Amount of new land cultivated for community food growing
- Requests received for support on community food growing (by telephone/email/post)
- Training events held and number of people and groups receiving training
- Networking events held and numbers of people and groups attending
- Survey of volunteer, placement, trainee and visitor numbers at community food growing sites
- Site visits by the project team
- Site visits or study trips by other community food growing groups
- Meetings held with senior civil servants, government ministers, other policy makers and potential sponsors
- Features/articles on community food growing that are published in newsletters, e-newsletters and online, whether in our own publications or those of other organisations
- Circulation of specialist publications on community food growing e.g. resource pack, case-studies etc.
- External events relating to community food growing attended by the project team
- User statistics for the Tyfu Pobl pages on the FCFCG website
- Amount of media coverage received.

Additionally, qualitative indicators will include (for example):

- How community food growing groups are contributing to an increase in local food production and availability
- Increased public awareness of the benefits of locally produced (and organic) food
- Improvements in health and wellbeing linked to community food growing, whether via exercise, education on healthy eating and lifestyles or improved access to fresh produce (based on research and surveys)
- How community food growing can benefit deprived communities, minority ethnic communities, people with learning difficulties and disabled people (based on research and surveys)
- Increased awareness of wider sustainability issues (based on site visits, interviews, research, surveys)
- Benefits to the environment and local biodiversity (eg with reference to increases in land managed by community food-growing groups).

Evaluation

The programme will be evaluated throughout the three years. This will inform a review of the work plan at least annually, leading to adjustments to the project as necessary to ensure the best deployment and use of resources.

FCFCG will work closely with those evaluating the programme to ensure that the appropriate data to demonstrate whether the the aims have been successfully met, is collected.

The evaluation will be based on information from: (to be confirmed with evaluators)

- *Network event and training event evaluation:* an evaluation form will be provided to all attendees in order to gain feedback on the effectiveness of the events.
- *Annual survey of community food growing groups:* community food growing groups on our database will be requested to complete an annual questionnaire on the project's service delivery.
- *Sessions with beneficiaries:* community food growing groups will be requested to give face-to face feedback on the project during meetings, site visits and focus groups.
- *Feedback from site visits:* all groups will receive an evaluation form for site visits carried out by project staff. Evaluation forms will also be provided to community groups that attend site visits.
- *Feedback from project team meetings and supervision sessions:* quarterly team meetings will provide ongoing, informal assessment of the effectiveness and benefits of the project. Additional feedback will be provided via one-to-one supervision sessions between project staff and their line managers. Consultants / Fieldworkers will come together twice to receive training and provide feedback on programme delivery.
- *Feedback on publications (both electronic and printed):* reviews and feedback on publications will be collated.

- *Project advisory group partners:* observations and feedback from advisory group organisations' own internal feedback and linked activities
- *Input from the FCFCG Board:* our Board are elected representatives from community farms and gardens, and so are excellently placed to advise on project service delivery.
- *Feedback from 'wider stakeholders' including WAG, other NGOs and LA representatives.*