



Facilitation brief for Staffordshire Moorlands pilot: Sustainable Food Economies - developing a local food strategy toolkit

The project

Tenders are invited for **facilitation of the pilot project in Staffordshire Moorlands** for f3's Sustainable Food Economies project, funded by the Local Food programme of the Big Lottery Fund.

The first stage of the SFE initiative is to produce a 'toolkit' to support local authorities and other groups in developing food strategies and action plans in their areas. The toolkit will focus on a process guide, helping local stakeholders to understand what needs doing to create a strategy and action plan, and will include a number of hard copy elements for use in public meetings, as well as an online resource for information gathering and sharing. The online resource will include case studies of successful initiatives, briefing sheets on specific topics and materials and resources to support active participation. The on-line environment will include the use of social media and an on-line forum for participants. The selected facilitators will contribute to its development. Drawing on the experience of the pilot areas, the toolkit will be refined, finalised and published for use by local authorities and groups throughout the country.

Once drafted, the toolkit will be piloted in three locations, engaging local government and a wide range of other stakeholders, including NHS trusts and Transition initiatives. The aim will be to create a food strategy and action plan which will improve the local economy, build community interactions and meet environmental targets, as well as establishing partnerships and relationships which will ensure continuity beyond the pilot phase. The programme will run from June 2012 to Nov 2013.

Each of these authorities has confirmed both their interest and readiness to take this forward, and will commit resources towards its implementation. The local authority or other local stakeholders will act as the local project managers; the facilitator's role is therefore to advise, aid and guide the local project managers. Each area will be different in the people involved, issues to be resolved, aspirations and existing activity. The facilitator will therefore need to listen well and help shape the process to meet the local needs.

The brief for facilitation of the pilot project in Staffordshire Moorlands

We will be working with Staffordshire Moorlands District Council to pilot the toolkit and produce a Sustainable Food Strategy and Action Plan for Staffordshire Moorlands. This pilot will run from December 2012 to October 2013 (although exact timescales may vary according to local capacity).

The tasks for the facilitator will include:

1. meet the SFE managers and toolkit design team to get thoroughly briefed on its objectives, process and tools
2. meet the client and other key local stakeholders
3. help establish a steering group if a suitable forum does not already exist

4. help plan and deliver a launch event - the aim of this event will be to reach consensus on the vision, aims and components of the food strategy
5. help local project managers to develop activity plans for each strategy component, such as gathering information and identifying key actions
6. assist the local project managers in forming their strategy and action plan
7. feedback findings to the core SFE team to help refine and improve the toolkit

Budget: up to £8,500 inclusive of VAT. Expenses for travel and subsistence will be paid at cost, (according to f3's environmental policy) and will be capped at £500.
Note the intellectual property will rest with the client (f3).

Tender Criteria

Each tender will be assessed based on the quality of the proposals to meet the following requirements

- Extent to which the tender illustrates clear understanding of the objectives, scope and requirements
- Evidence of strong understanding and experience of community enterprise, localised food systems, food sustainability
- Ideally, but not essentially, a knowledge of the food system in the pilot area
- Evidence of excellent writing skills, including the ability to write in clear English, to explain complicated issues clearly and simply, and minimise sector or academic jargon
- Evidence of knowledge and capacity to meet the project objectives
- Appropriateness and quality of suggested outputs and their relevance to our requirements
- Appropriate and well-constructed budget, demonstrating value for money

Tender Submission

The bid must include the following items:

- Demonstration of your understanding of the project requirements
- Proposed methodology and timetable illustrating your programme of work
- Key contact details of individual(s) we can contact with questions regarding your tender
- Experience and track record of the named individual(s) who will be involved in the project
- A detailed breakdown of all costs, including travel expenses and VAT. Day rates should be included for named individuals.
- Details of two referees to whom we can speak regarding work of a similar nature which you have supplied in last two years

Please send your submission, and any queries, to:

sfe@localfood.org.uk

by: noon, July 11th 2012. We will inform you of the outcome of your tender by July 20th 2012