



Manifesto Analysis – Invitation to tender

We are seeking expert independent analysis of data collected by Scottish Rural Action and contextual information to inform the development of a Manifesto for rural Scotland.

Introduction

Scottish Rural Action (SRA) is a non-profit organisation that seeks to be a powerful voice for rural Scotland, by gathering information on the opinions and needs of rural communities and by lobbying on policies that affect those communities.

Its objectives are to:

- animate voices in the rural grassroots
- aggregate these voices, add context and create strategic messages
- hold meetings and events to enable grassroots voices to be heard by decision-makers, including at a national event, the Scottish Rural Parliament, every two years
- raise the profile of rural issues and needs
- inform cross-party policies affecting rural life
- lobby government at all levels to address the needs of rural communities.

Scottish Rural Action sits in a landscape of rural development with a focus on individuals and community organisations and develops the views of those who are not represented by existing organisations.

SRA works with an Advisory Forum, comprised of members from key organisations across Scotland and draws from these organisations to inform on issues and provide expertise and connections. All the organisations in the Advisory Forum are part of the rural landscape, to various degrees.

Timescales

Tender submission date: 19:00 on 15th June 2016

Contract awarded: 22nd June 2016

Deadline for completion of analysis: 29th July 2016

Purpose of contract

We seek analysis of information that we have collated from rural communities and other stakeholders in order to draft a Manifesto for rural Scotland which equitably represents the views of the people of rural Scotland and that can be used to influence decision-makers.

We have collated data from a number of sources and are seeking a professional and informed analysis of this data in the context of policy and political developments to inform our Manifesto for rural Scotland.

The data collated includes:

- Outputs from 46 events taking place in rural Scotland from March – May 2016 recorded online on SurveyMonkey. See <https://www.surveymonkey.co.uk/r/LLVCDPT> for response format. At most events, 10-15 topics arise during the initial collection stage (question 4) and 3-5 topics are discussed in more detail (questions 6-9).
- Online survey for individuals with approximately 1000 responses using SurveyMonkey. See <https://www.surveymonkey.co.uk/r/wearerural> for response format.
- Online survey for organisations with approximately 20 responses using SurveyMonkey. See <https://www.surveymonkey.co.uk/r/wearerural4> for response format.

The exact number of responses will not be known until the closing date for the consultation at midnight Tuesday 31st May.

Outputs required

We require recommendations for inclusion in our draft Manifesto for rural Scotland based on the expressed needs of rural communities and partners as analysed from the information provided by the preferred bidder. These should include the need, the aim, and the proposed solution. They should take into account the current policy context but also be ambitious. They should include commitments from rural communities as well as asks of the public, private and third sector as applicable.

We expect the report from the preferred bidder to provide sufficient detail for SRA directors to understand how each recommendation for the Manifesto has arisen.

We expect the report to identify the key themes and asks of rural communities from the data provided at a regional level as well as the overall picture for Scotland.

Information required:

We require those submitting a tender for this work to provide the following information:

1. Organisation name, address and website
2. Contact person name, address, email, phone number and role
3. Experience of delivering similar work
4. Approach to delivering the outputs required
5. Details of the people who will be working on the project and their experience
6. Confirmation that delivery deadlines can be met
7. Cost including VAT if applicable

Scoring criteria

Experience of delivering similar work – 15%

Approach to delivering the outputs required – 15%

Cost including VAT – 70%

Confirmation of being able to meet delivery deadlines - Essential