

Avon Tyrrell Capital Appeal - Invitation to tender

Contact: Lindsay Marsden lindsay.marsden@ukyouth.org	Date: Monday 23rd August
Schedule: -Submission of proposals: 6 th September 2021 -Pitch meetings: 9 th /10 th September 2021 -Decision made, contracts drawn: w/c 13 th September 2021	Budget: £45,000 (Sept- April 2022) with further costs to be determined by bidders and agreed at contract stage. All costs will be only be included based on full cost recovery model.

Summary

UK Youth is a leading charity that exists to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives.

Avon Tyrrell is UK Youth's outdoor learning venue, situated in the New Forest National Park, Hampshire. Dedicated to the continuous development of young people, our unique heritage and beautiful site features a variety of accommodation options, including a Grade I listed manor house, Grade II* coach house and Grade II grounds that have wooden log cabins and camping areas. Through an extensive range of inclusive outdoor activities and tailored programmes, we provide the opportunity for everyone to 'Experience, Learn and Develop'.

UK Youth would like to commission an external organisation to develop and implement a new capital fundraising appeal to:

- Build a new Learning Centre with outdoor learning and conference facilities that will support the development of Avon Tyrrell as a social enterprise business.
- Undertake essential repairs to the Avon Tyrrell Manor House to allow full utilisation of all its accommodation and incorporate environmental technologies that will improve the comfort and quality of services to improve the efficient management of the *Manor House*.

We expect the length of this contract to be three years and have a budget of c. £45,000 for 21/22 (till end of March 2022), and c. £70,000 per annum thereafter.

The contract will operate on a monthly retainer basis.

Timetable of work

- From Monday 23rd August: invite to tender
- Mon 6th September: submission of responses
- Mon 6th-8th- September: clarifications/questions and invitation to pitch meeting
- 9/10th September: pitch meetings
- w/c 13th September: further discussion, decision made, contracts drawn
- September/October: work starts dependent on availability

About UK Youth

[UK Youth](#) is a leading charity that exists to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. We work with others to ensure that the youth sector is strengthened, supported, and that provision is youth-led, evidence-informed and delivers high-quality outcomes.

UK Youth plays a unique role in addressing; the lack of investment into the youth sector, the lack of cross sector understanding of how youth work makes a difference and the limited opportunities to embed effective solutions. These factors lead to mass inequality of access to youth services for young people.

At UK Youth we believe in the potential of young people and the power of youth work to positively transform the lives of young people for the better. We want to work towards a society that, understands, champions, and delivers effective youth work for all.

About Avon Tyrrell

[Avon Tyrrell](#) delivers impactful outdoor learning which; engages young people, supports their development, wellbeing, knowledge, skills, attitudes and inspires positive behaviour change and increased attainment, and in 2019 we directly reached more than 25,000 children and young people.

As leaders in outdoor learning, our skilled team has a vast range of knowledge, expertise and experience bringing learning to life through a range of tailor-made programmes. Through direct engagement with an outdoor learning environment, we support young people realise their potential, develop life skills, build character, and create memories that last a lifetime.

We are committed to ensuring young people from all backgrounds, ages and abilities can experience outdoor learning. This includes a bursary scheme supporting young people from disadvantaged backgrounds as well as adapted equipment and sessions to cater for individuals with a variety of disabilities. An example of this is our Accessible Adventures initiative which supports families who have a child with a disability and provides the chance for them to come away for a family break. The programme provides development opportunities for the young people, respite for parents and

opportunities for families with similar experiences to meet and build informal support networks.

Avon Tyrrell also has strong links to the local community; delivering a mental health project for people experiencing mental stress, running participation events to inspire young people across the local community and ensuring all our services and facilities are accessible to local groups of friends and families.

Avon Tyrrell Vision

Renowned for accessibility, excellence, pioneering youth led programmes and our ability to inspire and support young people and the local community, Avon Tyrrell sits at the heart of the UK Youth outdoor learning portfolio.

By carefully combining our holistic human centric approach, a focus on experiential facilitated experiences and embedding the value of our unique heritage, we will deliver to young people innovative experiences that deliver long lasting outcomes that equip individuals to thrive and empowered to contribute at every stage of their lives.

Why is capital investment needed?

Avon Tyrrell must remain sustainable both environmentally and financially to ensure we can continue to deliver youth led programmes and support our broader outdoor learning strategic role;

Nationally provide sustainable Outdoor Learning Youth Work for Young People; through our holistic human centric approach and focus on experiential facilitated experiences, we deliver long lasting outcomes that equip individuals to thrive and are empowered to contribute at every stage of their lives.

The holistic realisation of this project would achieve this.

Avon Tyrrell Manor House is a key part of our USP and sets the learning environment for the centre, young people will engage meaningfully in our programmes if they can see we have invested in creating a great space for them to experience, learn and develop and this will be evidenced through their behaviour and engagement. This combination of character, charm and a focus on the visitor experience are strong reasons why young people use Avon Tyrrell.

Our dated accommodation requires vital modernisation, improved energy efficiency and heritage restoration work to ensure continued use by young people that supports sustainability and higher intensity winter use, that fulfil budget commitments and positively reflects the Charity and our strategy.

Additionally, our current provision lacks indoor learning space, which is in stark contrast to industry trends and increasing user expectations. To maintain and grow

our user profile this must be addressed and would also allow us to expand the use of this unique valuable Charity asset, ensuring its longevity and continued use and enjoyment by thousands of young people each year.

Feedback regarding our delivery and standards of customer experience remain positive but evidence demonstrates that inadequate levels of comfort and poor winter facilities correlates to the Manor House and grounds being significantly under-utilised during this period and this severely impacts revenue streams and our overall reach to young people.

Capital appeal Focus

Strand and Priority 1: New build of an environmentally sustainable learning centre:

Building an exemplar designed facility to deliver outdoor learning youth work programmes, indoor adventure activities, conferences, nationally linked curriculum activities and our apprenticeship programme. This new Learning Centre will realise our vision as a centre of excellence for outdoor learning youth work, delivering new services to young people. This will be a facility to reduce pressure that could negatively impact upon the Manor House and particularly enhance the winter 'offer' and provide a local community resource. Note building first would support managing Manor House works disruption and support income generation.

Strand and Priority 2: Restoration and renovation of Manor House

1. **Replace existing leaded light windows and frames and introduce secondary glazing:** Introduce carefully considered, bespoke, secondary glazing to the Manor House to reduce heat loss and improve thermal comfort. It is envisaged that the project will also repair the existing glazing and frame structure, due to the evident deterioration of the embrittlement of lead and decay to timber frames and masonry mullions.



External window - dormitory room 3



External window - dormitory room 10



Detail of leaded lights (external) - Main Hall



2. Upgrade heating and hot water to the Manor House:

Using environmentally sustainable/renewable sources upgrade/renew the heating of the Manor House, delivery of hot water and improve warm air circulation, so that it provides better winter comfort levels to increase usage. The existing plumbing installation will require substantial upgrading as a part of this work.

3. Miscellaneous essential upgrading and repair works to the Manor House:

This would include solving chimney water ingress, enhancing rainwater disposal, plaster repairs, redecoration, removing vegetation growing in the chimneys and repairing them etc.

4. Upgrade to bedrooms, showers and toilets:

This would ensure a standard quality of accommodation across the whole Manor House and that all areas were fully accessible to all young people.

5. Grounds Improvements around main House:

To ensure the Manor House returns to be the focus of the site, and the immediate grounds around the House require restoration to original purpose, this will involve the removal of a disused swimming pool and the relocation of the sports court to be located as part of the learning centre.

Work undertaken to date

Over recent years work has been undertaken to develop the necessary plans ahead of launching a capital appeal. This has included a fundraising feasibility study (completed in 2019) as well as initial estimates for work needing to be undertaken. No formal plans have been drawn up as yet, and no planning permission has been sought.

Covid-19 has impacted our ability to launch the appeal as planned in 2020, and due to ongoing timelines we now recognise the need to update and finalise our development plans ahead of appointing a fundraising agency to lead the appeal. We therefore expect the final decisions on scale and cost of capital works to be confirmed in the coming months.

Scope of works

The organisation appointed will work closely with both the Outdoor Learning team and External Relations team to:

- Analyse existing consultation and plans ensuring sufficient information in place, making recommendations for additional work that may need to be carried out;
- Review (and where necessary update) existing fundraising feasibility study;
- Support the Outdoor Learning team to develop robust long term Business and Heritage Management Plan to support income plans;
- Create a fundraising strategy and plan to raise c. £4m (Please note the total capital appeal cost will be clarified in the coming months);
- Preparation of a Case for Support;
- Implement new fundraising plan, working closely with fundraising and communications colleagues in External Relations department, and Outdoor Learning team;
- Establish an Appeals Committee;
- Develop a legacy for the campaign;
- Build knowledge, understanding and expertise of running a capital fundraising appeal with key UK Youth colleagues.

Contract Outputs

The following outputs will be required by the end of the contract:

- Securing c.£4m to deliver objectives of capital appeal
- Production of Fundraising strategy and plan
- Compilation of strong case for support
- Development and management of pipeline of funders/supports
- Establishment and development of Appeals Committee

Contract Management

We expect work to take place from September 2021 onwards for a period of three years, with the exact timeline to be discussed in pitch meetings and agreed upon in partnership.

The anticipated budget is c. £45,000 for 21/22 (till end of March 2022). Budget to cover fundraising costs for April 2022 onwards will be agreed at contract stage and bidders are asked to include these costs in their proposal. It is expected any successful contractor will raise all funds on a full cost recovery model.

The contract will be managed on a day-to-day basis for UK Youth by Lindsay Marsden, Director of External Relations.

Proposal Requirements

In no more than 10 pages please outline your suitability to deliver addressing:

- Your understanding of the project;
- Your approach to delivering the requirements of the contract including significant phases, deliverables and income milestones;
- Summary of key personnel who will deliver work;
- Project timeline;
- Budget breakdown (illustrating number of days dedicated to the project and day rate and suggested payment schedule);
- Experience and expertise of delivering successful capital appeals (please include at least two referees from the past 5 years).

Award Criteria

Proposals will be considered against the following criteria:

1. To what extent does the proposal demonstrate an understanding of what we are trying to achieve?
2. To what extent does the proposal meet the requirements set out in this brief?
3. What degree of experience does the bidder demonstrate in the proposal in order to successfully complete the work?
4. How well has the bidder structured a team in order to successfully manage the contract and deliver the required work to the budget and timetable required?
5. To what extent does the proposal provide value for money against the budget required to ensure good investment of limited charity resources?

Procurement Process

For procurement timeline, please see timetable above.

All responses must be received by **Monday 6th September at 5pm** by Lindsay Marsden at lindsay.marsden@ukyouth.org.