



INVITATION TO TENDER

for

External process evaluation and learning partner for the Parent-Infant Foundation's Wales Project, funded by the National Lottery.

Deadline for submission Monday 13th October 2025

Lead Contact:

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Evaluation Outline	
Evaluation type(s): <ul style="list-style-type: none"> - Process evaluation - One-off evaluation 	
Methodology(s): <ul style="list-style-type: none"> - Quantitative - Qualitative 	
Start date: 20/10/25	End date: 27/02/26
Maximum Budget (incl. VAT and travel): £20,000	

1. Background to Parent-Infant Foundation

We are the Parent-Infant Foundation. Our vision is of a UK in which all parents and carers are supported to create sensitive, nurturing relationships with their babies to lay the foundation for lifelong mental and physical health.

More than one in ten babies in the UK today are living in fear, confusion and distress. Not everyone bonds easily with their baby. Parents can be overwhelmed by trauma from their own childhood. Some are struggling with mental or physical health difficulties. Domestic abuse, homelessness and the impacts of poverty can disrupt parent-infant relationships too. Whatever the root cause, we have a shared responsibility to help—because every baby deserves a good start in life.

More information can be found at www.parentinfantfoundation.org.uk

2. WALES PARENT-INFANT DEVELOPMENT PROJECT EVALUATION BRIEF	
Introduction and background	<p>The Parent-Infant Foundation is a UK-wide charity that supports the development, growth and quality of specialised parent-infant relationship teams across the UK.</p> <p>www.parentinfantfoundation.org.uk</p> <p>Following engagement in some service developments within Wales in 2022, (notably Securing Healthy Lives report), the Foundation approached the national lottery for to fund a development project to support further developments across Wales.</p>
About the project	<p>The Wales Parent-Infant Development Project is a three-year lottery funded project with the following aims:</p> <ul style="list-style-type: none"> • To facilitate and support a strong and engaged Network of parent-infant practitioners and teams across Wales whose knowledge of good practice will grow • To increase the number of Specialised Parent-Infant Relationship teams across Wales, with the aim of achieving equitable services in all seven Regional Partnership Board areas • To promote and develop co-production methods within the project • To promote the infant perspective (baby voice) so that this is a consideration in policy and practice development across Wales • To gather and disseminate learning from co-production and infant perspective activity to inform similar work across Wales and the UK • To increase awareness of infant mental health and parent infant relationships amongst the early years' workforce in both the statutory and voluntary sector

Evaluation objectives	<ol style="list-style-type: none"> 1. What are the barriers and facilitators to the growth and effective operation of parent-infant teams in Wales? 2. What have been the main outcomes of the project? 3. What have been the strengths and areas for improvement in the project? 4. To understand how effective the project has been in including parents and infant voices in the project. 5. Other learning from this project to disseminate more widely.
Method and approach	<p>Synthesizing annual lottery reports and the outputs and outcomes outlined within these.</p> <p>Proposed qualitative methods to include focus groups, interviews and case studies with:</p> <ul style="list-style-type: none"> • Commissioners and service leads in health board areas worked with in Wales • Members of the Cymru parent-infant Network • Parents who have been involved in the project • Participants in the 'BEAR' training and awareness raising project. • Other stakeholders who have actively engaged in the project including, but not limited to, civil servants and elected representatives.
Deliverables	<p>A final evaluation report which includes an evaluation of:</p> <ul style="list-style-type: none"> - The extent which the project has met its initial aims - Any unintended outcomes of the project - The effectiveness of the parent participation and infant voice elements of the project - Any learning about including parent and infant voice that can be taken from the project - The barriers and facilitators to the growth and effective operation of parent-infant teams and services in Wales - The most effective way for services to continue to grow at the end of the programme.
Timescale	<p>We anticipate the evaluation starting in November 2025 and being completed in February 2026</p>

Budget	Up to £20,000
Criteria for judging proposals	<p>Criteria for judging proposals Evaluator proposals will be assessed as per the criteria and weightings below:</p> <ol style="list-style-type: none"> 1. Experience and expertise of the proposed evaluation team in both process and outcome evaluation 25% 2. Suitability and robustness of proposed approach and measures 25% 3. Time plan, project management and quality assurance process 25% 4. Value for money 25% <p>Criteria 1,2 and 3 will be scored on a scale of 0 to 4 by reference to the scoring guide below:</p> <p>Score Description 4 Exceptional: Demonstrates strengths, no weaknesses or omissions, and exceeds expectations in some or all respects. 3 Good: The standard of response fully meets expectations. 2 Satisfactory: The response is acceptable but with some reservations. 1 Poor: The response is deficient in a number of areas, where the details don't meet the brief or require the reviewer to make certain assumptions. 0 Rejected: Response is unacceptable or non-existent, or there is a failure to properly address the requirements of the brief.</p>

Background information available

1 - Initial quantitative outcomes outlined in the bid.

2 - Year one lottery report

3. What is being commissioned through this Invitation to Tender

We are seeking to commission an independent party:

- To evaluate our project in Wales by examining and detailing its impact and what we can learn from our work here.
- To produce a report detailing their findings.

We expect the evaluation team to secure all necessary ethical and research governance approvals.

The Foundation is keen to commission a thorough and rigorous review of the Project. We believe we will get the most insight from this work if it is carried out independently and equally in a spirit which reflects our organisational value of collaboration. To this end, the successful party will need to demonstrate a track record of successful collaborative approaches in previous work.

4. Anticipated Deliverables/ Output

- Regular updates to include feedback, learning and reflection opportunities for Foundation staff, such that the Project may benefit from iteration and development as the evaluation unfolds
- A final report to reflect the analysis outlined above, as well as key learning and points, identification of strengths, facilitators, barriers and areas for development and reflection.

5. What we are looking for

We are looking for a learning partner with a strong track record in qualitative process evaluations of service development activity. This Invitation to Tender is ideally suited to, but not restricted to, organisations based in Wales. Your application should evidence successful collaboration across sectors, especially with the voluntary sector. We want to work with values-based organisations that have a strong commitment to diversity and inclusion and this should be evident in your working practices. We will expect to see your Safeguarding Policy, a proposed project plan and your proposed budget, including day rates and on-costs, including VAT if applicable.

6. The Timetable

Date	Timetable
13/10/25	Receipt of Tender Deadline
WB 13/10/25	Clarification Interviews and Decision
20/10/25	Announcement of successful party as Evaluator.
27/10/25	Commencement of Contract
Nov onwards	Monthly meetings between evaluation team and PIF project staff
	Recruitment of evaluation staff, ethical and research governance approvals
	Qualitative data collection
February 2025	Presentation of findings, draft final report (to include at least 2 weeks for Foundation staff to review and request edits)
February 2025	Final report and dissemination of learning

7. Budget

The project budget is a maximum of £20, 000 and is to include all expenses and VAT.

Payments will be released in stages alongside agreed milestones, providing these have been met. The final milestones shall be clearly documented in the relevant agreement/contract based on this Invitation to Tender, and in accordance with its terms and conditions on appointment of the Evaluator.

8. How to apply

Proposals should be in English and include:

A proposed evaluation outline including key data collection methods

- An indicative timetable
- A comprehensive indicative budget

Proposals should include explicit accounts of how the Assessment Criteria are or will be met.

Please include links to or evidence of previous relevant work by your team or proposed staff.

Your proposal including any supporting documentation should be e-mailed as a single document, to admin@parentinfantfoundation.org.uk by no later than **5pm on Monday 13th October 2025**

If you are interested in submitting a proposal it is strongly advised that you notify PIF of your interest prior to submission by emailing keith@parentinfantfoundation.org.uk. We welcome all contact with queries and questions regarding the process.