



Money Advice Service

What Works Funding Programme

Programme overview and guidance
for applicants

Version 1 – 1 June 2016

This document contains background information, priorities and conditions of eligibility for the programme.

How to apply – Stream A ‘what works evaluation and pilots’

Please send us completed Expression of Interest (EOI) application forms for Stream A funding by **12 noon on 8 July 2016**. We plan to assess applications over the period July/August 2016.

LATE APPLICATIONS WILL NOT BE ACCEPTED.

Successful organisations will be shortlisted and invited to submit a final proposal in **mid-August** (although the exact timing of this is dependent on the number of bids we receive).

The Money Advice Service (MAS) is using the Bravo Sourcing portal for this Expression of Interest application exercise.

In order to access the application forms and submit an application you need to register on this portal, which can be accessed via: <https://mas.bravosolution.co.uk>.

There are **two Expression of Interest application forms** that need to be completed:

- **Form 1** – Organisational Information (financial information about your organisation); and
- **Form 2** – Project Information (high level outline of your proposal, what you want to learn and share and your capacity to deliver it)

You can submit multiple proposals for funding. If you wish to do this, you only need to fill in and submit Form 1 (organisational details) once, but we will need a separate Form 2 (project information) application for each proposed project.

Instructions for submitting your application via the Bravo Sourcing portal are available at **Annex 2** of this document.

MAS also requires you to send us three printed and signed copies of both application forms for any one proposal. We need to receive these by 5pm on Tuesday 12th July. Hard copy documents should be marked and addressed as set out below:

<p>What Works Funding Programme – Expression of Interest Application Forms For the attention of: What Works Funding Programme Team Money Advice Service Floor 5, 120 Holborn London EC1N 2TD</p>

Please contact us if you would like the application form in a different format on email what.works@moneyadviceservice.org.uk

If you have any questions about how to complete your EOI application or the Programme overview and guidance, please refer to the Question and Answer guide here:
http://www.fincap.org.uk/what_works_funding

If your question isn't covered in this guide, you can submit your query via the **secure messaging system** on the Bravo Sourcing portal (you need to register to do this). We will endeavour to respond to all queries in a timely fashion. Any questions and answers raised through the messaging portal (duly anonymised) will be circulated to all registered users to ensure an equality of information and guidance for all applicants.

The exception to this will be if the question has some degree of commercial/ proprietary sensitivity. In this case MAS may allow for a one-to-one response without circulation to all other bidders. The deadline to receive all Q&As will be **seven working days** prior to the deadline (close of Wednesday 29th June).

Please note we will not be able to provide feedback on your project proposal during the application period.

What Works Funding Programme - Overview and Guidance for Applicants

1. Introduction to the What Works Funding Programme	4
Programme aims.....	4
Application process.....	5
Duration of funding.....	6
2. Guidance for applicants: Stream A – ‘What works’ evaluation and pilot activity	7
Eligibility.....	7
Objectives.....	7
Funding.....	8
Funding Priorities.....	10
Role of evaluation.....	12
Selection and Award Process.....	13
Expressions of Interest – selection criteria.....	13
Development Stage.....	15
Grant delivery.....	16
Draft terms and conditions.....	17
Annex 1 – Nesta’s Standards of Evidence	18
Annex 2 – Instructions for using the Bravo Sourcing Portal	19

1. Introduction to the What Works Funding Programme

- 1.1. Millions of people in the UK cannot cope with day-to-day financial events, are not planning for their retirement, and are in financial difficulties. The [Financial Capability Strategy for the UK \(the UK Strategy\)](#) was launched in October 2015 and aims to tackle this problem by raising people's financial capability.
- 1.2. At the heart of the UK Strategy lies a vision of a highly effective financial capability sector that is underpinned by an evidence base of what works well and less well to improve financial capability. The Money Advice Service (MAS) will contribute to realising this vision by delivering a major new funding programme to fund and evaluate financial capability interventions and boost the capacity of the sector to learn from this evidence and embed best practice.

Programme aims

- 1.3. Through the What Works Funding Programme, MAS will provide £7 million in 2016/17 to other organisations, via grants to fund interventions, evaluation projects and pilot activity.
- 1.4. The core aim of the What Works Funding Programme is to build the evidence base around what types of interventions can make a measurable impact on people's financial capability and to share that evidence with stakeholders across Government, the third sector, financial services and beyond. We want organisations to learn from this evidence to improve the impact of what they do on financial capability, and to share that learning with others - to make a difference to peoples' lives by improving their financial capability.
- 1.5. The What Works Funding Programme will also invest in projects to enhance the capacity and expertise of the wider financial capability sector – to help ensure there is a firm foundation on which to share insight, evidence and offer consistent and high quality guidance to people.
- 1.6. All evidence and insights identified and developed through this Programme will be shared with the wider sector through the [Financial Capability Evidence Hub](#).
- 1.7. The What Works Programme will also play a crucial role in creating the basis for funding for the new Money Guidance body, which will replace MAS from April 2018. Through the What Works Funding Programme the new body, and the wider sector, will gain invaluable insight around what existing interventions have proven effective and could be ready for replicating elsewhere or for rolling out more widely. We will also better understand what new approaches could be ready for further testing and scaling.
- 1.8. To achieve these aims, the funding will be split across **two distinct streams in 2016/17:**

Stream A – 'What works evaluation and pilot activity'

- 1.9. The majority of the Programme's funding will fall under this stream and will go towards funding and evaluating interventions to identify what works well, and what works less well, in influencing people's financial capability. Organisations should apply for this funding if they want to:

- Evaluate an existing financial capability intervention that they are already delivering and learn what's working and how the programme can be improved.
- Expand and evaluate an existing financial capability intervention and test its effectiveness in reaching, engaging and building the financial capability of a wider group of beneficiaries or a particularly hard to reach group.
- Test and learn from a new approach to improving financial capability through a pilot project and an evaluation of its effectiveness.

1.10. Across all these areas, organisations will be expected to share the results of their evaluation with others across the sector to boost our collective knowledge about what works well and less well – and why, when and for whom.

Stream B – Building the sector's capacity

1.11. To complement Stream A, at least £600,000 of Programme funding will be committed to piloting different ways to help financial capability practitioners boost their capacity to deliver consistent, high quality money guidance based on evidence of what works.

1.12. Funding in Stream B will support pilot projects that aim to test ways to achieve the following objectives:

- understand more clearly what generalist knowledge and learning needs money guidance/financial capability practitioners have;
- provide a platform to identify and share generalist knowledge and learning materials among practitioners;
- enhance professional standards through accreditation of generalist practitioners and continuing professional development;
- foster more coordinated sharing of best practice, peer review and evidence of what works;
- embed good, generalist practice within key community sectors, such as social housing; and
- enable a deeper, evidence-based understanding of 'what works' in relation to money guidance and financial capability provision.

Application process

1.13. We intend to stagger the application and assessment process for these two streams of funding:

1.14. Organisations wanting to apply for **Stream A – What works evaluation and pilot activity** - are required to submit an Expression of Interest (EOI) application – providing financial information and some detail about their proposal (their idea, what they want to learn and share and their capacity for delivery). **Please note the deadline to receive fully completed EOI applications for Stream A is 12 noon 8 July 2016.**

- MAS will shortlist EOI applications over July and August. We will then invite shortlisted applicants to proceed to a Grant Agreement Development Stage, where we will work with applicants to help them develop final proposals, including detailed evaluation plans, sufficient for a Grant Agreement.

- MAS anticipates being able to notify all successful EOI applicants for Stream A and provide them with more detail about their final Grant Agreement Development Stage in **mid-August** – however this is dependent on the volumes of applications that we receive.
- 1.15. We will call for Expressions of Interest for **Stream B – Building the sector’s capacity** – in early **July 2016** once the bidding period for Stream A has closed.
- MAS will shortlist Stream B proposals over August and early September. We hope to notify shortlisted bidders for Stream B by **mid-September** and invite them to a Grant Agreement Development stage, in a similar way to Stream A applicants.
 - Further guidance for Stream B and its selection criteria and process will be shared in **July 2016**.
- 1.16. Organisations can apply for both streams of funding if they wish. Organisations may also wish to apply for funding to support multiple projects under either stream. We also welcome Expression of Interest applications from organisations working in partnership, or as a consortium.
- 1.17. Each project will be considered on its own merits, according to the relevant selection criteria. Organisations submitting applications for multiple projects under either stream must submit a separate EOI for each project.

Duration of funding

- 1.18. For the purposes of our expressions of Interest application process, organisations are invited to put forward proposals to be funded up to the **end of February 2018**. All project activities funded by the grant, including evaluation, must be completed by this date.
- 1.19. Organisations must provide a clear indication of how much funding they think they need in both 2016/17 and 2017/18. Any funding for 2017/18 will be considered as part of MAS’ annual business planning process.
- 1.20. While we anticipate continuing to fund some projects in 2017/18, we have a preference for projects that can deliver robust evidence of their impact within the 2016/17 financial year.
- 1.21. We anticipate that the evidence and insight generated through the What Works Funding Programme will provide the new Money Guidance body with information it needs to commission effective services. In particular, we expect that the What Works Funding Programme will enable the new body (as part of its planning process) and the wider sector to be able to identify more clearly which interventions may be effective and ready for replicating, further testing or scaling up across the country.

2. Guidance for applicants: Stream A – ‘What works’ evaluation and pilot activity

- 2.1. The purpose of this stream is to fund the evaluation, and where necessary the delivery, of programmes in order to build our collective knowledge of what works best to improve people’s financial capability. We want this funding to enable organisations to test different interventions across the-life stages highlighted in the Financial Capability Strategy for the UK: children and young people; young adults; working-age people; preparing for retirement; and managing money in retirement.
- 2.2. We recognise that there is a huge amount of activity already happening in the financial capability sector – at national, regional and local levels. Our ambition is to draw out and share evidence around the effectiveness of these interventions, as well as help organisations test new and innovative ways to reach people and influence the decisions they make about money.
- 2.3. To help focus this funding where it is most needed, we have posed some key questions that we want any projects funded through the Stream to consider – these are our ‘What Works questions’ and more detail about these are included in this section of the Guidance.

Eligibility

- 2.4. We welcome applications for Stream A from any organisation that delivers financial capability interventions, or which may wish to do so in the future. This includes:
 - charities and other third sector bodies including trusts;
 - commercial organisations;
 - social enterprises;
 - local authorities;
 - housing associations; and
 - education bodies.
- 2.5. However, due to rules around spending public money, we are unable to grant fund projects that will result in any commercial advantage or profit. Should any for-profit organisation (such as financial services, some social enterprises) pass the EOI stage, we will need to ensure that the funding will meet our objectives without enabling a commercial advantage.
- 2.6. We also encourage applicants to put in joint bids in partnership with other providers or other organisations.

Objectives

- 2.7. Four core **objectives** underpin funding Stream A. We want to:
 1. **generate evidence** about what works well, and less well, to influence people’s financial capability, and the context in which this happens: why, when, where and for whom;
 2. **generate evidence** that contributes to answering key ‘what works’ questions across the life stages of the financial capability;

3. **embed the approaches promoted in the Financial Capability Toolkit**, including use of or alignment with the Financial Capability Outcome Frameworks, across the sector; and
4. **develop and share evidence from the evaluation of interventions across the sector, to enable wider learning and improvement** - this will include evidence about impact on people's financial capability outcomes, and around the relative cost and scalability of financial capability interventions.

What are the Financial Capability Evaluation Toolkit and Outcome Frameworks?

The Financial Capability Evaluation Toolkit is a set of resources to help organisations evaluate their financial capability programmes. The Toolkit focuses specifically on measuring and understanding changes in people's financial capability, and is based on three steps: understanding your programme; measuring a change; and learning and sharing what you find.

The Financial Capability Outcome Frameworks lie at the heart of the Toolkit, and consist of a carefully researched set of outcomes, indicators and measurement questions for children and young people, adults, parents and teachers. Find out more here: www.fincap.org.uk/evaluation-toolkit-homepage

Funding

- 2.8. We intend to fund three types of projects, and organisations are invited to frame their proposal under one of these groups:
 1. Funding to evaluate an existing intervention in order to strengthen the evidence of its impact on people's financial capability outcomes. **In exceptional circumstances we will also fund the continued delivery of an existing programme to enable the evaluation activity to be completed to a high standard.**
 2. Funding to scale up/extend an existing intervention, to reach new or more people, and to evaluate its impact at this scale.
 3. Funding to pilot and evaluate new approaches to influence people's financial capability.

Further information on these types of projects is included below:

Project Type 1: Existing interventions

Funding to evaluate an existing financial capability intervention in order to strengthen the evidence of its impact on people's financial capability outcomes. Funding will be provided to successful bidders to evaluate this work.

- At this stage we don't want to be prescriptive about the amount of funding we would allocate to any individual project – this will depend on the scope and maturity of each intervention and we want to ensure each benefits from good quality evaluation. However, as a ball park figure, we would expect to fund evaluation costs that equate to **10 - 20% of the intervention's delivery costs.**

- We will also consider funding the delivery of existing interventions in certain circumstances: such as where funding for an intervention is coming to an end and where it would be necessary to continue the funding in order to carry out robust evaluation.
- We expect to share evidence from the evaluation with the wider sector via the Financial Capability Evidence Hub.

Project Type 2: Expanding existing interventions

Funding to scale up an existing financial capability intervention, and to evaluate its impact at this scale. Funding will be provided to expand an intervention to deliver support to a larger or different target group, and evaluate the impact of the expanded programme.

- We expect a range of different proposals could fall under this type – for example an intervention could be expanded to reach people in a neighbouring borough or could be scaled to cover a large geographic area.
- Given this diversity, at this stage we don't want to be prescriptive about the amount of funding we would allocate to any individual project – this will depend on the scope and maturity of each intervention and we want to ensure each benefits from good quality evaluation. However, as a ball park figure, we envisage that funding for projects could range from £50,000 to up to £1 million.
- Where a proposal falls within this type of project and proceeds beyond the EOI stage, MAS will require further evidence about the effectiveness of the intervention in order to agree to fund its expansion, depending on the size of that expansion. For example, where a large-scale expansion is being proposed, we would expect this evidence to include a detailed Theory of Change; evidence of the intervention's positive impact on people's financial capability (validated by a robust evaluation); and a set of standardised documentation for process and delivery (**this information is not required at the EOI stage**).
- Where this evidence doesn't exist, our funding can be used to evaluate the intervention to help determine readiness for scale and deliver valuable learning about its effectiveness. Essentially, we would treat it as a Type 1 project.
- We expect to share evidence from the evaluation with the wider sector via the Financial Capability Evidence Hub.

Project type 3: piloting new approaches

Funding will be provided to develop, pilot and evaluate new ways of influencing people's financial capability.

- At this stage we don't want to be prescriptive about the amount of funding we would allocate to any individual project – this will depend on the scope and maturity of the proposed pilot. However, as a ball park figure, we would expect to fund any organisation in this group up to £250 000 per project.
- We expect to share all new material developed as part of the pilot interventions with the wider financial capability sector.

- We expect to share evidence from pilot evaluations with the wider sector via the Financial Capability Evidence Hub.

Funding Priorities

- 2.9. In allocating funding under Stream A, we aim to fund ‘what works’ projects and interventions across all life stages of the **Financial Capability Strategy for the UK**. Across these life stages, however, there are a number of areas that we are particularly interested in exploring.
- 2.10. Our focus on these areas has been shaped by the priorities already identified by the **Financial Capability Strategy** (across the UK and in each devolved nation), our recently launched **Consumer Segmentation Research** and other financial capability research and analysis. Our latest financial capability research can be found [here](#).
- 2.11. With these priorities and research in mind, we have drawn out a number of key questions that we hope to address in each area. Posing these questions helps us to clarify what we mean by ‘what works’ and also focuses collective attention on those areas where we can address evidence gaps and strengthen the existing evidence base.

We invite applicants to propose projects that help us to answer these ‘what works’ questions – either fully, or with a more specific focus:

1. Children and young people

- 1.1 How can we make **financial education** scalable, cost effective and sustainable for schools and colleges to deliver? We are particularly interested in interventions aimed at 16-18 year olds focusing on preparing for financial independence.
Note: Recognising the legislative and contextual differences between nations, we welcome proposals that are nation-specific.
- 1.2 How can we make impactful financial capability interventions that reach **vulnerable children and young people**?
- 1.3 How can we motivate and equip **parents** to be the financial role models and teachers their children need?
- 1.4 How can we embed the **non-cognitive skills** (social and emotional) needed for future financial wellbeing during childhood?

2. Young adults

2.1 How can we help **16-to-24 year-olds**, who have left school and are transitioning to independent living, to prepare for and make better financial decisions? Including young adults:

2.1a – **at vocational or higher education college, or university**, particularly those affected by changes from grants to student loans, and those faced with higher student-loan repayments on graduation,

2.1b - **on welfare and job seeking**, particularly those subject to the Youth Obligation, and

2.1c - **in the workplace**, particularly apprentices.

3. Working-age people

3.1 How can we help working age adults to improve their **financial capability**, develop **budgeting and tracking** habits, build up a **savings buffer** to withstand financial shocks and/or **set financial goals** for key life events? Including:

3.1a - **within the workplace** (e.g. workplace savings schemes, financial capability interventions etc.),

3.1b - **outside the workplace** (e.g. through community schemes), and

3.1c - specifically for people within the **‘struggling’ and ‘squeezed’ segments**^[1].

3.2 How can we help people who are excluded from mainstream credit to make well informed decisions about **selecting and using credit options** that are available to them, and to build understanding of how best to improve their credit worthiness over time?

4. Retirement planning

4.1 How can we encourage workers (both employed and self-employed) to **increase their pension contributions**?

5. Older people in retirement

5.1 How can we help older people, post retirement, to manage their finances through **key life events** and to plan ahead for later life?

5.2 How can **digital inclusion** interventions help people stay in control of their money later in life?

5.3 How can we help people in later life guard against **financial scams**?

6. Financial difficulties

6.1 How can we identify and help **people who are at risk** of falling into problem debt?

^[1] The ‘squeezed’ and ‘struggling’ segments refer to segmentation research recently carried out by MAS. For an overview you should see the report ‘Market segmentation – an overview, March 2016’ which can be found here: https://www.moneyadvice.org.uk/en/corporate_categories/research.

- 3.2. Within the framework of these questions, we welcome a wide range of proposals for pilots and evaluation projects, including interventions delivered across the UK or individual devolved nations, as well as more targeted interventions – particularly for people in vulnerable situations, and segments of the population who are particularly difficult to reach or engage.
- 3.3. We are also interested in proposals covering a range of delivery methods including, but not limited to, face-to-face, group sessions, digital and online, and the use of financial technology (FinTech).

Role of evaluation

- 3.4. Evidence and evaluation lie at the heart of the What Works Funding Programme. We want to support the organisations we fund to carry out good-quality evaluation that is appropriate for, and proportionate to, their activity – and which will generate evidence that others can use.
- 3.5. Under this Programme, funding will be provided to successful applicants to commission an independent evaluator or employ a specialist evaluation member of staff to undertake this work.
- 3.6. The final funding agreements we make with grant holders will include the requirement to align with our existing evidence and evaluation resources. Grant holders will be expected:
 - to sign up to the [Financial Capability IMPACT Principles](#);
 - to adopt the approaches promoted in our [Evaluation Toolkit](#) (including alignment with the [Financial Capability Outcomes Frameworks](#)); and
 - to share the results of their evaluation on the [Financial Capability Evidence Hub](#).
- 3.7. However, we will also be responsive and flexible to the needs of the organisations we fund. For example, where an organisation is already using another outcome framework to measure changes, they will not be expected to replace the use of that framework with a Financial Capability Outcome Framework. Instead, we will work with the organisation to find a way to align the two: ensuring that the organisation retains continuity of measurement with previous activity while also forging a strong and direct link between their activity and the Financial Capability Outcomes Framework.
- 3.8. We will seek some high level information from applicants at the **EOI stage** about their evaluation experience and intended approach, and we intend to work with shortlisted organisations to develop more comprehensive evaluation plans as part of their final proposals.
- 3.9. To support this Programme and its funded projects, MAS will be engaging an ‘Evaluation & Learning’ partner. This partner will help organisations that are shortlisted following the EOI stage to develop their final proposals, as well as helping grant holders to get the best from their evaluation, to learn from what they find and share that with others. They will also help MAS by evaluating the Programme overall.

Selection and Award Process

3.10. We will allocate funding in a fair and balanced way – building our understanding across each life stage of the Financial Capability Strategy. We will select applications and award funding under Stream A through a three stage process:

Stage 1 – Expressions of Interest.

- 3.11. Interested organisations will need to submit **two** Expression of Interest forms - one covering organisational information and the other providing information about their proposed project.
- 3.12. MAS will assess each EOI application against set selection criteria. Successful applications will be shortlisted and invited to go through a final Development Stage.

Stage 2 – Development Stage.

- 3.13. Shortlisted organisations will be required to submit a final proposal that provides more detail on their approach to evaluation and delivery, including a Theory of Change, a detailed Evaluation Plan (including a Learning & Sharing Plan), clarity on what evidence will be delivered and when, and a detailed budget and value for money statement. Organisations will be expected to commission their own evaluator, or employ specialist in-house staff, to carry out the evaluation of their funded intervention – and a plan detailing how this will happen should also be included in the final proposal.
- 3.14. Organisations at this stage will receive some support from the Programme’s Evaluation & Learning Partner, to help them develop their Theory of Change and detailed Evaluation Plan, and if necessary to bring on board an evaluator or specialist staff.
- 3.15. Subject to MAS agreeing to the successful EOI applicant’s final proposal, a Grant Agreement will then be executed. Funding will follow soon after that in line with the milestone/stage payment plan in the agreement.

Stage 3 – Grant Award and Delivery

- 3.16. MAS will work collaboratively with funded projects to ensure key milestones are met and that the project is delivering against Programme aims.
- 3.17. Funded projects will receive evaluation support from the Programme’s Evaluation & Learning Partner, to help them get the best out of their evaluation and troubleshoot any problems that arise, to quality assure evaluation methodology and outputs and to help share evidence across the sector. The Evaluation & Learning Partner will not carry out evaluations of each funded project.
- 3.18. More information about these stages is included below:

Expressions of Interest – selection criteria

- 3.19. We have set mandatory criteria that any Expression of Interest will need to meet in order to be shortlisted:
 - 1. Applicants can demonstrate alignment with one or more of our ‘what works’ questions.

2. Applicants agree to embed the approaches promoted in the Financial Capability Toolkit, including use of or alignment with the Financial Capability Outcome Frameworks and signing up to the IMPACT Principles.
 3. Applicants can deliver projects by the end of February 2018.
- 3.20. In addition, EOI applicants will also be invited to demonstrate the quality of their project in relation to three core **selection criteria**:
1. **Your Idea.** Applicants will need to explain how their project will increase financial capability of the target group and how they will engage this group. (40% weighting)
 2. **Evaluation.** Applicants will need to explain how they think their project will add to the wider evidence base and how they will use and share what they learn from the evaluation.(25% weighting)
 3. **Project delivery capacity.** Applicants will need to demonstrate that they have or can acquire the right skills and experience to deliver the project; the timing of key project milestones; and that they have considered key risks and mitigation strategies. (35% weighting)
- 3.21. Each criteria will be scored on a scale of 0 – 5. **More detailed instructions around what we are looking for against each criteria, as well as the component sub weightings, are included in the Project Information Application Form.**
- 3.22. In order to score applications, MAS will group them together under the relevant ‘what works questions’. Applications will be scored and ranked across each question area and top-ranked applications will be taken through to the Grant Development Stage.
- 3.23. It is important that we fund a spread of interventions across all of the UK and ensure that we are generating sufficient evidence in the 2016/17 (as well as later on) – so we may fund some additional interventions from outside the top rank of scores, where doing so enables us to achieve this balance.
- 3.24. In order to score applications, MAS will group them together under the relevant ‘What works questions’. Applications will be scored and ranked across each question area. Top ranked applications will be taken through to the Grant Development Stage.
- 3.25. In addition, and if necessary, we will also make a judgement around whether any other bids that did not make it to the top ranked group are of sufficient quality to also be taken through to the Grant Development Stage on the basis of two ‘balancing’ principles. These principles reflect broad strategic aims for the Programme - around ensuring a balanced spread of projects across the UK and across the funding period. The two balancing principles are:
- spread of interventions across all nations; and
 - contribution to delivering robust outputs in the 2016/17 financial year.

Development Stage

- 3.26. Once MAS has shortlisted EOI applications for Stream A, we will proceed to a Grant Agreement Development Stage with the successful EOI applicants.
- 3.27. During this stage we will provide feedback to shortlisted organisations and invite them to develop a final proposal that details how they will evaluate their project, and how this will deliver value for money in achieving the Programme's objectives.
- 3.28. We expect this final proposal to include:
- a detailed Theory of Change for their proposal, showing how their intervention will influence financial capability;
 - a detailed Evaluation Plan and methodology;
 - a Learning and Sharing plan;
 - identification of who will undertake the project's evaluation (and/or a clear process for commissioning or employing an evaluator);
 - detail about the current level of evidence that exists for the impact of the intervention (if any);
 - a clear assessment of what level of evidence can be delivered during the funding period – using NESTA's Standards of Evidence as a guide (see Annex 1); and
 - a final project plan and detailed budget, including a statement on how the project delivers value for money.
- 3.29. In line with our primary purpose of building an evidence base, our guiding principle for considering value for money will be focused on the quality of evaluation and what can be learned about impact in relation to the amount of money spent achieving this.
- 3.30. In awarding grant agreements for these projects, the Money Advice Service will also make use of the National Audit Office's (NAO) guidance on grant funding, which provides guidelines around determining economy, efficiency and effectiveness.
- 3.31.** We expect to work through a detailed budget with you at this stage based on the evaluation needs of your proposal. As such the estimated budget you include in your EOI application will be treated as a starting point. Pending discussions with us the final amount to be included in the grant may be more or less than your original estimated amount.
- 3.32. Shortlisted organisations will receive support from the Programme's Evaluation & Learning Partner – this will include at least a day of one-to-one support, as well as a workshop with other shortlisted organisations.
- 3.33. MAS' feedback to each shortlisted organisation will also include brief guidance on what the final proposal needs to cover to be successful and for MAS to agree to fund it.
- 3.34. Further, during the Development Stage MAS will require those shortlisted organisations that propose **to expand/scale up their intervention (project type 2)** to be able to demonstrate that the intervention has already had some positive impact and that there is merit in investing further in its expanded delivery and evaluation.

3.35. For example, where a relatively large scale expansion is being proposed, MAS would expect to see a very detailed Theory of Change; evidence of the intervention's positive impact on people's financial capability (validated by an independent evaluation and with evidence of causality through control or comparison groups); and a set of standardised documentation for process and delivery to show the project can be scaled. If a shortlisted organisation proposing a large scale expansion doesn't have this level of evidence then MAS may instead put funding towards building this evidence base (essentially treating it as a project type 2 proposal).

Nesta's Standards of Evidence

3.36. Nesta has developed a useful framework that articulates the levels of evidence that different programmes (pilots, trials, large interventions) should aspire to (Standards of Evidence Framework). The framework can be found [here](#) and are summarised briefly at **Annex 1**.

3.37. MAS will use Nesta's framework in the Development Stage to help us and shortlisted organisations understand what level of evidence it is appropriate and realistic to achieve during the funding period for each specific project. For example:

- For **piloting a new approach**, we would expect a careful process evaluation to develop and test how the programme works, including the development of a Theory of Change (Nesta Standards of Evidence Level 1). Following this, we would expect the pilot to identify outcome measures, priorities for measurement, and ultimately to begin producing new evidence to demonstrate positive change on the target group (Nesta Standards of Evidence Level 2).
- For the **evaluation of an existing intervention**, we would work with the delivery organisation to understand the evidence that already exists, and then we would expect an evaluation that builds up the evidence to an appropriate level. For example, there may be evidence that demonstrates a positive change in financial capability for the target group (Standards of Evidence Level 2) but there may not be a robust Theory of Change (Standards of Evidence Level 1) or any evidence of a causal link between the positive change and the activity of the intervention (Standards of Evidence Level 3). In this case we would expect an evaluation to address these gaps in evidence, and perhaps to begin building evidence to understand whether the intervention is suitable and ready to scale up (Standards of Evidence Level 4).

Grant delivery

3.38. Following the development stage, MAS will review each final proposal and, subject to MAS and the shortlisted organisation agreeing final terms and conditions, we will proceed to an award of funding.

3.39. Given we want to evaluate interventions that are at different stages of development – some existing, some to be developed and piloted for the first time – we expect that the timelines for the development and award stages will not be uniform across all shortlisted bids.

3.40. For example, some proposals may be ready to finalise and implement relatively quickly (such as where there's a well-established existing intervention to evaluate), compared to others where MAS and the shortlisted organisation may need to spend more time finalising any development and evaluation plans before agreeing on a final proposal.

3.41. During the grant delivery stage, funded projects will receive support from the Programme's dedicated Evaluation & Learning Partner who will help them to get the best out of their evaluation and troubleshoot any problems that arise. The Evaluation & Learning Partner will also quality assure evaluation methodology and outputs and help share evidence across the sector.

Draft terms and conditions

3.42. Our intended terms and conditions for any future grant agreement under Stream A have been made available as part of the EOI application pack via the Bravo Sourcing portal – <https://mas.bravosolution.co.uk/>.

3.43. Any grant awarded by MAS will be conditional on the grantee recipient accepting the MAS terms and conditions.

3.44. The Terms and Conditions reflect the MAS standard terms for grants as well as conditions that are unique to the What Works Funding Programme. Under these conditions, grantees must:

- sign up to the [Financial Capability IMPACT Principles](#);
- use the [Financial Capability Outcomes Frameworks](#) to underpin the evaluation of their intervention;¹ and
- share the results of their evaluation on the [Financial Capability Evidence Hub](#).

3.45. It is MAS' intention that anything new created through this funding – such as data, insights, key evidence and bespoke tools or materials – will be shared with wider sector. This is provided the grant holder and/or related third party/ies have no prior intellectual ownership. **Any organisation putting in an EOI application must agree to these terms and conditions.**

3.46. We have include three terms and conditions documents on our Bravo sourcing portal – each one covers a different project type – evaluating an existing intervention; scaling up an intervention; and piloting a new approach.

3.47. Across all three documents the terms and conditions are the same except for **Clause 15** which relates to intellectual property and reflects the different approach we will take across each project type.

3.48. If any organisation has any questions about these terms and conditions during the EOI phase and wants to discuss with us what they can and can't share they should raise a clarification question through our Bravo Sourcing portal (organisations will need to register on the site in order to do this – see **annex 2**).

¹ Where an organisation is already using another outcome framework to measure changes, they will not be expected to replace the use of that framework with a Financial Capability Outcome Framework. Instead, we will work with the organisation to find a way to align the two: ensuring that the organisation retains continuity of measurement with previous activity while also forging a strong and direct link between their activity and the Financial Capability Framework.

Annex 1 – Nesta’s Standards of Evidence

Nesta’s Standards of Evidence	Level 1	Level 2	Level 3	Level 4	Level 5
	<p>You can describe what you do and why it matters, logically, coherently and convincingly.</p> <p>You can provide a logical set of reasons for why your intervention could have an impact and why that would be an improvement on the current situation. This will be based on whatever evidence exists for effective ways to create impact on the subject in question.</p>	<p>You capture data that shows positive change, but you cannot confirm that you caused this.</p> <p>You are gathering data that shows some change amongst those receiving or using your intervention, using ‘pre’ and ‘post’ measures. You may also have evidence of good quality process and customer satisfaction.</p>	<p>You can demonstrate causality using a control or comparison group (or another well-justified method).</p> <p>You are able to identify why and how your intervention is having the impact you have observed and evidenced so far.</p>	<p>You have one or more independent evaluations that validate / confirm these conclusions.</p> <p>In addition, the intervention can deliver impact at a reasonable cost, and there is documented standardisation of delivery and processes, based on strong evidence of the quality of processes involved – suggesting it could be replicated in multiple locations.</p>	<p>You have manuals, systems and procedures to ensure consistent replication and positive impact.</p> <p>You can show that your intervention could be operated by someone else, somewhere else and scaled up – whilst continuing to have positive and direct impact on the outcome and remaining financially viable.</p>

Annex 2 – Instructions for using the Bravo Sourcing Portal



Registering and Applying via Bravo Sourcing Portal

In order to register, download application forms and submit an application for the 'What Works' funding programme organisations need to visit:

<https://mas.bravosolution.co.uk>

Registering your organisation on the portal

1. If your company is already registered on the Bravo eSourcing portal please proceed to step four.
2. Please click on 'supplier registration', review the terms, and click on 'I agree' and then 'Next'.
3. Enter the relevant business and user details in the appropriate fields. Note the user name you chose and click 'Save' when complete. You will shortly receive an email with your unique password (please keep this secure).

Accessing the application pack

4. Login to the portal with your username/password.
5. Click the 'PQQs / ITTs Open To All Suppliers' link.
6. Click on the 'What Works' grant funding programme to access the application forms and other information available for download.
7. Click the 'Express Interest' button at the top of the page. This will move the opportunity into your 'My PQQs/ My ITTs' page. (This is a secure area reserved for your projects only). You can now access any attachments by clicking 'Buyer Attachments' in the 'PQQ/ ITT Details' box
8. Responding to the tender. Click 'My Response' under 'PQQ/ ITT Details', you can choose to 'Create Response' or to 'Decline to Respond' (please give a reason if declining).
9. You can now use the 'Messages' function to ask any questions about the process or application.

10. Note the deadline for completion, then follow the onscreen instructions to complete the PQQ/ ITT. There may be a mixture of online and offline actions for you to perform (there is detailed online help available).

11. You must then submit your reply using the 'Submit Response' button at the top of the page.

If you require any further assistance please consult the online help, or contact the eSourcing help desk. For clarity the details are:

Phone: 0800 368 4850

E-mail: help@bravosolution.co.uk