

Request for Proposals

Changing the Narrative: Use of Language in Bolsover District

Conneqt 2 Change CIC: On behalf of stakeholders across Bolsover District and supported by the Lloyds Bank Foundation for England & Wales.

We are seeking an individual or organisation to carry out a piece of work leading to partners and service providers in Bolsover District having the tools to be able to communicate effectively using asset-based language.

We believe that adopting this approach will contribute to achieving our aims, and bring about positive changes in:

- The way the people of Bolsover District see themselves.
- The way other people see the people and places within Bolsover District.

This is an unconventional piece of work, and we invite proposals based on the following:

Background

Since 2020, stakeholders in Bolsover District have been coming together to explore new ways of working and have identified 'aspiration' as a key focus. This was done through workshops, conversations and causal loop mapping which delved into the causes and impacts of poverty and inequality within the district.

The network collaborated to develop a [Vision for Aspiration in Bolsover District](#) and since September 2022 a group of stakeholders from local organisations have connected to identify ways of bringing the vision to life. The vision is:

'For every citizen in Bolsover District to have the aspiration to be the best version of themselves; stretch what they believe is possible; and have access to the right knowledge and support to achieve their ambitions'.

Rationale

It has become evident that there is a culture amongst service providers of describing Bolsover District in a deficit-based manner, using terms such as 'deprived' and 'disadvantaged'. The norm has become to focus on what the district doesn't have, and what is needed, rather than celebrating and showcasing strengths, capacities, and achievements.

Positioning Bolsover District within a deficit-based context is often a requirement when seeking external funding, however when communing with residents and workers it has a risk of creating apathy, disengagement, and de-motivation.

The Request

The desired solution would be a toolbox of methods which encourage partners and service providers to use asset-based language when describing and creating a narrative about people, places, and communities within Bolsover District.

The outcome for this work would be that people talk about Bolsover District in a way that recognises the potential, strengths and aspirations of the people who live and work there.

Goals

The selected proposal **could** include, and is not limited to, the following activities:

1. Connect with partners and stakeholders to understand the current situation.
2. Develop tools to help partners and stakeholders within Bolsover District communicate in an asset-based way.
3. Involve local people and organisations in bringing the tools to life.
4. Host a launch event or workshop.
5. Future recommendations – what happens beyond this initial piece of work.

Selection Criteria

The successful proposal will demonstrate:

- Experience of working with a multitude of stakeholders across different sectors in a collaborative way.
- Knowledge of asset-based language / asset framing or similar methods of communication and storytelling.
- Skilled in co-production and design thinking processes.
- A competitive cost of services.
- An understanding of Bolsover District and/or similar communities.

Indicative Timeline

Issue of Request for Proposal	1 st August 2023
Submission Deadline	9 th September 2023
Notification of Award / Commencement	30 th September 2023
Anticipated End Date	30 th April 2024

Proposal Requirements

The proposal should include these minimum requirements:

- A description of the organisation including a general overview and staff credentials.
- A one page narrative outlining the organisation's capabilities, skills and experiences to carry out the work.
- A schedule of activities and key milestones.
- Examples / stories of previous work.
- An overall cost and breakdown of individual elements.

We would welcome joint / collaborative proposals from multiple organisations if it would help to meet the goals.

Budget

There is an initial budget of £10,000 for this work. It is expected that proposals demonstrate value and are designed towards meeting the goals of the request.

Contact Information

Please direct any questions or submissions to:

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