

## Judging criteria and weighting of criteria for scoring applications for projects in England and for projects covering both England and Wales

### BAME community investment scheme

A grant scheme to enable trusted community organisations to access funding to positively engage local communities in organ donation, address myths and barriers, educate people about the change in law in England, and increase support for organ donation among black, Asian, mixed race and minority ethnic communities and faith/belief communities.

All applications must demonstrate how they meet the criteria below.

Criteria	Maximum score available
<p><b>Essential Criteria</b></p> <p><b>Criteria 1a</b></p> <p><b><i>How the activity will make a positive impact.</i></b></p> <p>It is essential that the activity has a positive impact, and that applicants clearly define how their proposed activity will address myths and barriers around organ donation and increase support for organ donation amongst black, Asian, mixed race and minority ethnic communities and within faith/belief communities.</p> <p>Proposals will also need to include defined objectives that are measurable and specific.</p> <p>Aspects to consider:</p> <ul style="list-style-type: none"> <li>• Does the proposal set out how it will engage local communities, help address myths and barriers and increase support for organ donation among the target community?</li> <li>• How broad is the project's reach? Does the proposal consider specific local needs, or does it propose generalised approaches on a larger geographical scale?</li> <li>• Does the project provide SMART milestones? Is it clear what the projects seeks to achieve, and how it will reach its goals?</li> <li>• What evaluation methods are the project proposing? Are they sufficient to demonstrate progress? Are they reasonable, given the project's scope?</li> <li>• Are the proposed objectives stretching?</li> <li>• Does the proposal demonstrate experience in running successful projects?</li> <li>• Does the project build on or complement any activity the organisation already does in the community around organ donation or any previous activity carried out by others?</li> <li>• Does the project clearly set out how it will engage the relevant communities and geographic areas?</li> </ul>	<p>175 points</p>
<p><b>Criteria 1b</b></p> <p><b><i>How the activity will raise awareness of the law change in England.</i></b></p> <p>It is essential that projects in England engage people and raise awareness around the change in law that is coming into place in spring 2020. Applicants should define how their project will help the target community to:</p>	<p>175 points</p>

<ul style="list-style-type: none"> <li>• Understand the choices available around organ donation</li> <li>• Make and record their decision</li> <li>• Share their decision with family and friends.</li> </ul> <p>Consider</p> <ul style="list-style-type: none"> <li>• Does the project proposal clearly set out what it can deliver in advance of the change in the law?</li> </ul>	
<p><b>Criteria 2</b></p> <p><b><i>Understanding of the audience, local community and issues</i></b></p> <p>It is essential that the organisation or people leading the activity have a deep understanding of the audience and local community within which they will be carrying out the activity.</p> <p>Proposals will need to show the evidence of this.</p> <p>Aspects to consider:</p> <ul style="list-style-type: none"> <li>• What audience(s) and demographic area(s) will be targeted?</li> <li>• What experience do they have working alongside these communities?</li> <li>• Do they show evidence of pre-existing relationships within the local community relating to key aspects of the project? E.g. existing relationship with local imams who are supportive of donation?</li> <li>• Have they demonstrated knowledge of existing attitudes/challenges in the area/target audience and put forward ideas of how they would address these?</li> <li>• What understanding can they demonstrate of the motivations and barriers around organ donation among the target communities?</li> <li>• Has the proposal set out clear plans for how they will work with donor families/transplant recipients/people waiting for a transplant to address questions and build confidence and trust in organ donation?</li> <li>• Why are they best placed to carry out this activity?</li> <li>• What added value can they provide?</li> <li>• How do they propose to engage the community? Show history of engagement or good rationale behind creating links</li> <li>• Which organ donation stakeholders are involved in delivering this project?</li> <li>• Which community members/organisations are involved in delivering this project?</li> </ul>	150 points
<p><b>Criteria 3</b></p> <p><b><i>Ability and experience of previous community activation work for organ donation or something similar</i></b></p> <p>It is essential that the organisation can demonstrate proven experience in the activity they are proposing in the targeted geographical area and with the specified community.</p> <p>Aspects to consider:</p> <ul style="list-style-type: none"> <li>• Have they demonstrated experience of working on organ donation campaigns within the black, Asian, mixed race and minority ethnic or faith/belief-based communities or with local hospitals?</li> <li>• Clear rationale around why they have proposed this specific activity?</li> <li>• What experience do they have of implementing this?</li> <li>• What activities have they carried out in this area in the past? How would this project build on or complement those activities?</li> <li>• Ability to demonstrate previous success?</li> <li>• Evidence of promoting organ donation amongst black, Asian, mixed race or minority ethnic or faith /belief communities?</li> <li>• Evidence of experience working with staff at local hospitals?</li> <li>• Existing relationships with local organ donation teams/transplant team members, donor families/transplant recipients/people waiting for a transplant to address questions and build confidence and trust in organ donation</li> <li>• Clear understanding of support required by NHS Blood and Transplant</li> <li>• Clear demonstration of how the proposed activity builds on any work the organisation has already carried out or any other organ donation work carried out in the community</li> </ul>	150 points

<p><b>Criteria 4</b></p> <p><b>Ability to evaluate the impact of their investment</b></p> <p>Proposals must demonstrate understanding of evaluation techniques and the ability to evaluate community work.</p> <p>Aspects to consider:</p> <ul style="list-style-type: none"> <li>• Is there mention of measurement? And how is this proposed?</li> <li>• Has the applicant set out how they will evaluate the impact of their work to show the outcomes that result from the activity they plan to deliver? This could include how they will measure numbers of people reached, engagement levels, understanding, action taken etc.</li> <li>• Are the proposed objectives SMART?</li> <li>• Do they have the capability to evaluate and provide relevant reports?</li> <li>• Do they show an understanding of why evaluation and ROI is important?</li> <li>• Do they have experience writing regular monitoring reports</li> </ul>	150 points
<p><b>Criteria 5</b></p> <p><b>Whether the project delivers value for money.</b></p> <p>Projects will need to demonstrate value for money, and we will be looking at how organisations would make the most of the grant. Preference will be given to projects that can demonstrate innovative thinking and business acumen.</p> <p>Aspects to consider:</p> <ul style="list-style-type: none"> <li>• Is the cost breakdown detailed?</li> <li>• Does the proposal outline ways to ensure costs are kept to a minimum, and resources can be maximised?</li> <li>• Does the project demonstrate awareness of the current market (e.g. cost of technology, etc)?</li> <li>• Are costs proposed for each aspect of the project reasonable, proportionate, and fair?</li> <li>• Have they considered all potential costs? Does it look like there could be hidden additional costs?</li> <li>• Is there a contingency fund?</li> </ul>	200 points
<p><b>Priority:</b>  <b>Geographic and community spread.</b> The panel will aim to ensure that the grant awards support schemes from across England and Wales and a broad spectrum of different communities</p>	N/A
<p><b>Desirable criterion:</b></p> <p><b>Future planning.</b> How this activity can be built on and developed further in future  <b>Ability to adapt.</b> It is also important that applications show the ability to listen to constructive advice and are able and willing to make changes if required to deliver the agreed outcomes.</p>	N/A
<p><b>Maximum points available</b></p>	1000 points

## Assessment

All completed entries will be evaluated by a Panel against the stated criteria. The evidence put forward by each organisation in response to each criterion will be assessed against a five-point scale:

- 0 - absence of evidence / criterion not met
- 1 - meets some of the requirements of the criterion
- 2 - meets most of the requirements of the criterion
- 3 - meets all of the requirements of the criterion
- 4 - meets all of the requirements of the criterion and proposes an innovative approach that would deliver tangible results and would have a positive impact on the community

## Scoring Guide

Score	Rating	Description
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0	absence of evidence / criterion not met	<p>A proposal at this rating:</p> <ul style="list-style-type: none"> <li>• Builds very little or no confidence that the bidder can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures;</li> <li>• Builds very little or no confidence that the bidder's approach/solution will deliver the requirements due to insufficient evidence or an inappropriate approach/solution.</li> </ul>
1	meets some of the requirements of the criterion	<p>A proposal at this rating:</p> <ul style="list-style-type: none"> <li>• Raises reservations that the bidder can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures;</li> <li>• Raises reservations that the bidder's approach/solution will deliver the requirements due to insufficient evidence or an inappropriate approach/solution.</li> </ul>
2	meets most of the requirements of the criterion	<p>A proposal at this rating:</p> <ul style="list-style-type: none"> <li>• Suggests that the bidder can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures;</li> <li>• Provides an acceptable approach/solution to delivering the requirements utilising standard strategies, plans, tools, methods or technologies.</li> </ul>
3	meets all of the requirements of the criterion	<p>A proposal at this rating:</p> <ul style="list-style-type: none"> <li>• Builds confidence that the bidder can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures;</li> <li>• Provides a good approach/solution to delivering the requirements utilising appropriately tailored strategies, plans, tools, methods or technologies.</li> </ul>
4	meets all of the requirements of the criterion and proposes an innovative approach to delivering results	<p>A proposal at this rating:</p> <ul style="list-style-type: none"> <li>• Builds a high level of confidence that the bidder can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures;</li> <li>• Provides an exceptional approach/solution to delivering the requirements utilising appropriately tailored and at times innovative strategies, plans, tools, methods or technologies.</li> </ul> <p><u>Note:</u> A proposal at this rating will have demonstrated an innovative approach applicable to impact, financial viability and sustainability.</p>

## **Award criteria**

### **Applications up to £2,499**

All applications up to the value of £2,499 will be assessed by the NHS Blood and Transplant Organ Donation Marketing department. They will assess the applications based on the scoring criteria and put forward recommendations for funding to the judging panel based on the score that is required to be eligible for funding. The judging panel will either ratify or reject these recommendations.

### **Applications of £2,500 to £10,000**

For applications for funding of £2500 to £10,000, two scenarios may present themselves:

#### **Scenario 1**

If there are more than 20 applications for funding of £2,500 to £10,000 these will be pre-sifted by the NHS Blood and Transplant Organ Donation Marketing department. They will sift and score the applications based on two criteria before putting forward a maximum of 20 to the judging panel.

The sift will be scored based on the following two criteria:

- How the activity will make a positive impact (Criteria 1a)
- Whether the project delivers value for money (Criteria 5)

Applications must score 3 or 4 on the above two criteria (therefore scoring at least 412.50 out of a possible 550 points for the sifting stage) in order to be assessed by the judging panel.

The judging panel will then review the scores for these two criteria and complete the scoring for the other criteria to form a total score for each application.

## **Scenario 2**

If there are fewer than 20 applications for funding over £2,500, the judging panel will review all applications and score them all against all of the criteria.

### **Score needed to be eligible for funding**

Regardless as to whether the applications have been subject to a pre-sift or not and the amount of money that is being requested:

- Successful applications for funding need to score at least 3 in two of the criteria (All of criteria 1 ie 1a and 1b and Criteria 5) and at least 2 in the other three criteria (Criteria 2, Criteria 3, and Criteria 4).
- This means only applications that score at least 637.50 out of 1000 will be eligible for funding.

### **Clarification questions**

For any applications where the judging panel feel that further clarification from the applicant is needed before they can make a final decision, clarification questions will be asked. These questions will be asked after the judges have convened to review the applications and discussed their scores and comments on applications

### **Funding decisions**

If the number of projects that achieve the required minimum score means that more than the allocated £200k budget for England or the allocated £20k for Wales would need investing, final decisions on additional funding will be made by either NHS Blood and Transplant, the Department of Health and Social Care or the Welsh Government.

If there are a number of projects with the same score that have scored a high enough number of points to be eligible for funding, decisions may be made to ensure there is good breadth across the ethnic and faith/belief communities that will be engaged through these projects.