



Women's Assertive Outreach Team (WAOT) Evaluation

Terms of Reference

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1. Background & Purpose

The Women's Centre Cornwall is a women's charity with services across South West England. We offer empowering support to women and girls living with the impact of sexual and domestic abuse.

The Women's Assertive Outreach Team (WAOT) supports a specific cohort of women with complex needs who are in drug and alcohol recovery and at risk of homelessness due to unstable accommodation. It is funded by the Housing Support Grant (HSG), as part of a test-and-learn initiative delivered in collaboration with We Are With You and Cornwall Council.

The service works with women facing significant challenges, including low trust in statutory systems and traditional services. The model continued to evolve throughout the service, with the constant approach of a collaboration between providers.

WAOT has been running since April 2023 and will be ending in March 2026 due to funding cuts. This evaluation seeks to capture learning, understand participant experiences, and generate evidence that can be used internally and externally for advocacy, influencing, and fundraising.

1.1 Evaluation Details

Time Frame: All work should be completed by **Tuesday 31st March**

Budget: approx. £3000

Key contacts:

- Jessica Angove, Service Manager
- Flora Longley-Cook, Impact Monitoring and Evaluation Manager

1.2 Stakeholders

Stakeholder	Interest	Role in Evaluation
Internal		
Senior Leadership Team (SLT)	Developing learning, engaging with funders	Availability for interview
Service Team	Understand what worked and why	Availability for interview
Impact M&E Manager	Ensure evidence quality and learning	Support with delivery and coordination of evaluation, and provision of documentation
Service Manager (current and previous)	Understand what worked and why to enhance design	Provide service data and documentation, contextual insights, interview
External		
Women using the service	Express voice, influence services that support them	Availability for interview
Council and partner services	Assess effectiveness of systems approach	Potential availability for interview and provision of context and documentation
Prospective donors	Understanding TWCC's approach	-

2. Evaluation Objectives

The evaluation will aim to:

1. Capture learning on the service model, including:
 - o The systems approach
 - o What worked well and what did not
 - o Practical recommendations for future services
2. Understand the lived experiences of women supported by the service, including:
 - o Their experience of the service
 - o Their broader life experiences, challenges, and progress
3. Ensure women's voices are represented ethically and appropriately
4. Produce outputs suitable for:
 - o Internal learning
 - o External advocacy and influencing.
 - o Fundraising and donor engagement.

There should be a strong focus on **storytelling and qualitative insight**.

3. Outputs

- Evaluation Plan (to be provided a start of evaluation, inclusive of check-ins with key contacts)
- Anonymised written notes from interviews/focus group discussion or anonymised case studies
- Draft Evaluation Report
- Final Report (internal and external)
- Presentation of report (informal)

4. Data Sources & Suggested Methods

Desk Review

- Quantitative service data
- My Outcomes data (TBC based on availability)
- Notes and materials from systems learning workshops (Miro board).
- Monthly Manager Reports
- Quarterly Funding Reports

Primary Data Collection

- Interviews with women supported by WAOT.
- Focus group discussions with practitioners.
- Interviews and/or focus group discussions with other service staff and external system partners (TBC).

5. Ethical Considerations & Confidentiality

The evaluation must:

- Follow trauma-informed and ethical research practices.
- Safeguard participants who may be vulnerable or survivors of trauma.
- Ensure informed consent, anonymity, and confidentiality.
- Comply with data protection requirements.
- Clearly define how sensitive data will be stored, accessed, and shared

6. Proposed Timeline

This timeline is indicative. As the service is ending, interviews should be scheduled early in the evaluation period to reflect the service wind-down and availability of participants.

Week	Activities	Suggested Dates
Week 1	Inception, Evaluation plan, Scheduling, Desk review, Tool development	9 th – 15 th Feb
Weeks 2-3	Interviews/focus groups	16 th Feb – 1 st March
Weeks 4-5	Analysis and draft reporting	2 nd – 15 th March
Weeks 6-7	Stakeholder review and final report submission	16 th -27 th March

7. Evaluator Requirements

- Recent Enhanced DBS check preferred. NB previous convictions are not a barrier to undertaking the work.
- Strong qualitative interviewing experience.
- Understanding of trauma and trauma-informed approaches.
- Experience working with women with complex needs including substance misuse, trauma and abuse.
- Ability to travel in and around Cornwall to meet with women.
- Strong analytical and report-writing skills.
- Ability to manage ethical risk and safeguarding appropriately (see section 5)

Please note, as a women-only organisation, and due to the nature of the service and participants involved, the evaluator must be a woman.

8. Expression of Interest Requirements

Applicants are invited to share:

- A short expression of interest (approx. 750 words) outlining relevant experience, interest in the evaluation, and proposed approach.
- A CV
- An example of relevant written work (optional but encouraged).
- Reference contacts details relevant to this work.

Please email these to flora.longley-cook@womenscentrecornwall.org.uk by Thursday 29th January (end of day).