

About Gingerbread

Gingerbread is the leading charity working with single parent families in England and Wales. For over 100 years, we have been championing the voices and rights of single parents, providing practical support, building communities, and challenging the inequalities that many single parents face.

Alongside our direct support services, we undertake research, influence policy and campaign for systemic change to improve outcomes for single parent families.

Background

Gingerbread is seeking to appoint an experienced consultant or consultancy to support a review of our policy, public affairs and campaigning activity, alongside supporting the successful conclusion and evaluation of two funded projects focused on the Child Maintenance Service (CMS) and Universal Credit (UC).

As we develop a new organisational strategy, we want to understand what is working well, where there are opportunities to strengthen our influencing work, and how our policy, public affairs and campaigning activity should evolve in the years ahead.

We are looking for a consultant or consultancy with experience of working with charities and/or social purpose organisations, particularly those delivering policy, campaigning, public affairs or research programmes.

The successful consultant or consultancy will work closely with Gingerbread's Head of Communications and External Affairs and other relevant colleagues across the organisation.

Objectives

The consultancy will support Gingerbread to:

- Successfully conclude and evaluate our CMS and UC projects.
- Capture learning, outcomes and recommendations from both projects.
- Review the effectiveness of our current policy, public affairs and campaigning work.
- Identify opportunities to strengthen our approach as part of our new strategy.
- Provide practical recommendations for future activities and priorities.
- Support the development of at least one future campaign.
- Review and update relevant briefings, resources and supporting materials as required.



Deliverables

We expect the successful consultant to provide:

- Evaluation and recommendations relating to the CMS and UC projects.
- A review of Gingerbread's current policy, public affairs and campaigning activity.
- Recommendations to inform Gingerbread's future strategic approach.
- Development of at least one campaign plan and supporting materials.
- Review and update relevant briefings and documents as agreed.
- A final written report and presentation of findings and recommendations.

Applicants are encouraged to propose any additional outputs they believe would add value.

What We're Looking For

We are looking for a consultant or consultancy with:

- Experience working with charities and/or social purpose organisations.
- Experience conducting evaluations and strategic reviews.
- Expertise in policy, public affairs, influencing and campaigning.
- Experience developing practical recommendations and implementation plans.
- An understanding of social policy, family policy or related fields would be desirable.

Budget

As part of the proposal (see below), please provide either:

- A day rate and estimated number of days required or
- A fixed project fee.

Any additional costs should be clearly identified.

Proposal Requirements

Please provide:

- Details of your relevant experience and examples of similar work.
- Your proposed approach and methodology.
- Details of who would deliver the work.
- An indicative timeline.
- A breakdown of costs, either at a day rate or fixed project fee.
- Two references from relevant clients.



Contract Duration

We are looking to appoint as soon as possible and all work should be completed by 31 March 2027. We are open to different delivery models depending on budget, availability and proposed approach. This could include a more intensive piece of work over a shorter period or support provided over a longer timeframe on a reduced number of days per week.

Applicants should set out the approach they would recommend.

Timeline

Closing date for submission of proposals: 02/11/2026 at 9 am. We will review applications on a rolling basis and reserve the right to close the advert early.

Following the application deadline, successful applicants will be invited to meet with members of the Gingerbread team to discuss their proposal, approach and relevant experience. These conversations will give both parties an opportunity to explore the brief in more detail and ensure a strong fit for the work before a final appointment is made.

