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# TERMS OF REFERENCE

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**Baseline Survey for the “Citizen Led Action for Accountability and Inclusive Development (CLAAD)”  
Project**

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## 1 Background

The Anglican Development Services (ADS) is the development arm of the Anglican Church responsible for spearheading social transformation work in Kenya. Our vision is a sustainable organization, which works with communities to attain a Godly and Dignified living.

ADS Kenya has received a 3-year (2025-2028) multi-program funding from Bread for The World (BROT) on the following Thematic Sectors: Public Finance Management, Extractives, Advocacy, Climate Change, Youth and Peace Building. To this end, ADS Kenya in partnership with the Bread for the World wishes to conduct a baseline study on the *Citizen Led Action for Accountability and Inclusive Development (CLAAD)* project to provide benchmarks which will quantitatively and qualitatively provide the baseline values for each thematic program as per the Results Framework.

The project builds on the achievements of the previous *Governance, Advocacy, Peace, and Environmental (GAPE)* project (2022–2025). The CLAAD project aims to promote environmental protection, social inclusion, peace, accountability, and enhanced institutional capacities of ADS/ACK in ten counties: Nairobi, Mombasa, Kisumu, Baringo, Kakamega, Uasin Gishu, Narok, Nyeri, Kirinyaga, and Kitui.

The project has the following objectives:

Objective(s)	Indicator(s)
Citizens in target areas at national and county level report increased transparency and accountability in public finance management.	1.1 Percentage of citizens (women, men, youth and PWD) trained by PFM champions report access to information on revenue allocation and involvement in utilization access to information on revenue allocation and utilization on public service delivery in targeted counties by 2028.
	1.2 Percentage of citizen-raised budget and service delivery concerns that result in timely corrective or improvement actions by duty bearers in targeted counties by 2028.
Peace, harmony and mutual co-existence of communities in areas prone to resource- based conflict increased.	2.1 Increased Percentage in proportion of citizens (women , men, youth, PWD) in the focus regions reporting harmonious co-existence amongst target communities by 2028 (measured by periodical samples)
	2.2 Reduced number of conflict incidences averted through early warning/ early response mechanisms in targeted counties by 2028.
ADS Kenya and supported regional agencies demonstrate greater institutional capacities and effectiveness in social transformation agenda and program delivery.	3.1 Percentage of functional ADS agencies that effectively deliver quality and sustainable programs by 2028.
	3.2

## 2 Baseline summary

<b>Project Name</b>	<b>Citizen Led Action for Accountability and Inclusive Development (CLAAD) Project</b>
<b>Target Counties</b>	Nairobi, Mombasa, Kisumu, Baringo, Kakamega, Uasin Gishu, Narok, Nyeri, Kirinyaga, and Kitui.
<b>Project Goal</b>	Promote environmental protection, social inclusion, peace, and accountability in 10 counties, and enhanced ADS/ ACK capacities
<b>Project Outcomes</b>	Outcome 1: Citizens in target areas at national and county level report increased transparency and accountability in public finance management. Outcome 2: Peace, harmony and mutual co-existence of communities in areas prone to resource- based conflict increased.

	Outcome 3: ADS Kenya and supported regional agencies demonstrate greater institutional capacities and effectiveness in social transformation agenda and program delivery.
<b>Direct Beneficiaries</b>	Public Finance Management Champions, Faith Leaders, Youth Leaders, Climate Champions, Cohesion & Integration Champions.
<b>Key Partners</b>	ADS Regions, CSOs, National and County Governments etc.
<b>Project Life Span</b>	3 years
<b>Proposed research design &amp; Method</b>	Descriptive, Mixed method
<b>Baseline Start and End</b>	15 <sup>th</sup> December 2025 – 28 <sup>th</sup> January 2025 (exclusive of public holidays)

### 3 Purpose of the Baseline Survey

The baseline survey will establish the starting point for key project indicators and provide benchmark data to measure progress and outcomes over the project period. It will also validate the contextual relevance of the proposed interventions and inform refinement of the project’s monitoring, evaluation, and learning (MEL) framework.

### 4 Objectives of the Baseline Survey

1. To determine baseline values for the project’s key performance indicators across thematic areas.
2. To assess the status of citizen participation, public finance accountability, peacebuilding, environmental stewardship, and institutional governance.
3. To analyze gender, age, and disability inclusion in governance, peace, and environmental initiatives.
4. To provide recommendations for realistic target setting and adaptive project planning.

### 5 Scope of Work

The baseline assessment will be completed at the start of the project, with local stakeholders, to measure the status of all indicators and to understand the starting point of key elements of the work against which later progress will be measured. This will enable project indicators at output and goal/outcome level to be measured and tracked.

The consultant will:

1. Review relevant project documents (proposal, logical framework, and theory of change).
2. Design detailed data collection tools and methodologies (qualitative and quantitative).
3. Conduct field data collection across the **10 project counties**.
4. Ensure data is disaggregated by gender, age, and disability.
5. Analyze and interpret findings against project objectives and indicators.
6. Produce a **Baseline Report** with practical recommendations for project implementation and target refinement.

### 6 Methodology

ADS Kenya approach to the study is grounded in the guiding principles of our work: participatory, culturally sensitive, committed to building capacity, affirming and positive while honest and productively critical, and valuing knowledge and approaches from within the context. ADS Kenya and the hired consultant will agree upon a joint set of standards when negotiating the final contract of agreement. The following principles should be considered:

- *Inclusiveness* - the methodology should include a wide range of viewpoints, specifically gender and age-sensitivity when applicable.
- *Mixed-method approaches* - both qualitative and quantitative methods need to be present in the methodology.
- *Rigor of evidence* - gathered information needs to be reliable and transparent

The baseline will employ a **mixed-methods approach** including:

- Household surveys for community perceptions.
- Key Informant Interviews (KIIs) with county officials, faith leaders, and PFM champions.
- Focus Group Discussions (FGDs) with community members, youth, and women groups.
- Document review of existing reports, county budgets, and peace/security data.

The sampling design should ensure statistical representation across the ten counties.

## 7 Deliverables

Deliverable	Description	Timeline
Inception report	Detailing methodology, tools, and work plan	Within 10 days of signing contract
Draft Baseline Report	Preliminary analysis with indicator values	Within 10 days of data collection
Validation Workshop	Presentation of findings to ADS Kenya/partners	Within 1 day
Final Baseline Report	Comprehensive report with recommendations, datasets, and tools annexed	Within 9 days

## 8 Duration and Timeline

The assignment is expected to take **30 working days** between **December 2025 and January 2026**, aligning with the first quarter of project implementation.

## 9 Consultant Qualifications

- Advanced degree in Development Studies, Public Policy, Statistics, Peacebuilding, Environmental Management, or related field.
- Proven experience in conducting baseline surveys or evaluations for governance and peacebuilding projects.
- Demonstrated expertise in data analysis (SPSS, STATA, or NVivo) and report writing.
- Familiarity with gender-sensitive and participatory approaches.
- Excellent understanding of Kenya’s devolution and PFM systems.

## 10 Reporting and Coordination

The consultant will report to the Executive Director or his designate, in this case the Program Manager, **ADS Kenya**, with technical support from the **Program Team Leads** for Governance & Peacebuilding, and Environment. Regular coordination meetings will be held to ensure alignment with ADS Kenya’s MEL framework.

## 11 Ethical Considerations

The consultant must adhere to ADS Kenya’s Safeguarding Policy, Research Ethics Guidelines, and data protection standards. An informed consent must be obtained from all participants, and confidentiality maintained throughout the process.

## 12 Expected Output

A comprehensive indicator driven baseline report that provides:

- Quantitative and qualitative baseline data for all key indicators.
- County-level disaggregation of results (against respective indicator data).
- Gender and inclusion analysis (integrated into respective indicator data).
- Practical recommendations for project target setting and M&E system refinement.

## 13 Tendering process

Consultants are invited to submit proposals by 9<sup>th</sup> December 2025 at 1700Hrs. The proposal should be submitted by email to [procurement@adskenya.org](mailto:procurement@adskenya.org) and copied to [admin@adskenya.org](mailto:admin@adskenya.org) specifying "CLAAD Baseline Proposal" in the subject line.

The consultants/bidders are asked to provide: -

1. A letter of interest.
2. A technical proposal that describes the preferred data gathering and sampling methods.
3. A budget quote (financial proposal) for the complete baseline survey.
4. An example of relevant baselines conducted.
5. A Curriculum Vitae (CV) outlining relevant education, expertise and experiences, and names and contact information of three references to similar assignments conducted.
6. Name and contacts of at least two referees