



GOD'S HOUSE TOWER
ARTS & HERITAGE VENUE



Evaluation Consultant Brief Invitation to Tender

Introduction

At 'a space' arts we strive to provide opportunities for emerging artists to make new work and develop their careers, along with supporting audiences to engage and learn from high quality artistic experiences. We achieve this through a growing project portfolio, currently consisting of the Arches Studios, Tower House Studios, Public Art Projects, RIPE, Talent Development and God's House Tower. God's House Tower is 'a space' arts' most ambitious project to date. Through inventive reimagining of the stories of Southampton's past GHT's programme aims to share and celebrate our local heritage.

Gods House Tower (GHT) opened to the public in September 2019 with an ambitious programme of exhibitions and events, and a permanent exhibition telling the story of the people who occupied this iconic building in Southampton's Old Town. With an official launch on 19 October 2019, the new venue attracted 14,447 people in a five month period until being forced to close in March 2020 due to COVID 19.

With the closure of GHT and the ongoing impact of COVID 19 we have radically reviewed our core aims and activities. With funding from National Lottery Heritage Fund we are now reshaping our programme to carve out a new role for GHT in Southampton which responds to the needs of more local and more diverse audiences.

Our current plans are to reopen GHT with a public programme in April 2021. Activities will start online before this date with the assumption that some outputs of that work will transfer to GHT when we can reopen. The consultant will assume and mixture of online and on-site working throughout the project as we adapt from online to in-person delivery.

Project Aims

Our project aims are to engage a more diverse audience in culture and heritage, opening up GHT and its stories for more people to discover and find a personal connection with. Through our revised activity plan we aim to:

- Programme relevant and thought provoking projects which open up conversations and stories for those who don't yet know of Southampton's history or have faced barriers accessing local heritage and culture
- To develop skillsets and empower communities to be creators and researchers and to develop a lifelong interest in arts and culture

- To diversify Southampton's creative community and create role models who will develop this work and inspire a new generation of diverse artists reflective of the diversity in the City

The Evaluation

As we embark on this new activity plan over 12 months we wish to appoint an experienced evaluation consultant to work alongside the organisation and provide a framework, toolkit and training to measure the success of our activity against the project aims and NLHF outcomes.

This toolkit and resource pack should include:

- A proposal document which will set out how outputs and outcomes will be monitored
- Procedures for data collection and reporting
- An adaptable framework for measuring impact of the whole project and activities within it
- A set of documents and templates developed that the delivery team are able to use confidently to gather data from a range of activities to assess qualitative and quantitative data
- A Variety of data-gathering techniques that are suitable for the wide range of smaller projects and activities within the project work.

The evaluator will also be expected to provide an interim report (September 2021) and a final summary report (December 2021- January 2022) detailing what has been achieved and assessing to what extent the project has achieved its stated outputs and outcomes, where targets have been met, exceeded, or where they have not been realised as well as reviewing the effectiveness of the project and lessons learnt.

Evaluation Questions

Through evaluation we wish to answer the following questions. These questions are draft and we wish to work with the consultant to refine the following:

- Have new histories been discovered, untold stories shared and new audiences developed with an interest in local history?
- Have participants wellbeing and feeling of community improved, in particular for isolated groups / individuals?
- Do the programmes, activities and interpretation meet the needs of target audiences?
- Do programme partners and visitors see GHT as collaborative, accessible and welcoming?
- Has the experience of working with GHT been a positive one for partners?
- Has the organisation grown its capacity and skills to continue to engage with different audiences?
- Has the project created opportunities for diverse artists to grow their practice Southampton?

Skills and Experience

The Evaluation Consultant will be expected to have:

- Previous experience researching and writing final evaluation reports for National Lottery Heritage Fund grants.
- Proven track record of providing evaluation services to the cultural sector.
- An understanding of heritage projects including wellbeing evaluation.
- Experience of community project work, particularly working with diverse communities and ages.
- Excellent communication skills and ability to work with a wide range of people.

Budget and Timeframe

The total budget for this work is £6000. The work will be expected to take place between January 2021 and January 2022.

How to Apply

Applicants should submit a proposal by 9.30am on Monday 30th November 2020. The proposal, of no more than 4 sides of A4, should include information on:

- Key issues and opportunities identified for the work
- Approach to the brief and outline methodology and timetable (including key milestones)
- Details of relevant experience including 2 references from recent work
- Fee proposal, including a day rate and number of days proposed

Completed proposals should be sent to hannah@spacearts.org.uk. Please also use this email address for any questions or queries.

We reserve the right to interview if we feel necessary, but selection may be made on proposals and experience alone.

Assessment Criteria

Selection will be made on the ability to:

- Evidence of practical experience of undertaking NLHF project evaluation work
- Understand of the brief and the proposed methodology for undertaking this work
- Demonstrate capacity for this work, a practical proposal to show availability and the amount of time to be spent on the project as well as value for money.