



# Evaluator Brief

## 'Suffrage in Egham' project

<b>Project dates:</b>	June 2017 - June 2018
<b>Amount:</b>	£6,000 inc all VAT, travel and expenses
<b>Hours:</b>	As required based on project need
<b>Closing date:</b>	12pm, Tuesday 30 <sup>th</sup> May
<b>Responsible to:</b>	Curator

### **1. Introduction**

Egham Museum is looking to appoint a freelancer to provide evaluation services for our 'Suffrage in Egham' project. The project will last a year and it is anticipated that the evaluator will work as required according to key milestones.

Egham Museum, in partnership with Royal Holloway University of London, and Egham Town Team, are to launch an exciting new summer Arts and Heritage Festival in 2018 with the inaugural theme of Women's Suffrage, marking 100 years of some women having the vote.

The festival will incorporate and scale up both existing artistic activities and develop a new community and schools programme, using the arts as a means of interpreting the past. Our aim is to join up the currently disparate and uncoordinated strands of artistic activity in Egham to create a new and distinctive arts offer for the community and visitors; to forge a new and resilient cultural education partnership between the university, museum and Town Team; and to promote Egham as a vibrant cultural destination in its own right.

Funded by the Arts Council England, the 'Suffrage in Egham' will include:

- A music commission
- A textile commission
- 'Play in the Community' activities
- 'History through the Arts' activities
- Magna Carta Day activities
- Pop-up temporary exhibition
- Festival of History
- Student internships
- Research
- A cultural tourism web offer
- Marketing & social media promotion
- Evaluation

### **2. Project Outcomes & Outputs**

Our overall aim and intended impact is to create a framework and model for a series of Egham-based activities that bring together the community in their enjoyment and engagement in history through the arts. We wish to increase gender and age diversity of audiences and participants and instil a sense of ongoing pride and legacy in our local history and arts.

These include:

- a more sustainable and resilient museum
- increased visitor numbers
- increased learning resources
- additional tourism / non-local audience engagement through enhanced or new online presence via 'Visit Egham' destination website
- structured evaluation
- upskilling of and more opportunities for existing and new volunteers
- digitisation of relevant artefacts
- increased opportunities for the community to engage with heritage and art, and more artistic ways to do this
- increased opportunities for local community groups to engage with each other and with local schools
- increased sense of civic pride in Egham's emerging role as a cultural destination for those interested in exploring the history of liberty through a wide variety of artistic formats
- a more rounded re-development of the town that takes into account the importance of heritage and culture
- Royal Holloway students and staff will be more connected to Egham and its residents, increased opportunities for university-town dialogue and partnerships
- increased opportunities for student placements and volunteering

### **3. Objectives**

We currently have baseline figures for Egham Museum's visitor engagement and reach, as well as information from a recent stakeholder consultation. We plan to significantly increase these figures and improve the quality and length of engagement participants have with the museum, the local history and the activities we produce to enhance community cohesion and enjoyment in the arts and heritage, and help establish Egham as a destination.

We wish to appoint an evaluator to set up an evaluation framework from the outset, using appropriate tools to help assess our progress, using quantitative and qualitative data capture methods. All project activities will include data capture through feedback forms, or quotes, photos, video clips, sound recordings from all involved.

The evaluator for the period of this project will:

- carry out baseline consultation within the local community to identify current engagement levels and interests
- create evaluation tools, processes and methods in order to track ongoing progress of project from various angles to capture both quantitative and qualitative data
- liaise with the various artists
- offer advice on good practice evaluation methods and suggestions for continuing the process after end of this project
- use where appropriate, existing data, visitor profiling & segmentation tools and audience evaluation frameworks
- write an end of project report for submission to our funders and to use for publicity and advocacy

#### **4. Person Specification**

- Highly organised
- Excellent communication and relationship building skills
- Computer skills and knowledge
- Project Management experience
- It is desirable if you have previously worked on museum, arts or voluntary sector projects, and with both a paid and volunteer workforce

#### **4. Method of Work**

We do not wish to be prescriptive in terms of methodology but it will need to take into account the key milestones and requirements throughout the time-span of the project. The methodology will be agreed at the start of the project with Egham Museum and form part of the contract.

The contract is offered on a freelance basis. The hours can be worked flexibly to suit the successful candidate and the needs of the project, as there will be peaks and troughs in demand throughout the contract duration. The job may involve occasional evening and weekend work and will include some travel.

There is shared office space available at the museum for the Evaluator to make use of when needed (subject to agreeing appropriate times with Egham Museum team members). Meetings will take place at the Museum as required.

#### **5. Monitoring and Responsibilities**

The evaluator will be responsible for:

- Managing the evaluation process for the project
- Liaising with Egham Museum team to agree and meet outcomes, outputs and reporting schedules
- Supporting, where required, the sharing of skills, knowledge and experience across the organisation
- Appropriate management, supervision and support of any additional staff/sub-contracted freelancers employed or members of consortia created to deliver the project

Egham Museum will be responsible for:

- Providing information necessary to delivery of the project
- Payment of invoices at agreed times and for agreed amounts
- Monitoring the progress of the project

#### **6. Confidentiality and copyright**

The evaluator is required to maintain the confidentiality of all proprietary or privileged information to which they will be exposed whilst undertaking this project. Egham Museum will be entitled to the copyright and all other intellectual property rights of the project deliverables.

#### **7. Key Milestones**

Below is an example of draft key tasks. Please note, there will also be ongoing web promotion and engagement throughout the project which will need to be reviewed.

Start date	End Date	Activity or task
	June 2017	Contract agreed & signed, project commencement
17 June 2017	30 June 2017	Magna Carta Day event, feedback gathering opportunity
3 July 2017	28 July 2017	Wider programme evaluation tools agreed
7 Aug 2017	22 Dec 2017	Delivery and evaluation of community group engagement work as part of 'History through the Arts'
5 Sept 2017	22 Dec 2017	Delivery and evaluation of targeted school, RHUL and Strode's College engagement work as part of 'History through the Arts'
5 Feb 2018	31 May 2018	Delivery and evaluation of commission-inspired workshops and activities
26 May 2018	9 June 2018	Egham-by-Runnymede Arts & Heritage Festival, feedback gathering
9 June	29 June 2018	Consolidation, review and analysis of feedback and evaluation of festival and project as a whole

### 8. Payment

The project is a one-off, fixed-term project to run between June 2017 and June 2018. The total amount available is £6,000 to include all VAT, travel and expenses.

Payments will be made in three instalments:

- On project commencement (June 2017)
- Mid-project (December 2017)
- Upon final project report (June 2018)

An alternative payments schedule may be negotiated. Payment will be made by cheque from Egham Museum.

### 8. Your Quote and Project Proposal

Please outline how you would approach the work detailed in this brief, including:

- How your previous experience, skills and knowledge will help you to deliver this project
- Details on your methodology to deliver this project to meet the requirements
- A breakdown of how the delivery of the project would meet the defined timetable, including scheduled payments
- Confirmed willingness to provide relevant public/professional/employers' liabilities insurances (if applicable).

Please email your proposal, with an outline of your cost, by Tuesday 30<sup>th</sup> May to Sarah Corn, Curator, [curator@eghammuseum.org](mailto:curator@eghammuseum.org). Interviews, if appropriate, will take place on Friday 2<sup>nd</sup> June 2017.

Please note: submitted documentation should not exceed c.2,000 words (4 pages of A4, excluding necessary annexes). Electronic applications only please.