

## **Context**

Curious Minds is seeking an external evaluation partner for an ambitious programme of change in museum and heritage organisations across the five sub regions of the North West. The programme is called Hope Streets.

The evaluation will examine the process of delivering this programme in the five 'hubs' of activity and the extent to which the programme achieves its outcomes. It will be informed by the theory of change logic model that underpins the programme's design.

## **Background**

We are delighted to have been awarded funding from the Heritage Lottery Fund's Kick the Dust programme. The funding is for a 5 year project that will create a strategic partnership between heritage and youth sectors in the North West. Curious Minds' plan is to deliver lasting transformational change and the project is called Hope Streets.

Working as a consortium with Museum Development North West (MDNW) and Youth Focus North West (YFNW), Curious Minds will work to test, refine and embed new models of youth engagement and leadership, to locate the heritage sector at the heart of young people's services in the region.

The delivery phase of activity, starting in the Autumn of 2018 will concentrate on engaging young people, heritage and youth service professionals in 5 projects or 'hubs' located in Lancashire, Merseyside, Greater Manchester, Cumbria and West Cheshire.

Hope Streets will locate the heritage sector at the heart of young people's services as a conduit for hope in post-Brexit Britain. It's an ambitious programme designed to deliver lasting transformational change. Young people will witness first-hand the social value of heritage and the way it can bring communities together in new ways with what we anticipate will be astonishing results.

## **Derri Burdon, Chief Executive, Curious Minds**

We are working with a lead partner museum in each of the 5 subregions of the North West. The partners are:

- The Atkinson (Sefton – Merseyside)
- Lancashire Museum Service (Lancashire)
- Bolton Museums (Bolton – Greater Manchester)
- Tullie House Museum and Art Gallery (Cumbria)
- West Cheshire Museums (Cheshire West and Chester)

## **Hope Streets Project Plan**

Phase 1. Discover and Explore (June 2017 – January 2017)

Phase 2. Explore and Test (July 2018 – March 2020)

Phase 3. Deliver and Embed (April 2020 – March 2022)

Phase 4. Influence and Inspire (April 2022- December 2022)

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## **Evaluation Aims and Purpose**

Findings will be used to inform the future work of Curious Minds and its consortium partners, the heritage 'hub' partners and the wider youth and cultural sectors. Evaluation will demonstrate to the Heritage Lottery Fund the impact of its investment. The evaluator will also be required to work alongside HLF's national evaluation partner which has been commissioned to examine all ten 'Kick the Dust' programmes across the country.

We are looking for a partner able to produce a robust evaluation design that will give confidence that the conclusions are valid and objective.

## **The work**

We are looking for an evaluator to design an evaluation, conduct data collection and analysis and produce a formative and summative written reports and presentations to Curious Minds and partners.

We anticipate methods might combine qualitative ethnographic approaches, analysis of grey literature and the collection of quantitative data including participant numbers and responses to survey questionnaires. Findings are strengthened when multiple perspectives have been sought ('triangulation'). Quantitative data that are supported by illustrative narrative (qualitative data) provide stronger, more convincing evidence.

We have recently worked with Culture Counts to pilot a survey tool using Arts Council England's Quality Metrics. The online questionnaire generates data and metadata in relation to the participation of children and young people in art and culture. We are interested in exploring the potential of this tool to inform and evaluate the Hope Streets programme.

## **Stakeholders include:**

### **The Consortium**

- Curious Minds Hope Streets team and wider staff
- Museum Development North West
- Youth Focus North West

### **The Hope Hubs**

Each of the five heritage partners to include their 'Hope Lead', senior management and wider staff team.

### **HLF**

Programme manager and the national evaluation partner.

### **Young people**

Young people participating in the programme.

### **Theory of change**

The programme aims to change the culture of the heritage organisations in relation to their work with young people. Evaluation will refer to the theory of change logic model in order to explore:

- The impact of the programme for stakeholders
- The extent to which change has occurred
- Whether the change is embedded
- The effectiveness of the process for delivering change

### **Timescales**

We anticipate the final deadline for this work to fall at the end of 2022 and this is the point at which a summative evaluation will be required. However, we are keen to use evaluation to inform the programme's ongoing development. We are interested in the action research model that allows for stakeholders to participate in research, reflect on its findings and adapt plans and approaches in an iterative process. This will require a schedule of evaluation feedback at key moments throughout the programme.

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## Requirements

- At least quarterly face to face meetings over the 4 ½ year delivery programme
- Contribution to action planning based on recommendations
- Regular evaluation reports throughout the programme
- A final report mapped onto our Theory of Change Logic Model
- A final presentation for partners
- Willingness to contribute to conference presentations resulting from the programme
- Ethics and consent protocols established and maintained
- DBS checks where appropriate
- Willingness to work with Curious Minds' internal evaluation lead
- Willingness to work with HLF's national evaluation partner.

## Skills and Knowledge required

### Essential

Knowledge, understanding, skill and experience in:

- Research design
- Data collection methods
- Data analysis
- Knowledge and understanding of the youth sector and/or heritage sector
- Knowledge and understanding of cultural education

### Desirable

- Experience of evaluating organisational change

### Budget

We anticipate contracting this work in three stages, according to the three remaining phases of activity. The fee for the Phase Two Evaluation contract is £10,000 to include VAT and travel and we would look to extend that contract for subsequent phases if both parties are satisfied with progress. The overall budget for this work is £32,000.

### Submission

The deadline for submission of tenders is 5pm on the 12<sup>th</sup> of September 2018.

Tender documents should be submitted via email to Stephanie Hawke, Senior Manager for Fundraising and Policy, [Steph.hawke@curiousminds.org.uk](mailto:Steph.hawke@curiousminds.org.uk)

Shortlisted applicants will need to be available for interview on the 21<sup>st</sup> of September.

Tenders should be no more than 6 sides of A4 and should include:

- Statement detailing suitability for this role
- Summary approach to design of evaluation for Phase 2 'Explore and Test'
- Outline approach to design of evaluation for phases 3 and 4
- Summary of skills, knowledge and experience
- Budget breakdown
- References

Please also submit a recent example of your evaluation work.

An application pack with further information about the programme is available on request from [Steph.hawke@curiousminds.org.uk](mailto:Steph.hawke@curiousminds.org.uk)

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