

## Brief for Curious Minds'

# Social value and impact study

Curious Minds is seeking an external partner who can support us to explore and demonstrate the value of our 'sector support' work to our stakeholders and the impact it has had on individuals, organisations, sectors and locations. We need help to look at the data and evidence we collect, to identify the gaps and to help us tell the stories of our sometimes 'invisible' influence. We want to measure the (seemingly) unmeasurable.

### Background

Curious Minds is a regional charity concerned with Cultural Education.

We work to place creativity and culture at the heart of education and other services for children and young people. Working across sectors, we aim to drive equal access, continuous improvement and innovation in the field of creative and cultural education.

We are proud to have been serving the North West of England as Arts Council England's Bridge Organisation (also known as a sector support organisation or SSO) since 2012.

As leaders of the Cultural Education Challenge in the region, our goals are:

- to create access to the arts and culture for all children and young people
- to enable creative collaboration between the cultural and education sectors
- to work with schools, HIEs and cultural organisations to test and incubate innovative solutions to cultural and creative education.

Some examples of our work in action include:

- Events and training for schools, arts and cultural professionals,
- Leadership programmes for teachers, arts and cultural professionals, young people
- Action research largely within schools
- Local partnership/Network creation and support
- Delivery of accredited programmes e.g. Artsmark and Arts award
- Lever and direct new investment programmes (via a 'match funding' initiative)

[Our team](#) includes people from across the worlds of culture, education and children's services; together we are deeply committed to enabling creative and inclusive practice for the benefit of all children and young people from birth to 25.

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## **Evaluation aims and purpose**

Essentially, we want to:

- Know more about the impact we have had, are having and could have
- Explore some of our own hunches and beliefs about the impact our work has. Is there robust evidence to back it up?
- Uncover stories and evidence we may not be aware of or able to articulate about our influence.
- Be able to demonstrate the impact and social value of our work via resources that don't sit unread on people's desks.

## **The work**

We first want to involve the partner in re-shaping and refining the brief, drawing on your experience of what is possible - we don't know what we don't know.

At this stage, we envisage the work including:

- Collate and analyse the performance and evaluation information we do have.
- Working with us to identify and then fill important gaps in evidence to help better understand our impact.
- Design and deliver an appropriate stakeholder survey.
- Design and deliver interviews and or focus groups that will canvas the views of important internal and external stakeholders to identify key learning about the current position and future direction of Curious Minds.
- Produce an annual document and other sharable resources that tell the story of Curious Minds work and impact.

## **Timescales:**

**EOIs:** by 6<sup>th</sup> August

**Shortlist 'exploratory' meetings:** early September

**Final submission for proposal:** Late September

**Begin work:** October

A 6 month contract would be ideal as this would enable us to work towards an 'end of year' publications/resource but we would prefer a good job to a fast job, so let's discuss.

## **Budget**

Circa £20,000

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### **Submission of EOI**

Deadline for EOI is Tuesday 6th August 2019, 12 noon.

Submit to [Caz Brader, Deputy CEO](#).

EOI should be no more than 2 sides of A4 at this stage (a more detailed proposal will be invited later) and include:

- A very brief outline of how you would typically approach this kind of work, your methodology etc.
- Summary of skills, resources and some signposting to previous examples and commissions
- An indication of how a 20k budget could be used (e.g. how many days work, does it include design services etc)

We will then create a shortlist and invite those shortlisted to a meeting (in person is great but zoom/skype could be possible) to help us get to know one another more.

A more detailed proposal would then be invited with 2 weeks to return it.

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