

NORFOLK & NORWICH FESTIVAL



Invitation to tender: Evaluation Consultant, Common Ground Project

Background

Norfolk & Norwich Festival

Norfolk & Norwich Festival is the flagship arts festival for the East of England with a reputation for innovative and inspirational programming and commissioning. One of the big four UK international arts festivals, each May we transform and celebrate our city and county through an internationally acclaimed programme of music, theatre, literature, visual arts, circus, dance and outdoor arts, enjoyed by over 75,000 people.

Festival Bridge

Festival Bridge is one of the ten national Bridge organisations with investment from Arts Council England and the Department of Education. Our mission is to ensure children and young people across Cambridgeshire, Norfolk, Peterborough and Suffolk know that arts and culture belong to them. Festival Bridge is part of Norfolk & Norwich Festival.

Common Ground

Common Ground is a young people's leadership and heritage engagement project in the East of England. With investment from the Heritage Lottery Fund for development, we have an opportunity to deliver new heritage experiences with, by and for young people, increasing community engagement by delivering high quality heritage interpretation locally. The project is designed to support young people and heritage specialists to lead, building capacity to innovate and connect, working in places where individuals face barriers to heritage engagement.

Led by a strategic partnership, the Common Ground Consortium is a cross-sector collective covering the East of England with a clear vision for action and impact. The consortium partners are:

National Trust
Norfolk & Norwich Festival (lead organisation)
Norfolk Wildlife Trust
Suffolk Wildlife Trust
SHARE Museums East

The Prince's Trust

The Wildlife Trusts for Bedfordshire, Cambridgeshire & Northamptonshire

Duration of the contract

The contract period is from October 2018 to March 2019. The aim of this project is to evaluate an important element of the project and set up a process evaluation framework during the development phase of the Common Ground Project in order to provide a structure and schedule for process evaluation and a frame for summative evaluation in the delivery phase.

Procurement and project timeline

The timeline for the project is detailed below. The dates are subject to change.

Activity	Date
Issue tender	3 September 2018
Deadline for submitting proposals	12 noon, 1 October 2018
Contract commencement	w/c 8 October 2018
Kick-off meeting	w/c 8 October 2018
Heritage hack lab test, Lowestoft	23 October 2018
Interim findings/activity refinements	October/November 2018
Heritage hack lab test, Peterborough	November/December 2018
Presentation of findings/framework	February/March 2019
Final report	15 March 2019

Specification

Common Ground – aims, objectives and outcomes

We want this investment to make a real difference to the lives of young people, their families and communities in the East of England, and to heritage engagement. The objectives of the project are to:

- Empower young people to co-create heritage experiences with heritage organisations and communities
- Sustain young people's engagement and participation through inspiring activities, training and volunteering
- Support the heritage sector to broaden, deepen and diversify audiences

The following impact areas have emerged through research and consultation. Our aims are for the Common Ground Project to contribute to the following outcome areas:

- Inspiring heritage interpretation
- Empowering people
- Communities and wellbeing
- Partnerships and collaborative practice

We want Common Ground to contribute to improving young people's confidence, developing their skills and experience through heritage engagement, participation, training, volunteering and placements. And we want to improve how heritage is interpreted and shared, contributing to individual's understanding about heritage, sense of belonging and their wellbeing. We also want to know as much as we can about how and why Common Ground works, for continuous improvement, to inform future practice and make the project sustainable.

The individuals planned to take part in the project are:

- Heritage hackers (16-25 years old)
- Common Ground participants (11-25 years old)
- Heritage participants (0-25+ years old)
- Heritage workforce

Requirements

Norfolk & Norwich Festival wishes to commission an evaluation consultant to shape the evaluation design for a key element of the project that will be tested during the development phase – the heritage hack lab – as well as setting up the project process evaluation framework for the partnership. This project will be delivered in two parts, with the following aims:

Part one

Evaluate the delivery of the pilot heritage hack labs, human-centred design activities that will be tested in Lowestoft in October, followed by a second test in Peterborough, to capture learning and inform future activity and project planning.

Part two

Design a process evaluation framework and schedule for year one delivery, focussing on the operations and processes of the partnership.

At this stage we require evaluation inputs that help to set up and support the early delivery of the project. We would like the process evaluation to uncover insights related to our context, strategies, implementation and practice following the development phase. If successful with the second-round application, we will commission a summative evaluation. Together, these tools and resources will help us to continuously capture and review learning, analyse overall outcomes experienced, share knowledge and replicate and scale activity from a practical perspective.

In the delivery phase, evaluation activity will be overseen by the Common Ground Consortium and promoted and supported by local cultural education partnerships. Through consultation, the partnership is currently refining the projects theory of change.

The successful applicant will be responsible for:

1. Designing the evaluation approach for the heritage hack labs, producing key evaluation questions and tools and delivering monitoring and evaluation activity with identified participant groups and partners
2. Producing a process evaluation framework and schedule for the partnership, presenting indicators and methodologies in a way that enables guidance and resources to be effectively implemented across the partnership
3. Supporting the strategic partnership to understand the key formative and process elements of evaluation required and the potential mechanisms for distributed delivery, working closely with the Project Manager to prepare for project set up.

Approach

We would like bidders to propose an evaluation approach using quantitative and qualitative methods, and provide the skills and experience necessary to complete the project described above and outputs outlined below. We expect there to be consultation with the strategic partnership and a close and flexible working relationship with the Project Manager at Norfolk & Norwich Festival.

Outputs

- Project management and quality assurance
- Evaluation of pilot heritage hack design labs
- Process evaluation framework and schedule for year one delivery
- A final presentation of findings and the framework

Pricing/Budget/Management

The budget available for this project is **£3,000** exclusive of VAT, inclusive of travel and other expenses.

Norfolk & Norwich Festival will pay on receipt of each deliverable agreed in the contract. In performing the services required under this contract the supplier will report to Karen Birch, Project Manager, Common Ground Development Phase. Please specify in your proposal the named individual who will be responsible for managing this contract.

Administration time is available by the core Festival Bridge team, agreed with the Project Manager in advance.

Evaluation and pricing criteria

Your response/proposal should respond to all the criteria below (maximum 4 sides A4 plus supporting information and budget). Quality and price criteria will be used to evaluate the quality of the tender proposals, as set out below:

Professional Services Brief: Common Ground

Deadline for receipt of tender proposals:

12 noon, 1 October 2018

1. Set out your proposed approach, explaining how you will meet the requirements outlined above and your understanding of monitoring and evaluating the impact of young people's heritage engagement in this context
2. Demonstrate your experience and skills in successfully delivering similar evaluation planning activity
3. Provide copies of CVs for the delivery individual/team and two references for relevant previous projects
4. Include a detailed budget, complete with a schedule of charges (estimated number of days). The total fixed price will be exclusive of VAT and inclusive of expenses and all costs to be incurred.

Return of tender

You must complete and submit your tender response/proposal electronically to karen@nnfestival.org.uk by **12 noon on 1 October 2018**. If you would like to discuss this tender please contact Karen Birch on 0775 451 4295.