



EVALUATION DEVELOPMENT PROGRAMME BRIEF

1 PURPOSE

As part of its Liverpool Thrive! programme, Liverpool Arts Regeneration Consortium (LARC) wishes to appoint a consultant or consultancy team to undertake an evaluation development programme. This will include carrying out evaluations of several cultural projects taking place in and around North Liverpool, and ensuring that the process enhances the evaluation skills of the participating organisations.

Aims

- To create a body of evidence demonstrating the impact that can be achieved by engagement in cultural activities
- To develop the evaluation skills both of the organisations directly participating in the programme, and others working in and around North Liverpool
- To help build the network of cultural practitioners working in and around North Liverpool

The Thrive programme will be completed by December 2010. The evaluation process needs to start as soon as possible, and will need to be completed on or shortly after December 2010.

2 BACKGROUND

LARC includes the Bluecoat, FACT, Liverpool Biennial, Liverpool Everyman and Playhouse, National Museums Liverpool, Royal Liverpool Philharmonic, Tate Liverpool and the Unity Theatre. The eight LARC partners share a fundamental belief in the power of art and culture to affect people's lives far beyond the confines of galleries, museums, theatres and concert halls.

LARC is running a series of programmes including Liverpool Thrive, Find Your Talent, Creative Apprenticeships and an audience development project.

The aims of Liverpool Thrive include the intention "to research and develop new models of delivery in arts led regeneration, with a focus on North Liverpool". A Partnerships and Development Co-ordinator has been appointed to lead this aim, Adeyinka Olushonde. He has undertaken a range of research and consultation in North Liverpool, and is now developing a detailed action plan. The evaluation development programme will form part of this North Liverpool programme. It will also support LARC's overall advocacy remit, which aims to increase the role of the cultural sector in the social and economic renewal of the Liverpool City Region.

3 THE BRIEF

The intention is to provide external evaluation support to a group of cultural organisations working in and around North Liverpool, producing evaluation reports on projects undertaken in the period April/May 2009 through to June 2010.

Alongside the evaluation studies, the consultants will work with the project advisor, Gerri Moriarty¹ to provide evaluation skills development support both to the participating organisations, and to other organisations associated with the Thrive programme in North Liverpool. This could be in the form of a series of meetings/seminars, or through a one to one approach.

At the end of the process, it is intended that there should be a set of documentation demonstrating how the cultural projects have addressed local and national governmental priorities, e.g. Liverpool First's Sustainable Communities Plan, or national policy directives such as Every Child Matters.

It is also intended that the process should help to create a system of evaluation that could eventually be adapted and used by a range of organisations to record and analyse impacts of cultural programming after the completion of the programme in late 2010.

The projects to be evaluated are intended to cover a range of art forms and types of intervention, and to involve some LARC partners and some of the smaller organisations working in North Liverpool.

The evaluation team will be required to ensure that the process:

- Helps organisations to analyse findings and provide information in a way that helps to set out the benefits of cultural engagement to potential stakeholders outside the cultural sector
- Supports the development of further engagement between cultural organisations working in the area and key stakeholders – regeneration agencies, community groups, other funders).
- Explores the how and why of success in projects and programmes, identifying what special contribution is made by interventions based on arts and culture and how this contribution can be maximised.

¹ , Gerri Moriarty is an arts consultant and community theatre director who has a well respected track record as a specialist in community engagement through the arts www.gerrimoriarty.com,

Programme structure and criteria for selection for participants

The project advisor, Gerri Moriarty, has proposed a structure and selection criteria for the programme which is set out in the attached appendix. It is envisaged that the broad outline of this structure will be adhered to, although the detail of it will be subject to negotiation with the appointed consultant.

LARC research advisory support

LARC has established an advisory agreement with Impacts 08, which is a partnership between the University of Liverpool and Liverpool John Moores University. Impacts 08 resulted from a commission by Liverpool City Council to deliver a long term research programme which will analyse the impact of Liverpool's year as European Capital of Culture. A significant amount of base line data has already been established. More information can be found at: <http://www.liv.ac.uk/impacts08/Dissemination/I08reports.htm>

The Evaluator(s) will be required to ensure that the evaluation approach is consistent with the work of Impacts 08, and does not duplicate or repeat any of the work of Impacts 08.

4 OUTPUTS

The evaluator will be expected to:

- Produce an evaluation framework, agreed with both LARC and the participating organisations which will clearly outline research priorities, data requirements and reporting dates.
- Produce individual reports on completion of each project
- Produce an interim report in late 2009 indicating the main findings from projects evaluated to date and summarising the key issues arising, with recommendations for any changes that need to be made to the process
- Produce a substantive overall report on completion of the overall programme, to be finalised no later 1st October 2010
- Produce an executive summary for wider distribution
- Produce an evaluation and advocacy toolkit/guidelines for future use by participating organisations.

APPENDIX 1: DRAFT PROGRAMME STRUCTURE

1. TIMESCALES AND PHASING

Projects might enter the evaluation development programme at different times, as described below. The phases of the programme would also be punctuated with a series of 4 seminars, to support the participants, spread the learning, and give profile to the work.

Pilot Phase (April to August 09)

Evaluation consultants work with 2/3 existing well-established organisations , e.g. Bluecoat/Everyman Theatre, Collective Encounters, Tenantspin, to:

- establish key factors that have contributed to success
- identify key evaluation indicators
- establish realistic methods of collecting quantitative and qualitative information
- ensure linkage to existing evaluation practices so as not to duplicate processes.
- Also work with these pilot projects to 'model' process to prospective newcomers at Seminar 1.

Pilot projects continue to use system and generate information through to May/June 10

Seminar 1 – July 09

Acts as a local launch. Establishes evaluation methods and tools (these should be available to use widely by projects/programmes not selected for the THRIVE evaluation development programme.

Phase 2 (September 09 – May/June 10)

Some additional projects to be added, giving a little more development time for these before entry

Seminar 2 November 09

Explore linkages between projects and programmes. Also to include an external input – e.g. from a Housing Market Renewal area in another part of the North West or a big health project underway in London

Phase 3 (November 09- June 10)

It would still be possible to add a couple of 'late arrivals' if desirable

Seminar 3 July 2010

Using evaluation effectively. Interim findings and recommendations from the evaluation development programme to inform and support planning for 2011-2012

Seminar 4 December 2010 Launch of evaluation report.