

Evaluation Consultant

Role:	Evaluation of Strengthening Our Foundations; Securing Our Future project for Tiverton Museum of Mid Devon Life
Location:	Working from home and at Tiverton Museum of Mid Devon Life, Devon
Fee:	£5,000 plus VAT (to include all associated costs)
Status:	Freelance Consultant
Reporting to:	Pippa Griffith, Museum Director
Period of contract:	Fixed term, to be completed by 17/02/2025

Introduction

This brief sets out the requirements for evaluating a funded project 'Strengthening Our Foundations; Securing Our Future' for Tiverton Museum of Mid Devon Life. The consultant will be required to work closely with Museum staff, trustees and volunteers, as well as other consultancies commissioned as part of the project. The consultant will report to the Director.

1. Background

1.1 Tiverton Museum is a vibrant, award-winning and much-loved museum that provides extensive displays on the history of Mid Devon; a lively events programme, including temporary exhibitions, guided walks, talks, holiday craft activities and lots more. The museum contributes to the local economy as a key visitor attraction and works closely with its local community. We offer a range of activities for schools and families and are an important resource in an area where poverty and geographical factors increase the risk of isolation. The museum makes it possible for teachers and parents to access good quality learning opportunities outside the classroom. We also provide a successful reminiscence service for older people in care and residential homes, and a monthly memory group based at the museum. The museum runs the town's Tourist Information Service and is engaged with plans to develop tourism within Mid Devon through a new venture Visit Mid Devon.

1.2 Tiverton Museum has secured a National Lottery Heritage Fund grant, for a project 'Strengthening our foundations; building our future'. The overall project includes essential development work to strengthen the organisation's resilience and determine the longer-term redevelopment plans through several strands of work:

- Employ a fixed term Volunteer Development Officer to recruit and deliver a training programme to create stronger teams of volunteers (from a more diverse base) and greater organisational capacity.
- To replace unsupported and outdated IT equipment to ensure we have the IT infrastructure which underpins all of the work we do and is used by staff and volunteers.
- To make capital changes to our building to reduce our electricity consumption (with positive outcomes both for environmental sustainability and financial resilience). This work will include installing solar panels, completing the upgrading our lighting to LEDs (and installation of motion sensors in all gallery areas so the lights only come on as needed).
- To invest in the museum's shop to improve income generation immediately.

- To understand the historic building better by commissioning a measured building survey, a building energy audit and Conservation Management Plan which will enable us to better care for this historic asset, and improve management of our built heritage for the long term.
- Consult with our community on our redevelopment ideas and the museum's services
- Commission architectural plans to RIBA stage 2 with environmental sustainability at the heart.
- An outline interpretation strategy to steer future improvements in managing and sharing our heritage, including significant community consultation to ensure that we do so in a meaningful way (to RIBA work stage 1).
- A fundraising strategy to guide future fundraising for revenue and capital costs from grant giving Trusts, suggesting platforms for engaging corporate and individual donors.

This project has two phases of impact. The first is to make essential, immediate changes to the museum by increasing volunteer capacity and significantly improve our environmental sustainability.

The second will contribute to medium term plans for a capital redevelopment project. A capital redevelopment will allow the museum to make the most of its large site to improve the visitor experience, provide space for events and activities and maximise commercial income whilst improving the building and collections care conditions. A feasibility study for this was carried out in 2018, followed by a revised concept plan in 2021. The re-development is an exciting project that will enhance our galleries and create new areas for community events, activities and learning. We see the new Tiverton Museum as playing a major role in the regeneration of the town, enabling people to engage with Tiverton and Mid Devon's heritage through new interpretation, displays and programming that focuses on community life, past, present and future.

2 Objective

An experienced consultant is required to undertake evaluation of this project for Tiverton Museum. The evaluation report will include all aspects of the project, and will be used to demonstrate the success of the project to funders.

We are seeking to recruit a consultant early on in the project to enable their involvement for as long as possible to enable meaningful evaluation which impacts the trajectory of the project as it unfolds. There are clear objectives set out in the project planning to steer this work, including:

- Volunteer development. This will include:
 - Successful recruitment and retention of the Volunteer Development Co-ordinator.
 - Successful recruitment of 25 more volunteers from more diverse backgrounds including people from C2/D/E households, and younger people.
 - Creation of dedicated volunteer teams with a lead volunteer, and a volunteer, Volunteer Co-ordinator by the end of the project.
 - Review of volunteer procedures and policies, successfully delivered relevant training to all volunteers, with a minimum take up of 75% volunteers taking part (eg collections care, customer service, disability awareness).
- Energy reduction:
 - Review electricity consumption following Installation of motion sensors on all gallery lighting and use of LED lighting in all areas.

- Review electricity consumption from the grid following Installation of solar panels.
- IT upgrade:
 - Have up to date IT infrastructure underpinning all of the work staff and volunteers undertake.
- The commissioned reports and strategies (which will be signed off by the Director):
 - Creation of measured building survey to inform subsequent work commissioned as part of this project.
 - Creation of a conservation management plan for the buildings identifying historic elements to identify, assess and help retain the significance of the site in any future management, maintenance, repair, alteration or new development projects.
 - Creation of a building energy audit which will enable easy monitoring to ensure environmental sustainability is integral to all future work on the building.
 - To undertake community consultation (with at least 100 people) about the museum's future, the visitor experience and the services we could offer in the future.
 - To undertake community consultation (with at least 100 people) and successfully develop an outline interpretation strategy ensuring that our heritage is shared and explained in a meaningful way, and that we are clearer about the role the museum can play in place making and shaping for Mid Devon. The success of this plan can be measured in the recommendations that can be implemented following this project, especially as part of the imminent capital redevelopment plans.
 - To implement the fundraising strategy for revenue and capital costs from grant giving Trusts. To use suggested platforms for engaging corporate and individual donors using suggested calls to action. To measure through increased income.
- Immediate income generation:
 - Increased shop income from implementing recommendations made through Strategic Development review (from Retail Thinking, 2021).
 - Increased membership following membership drive.
 - Launch of corporate membership scheme.
 - Investment in equipment to enable premises hire and events.

The consultant will:

- Devise and manage a programme of evaluation to assess the success of the project.
- Develop robust data collection methodology and deploy this throughout the project.
- Provide analysis of the data gathered, interpreting the data to reflect on project activity and identify areas of strength and areas of improvement.
- Provide clear, objective conclusions and recommendations to help enable stakeholders to identify and apply any lessons learned.
- Work with guidance from the appropriate funding bodies to ensure the evaluation meets current and projected reporting needs.
- The report must include NLHF logos / stamps as laid out in the document 'Acknowledging Your Grant'

All documents produced will be the intellectual property of Tiverton Museum of Mid Devon Life.

3 Selection Criteria

We require demonstrable understanding and experience in:

- Project evaluation for small independent museums or heritage sites
- Previous NLHF funded projects
- Team working with museum staff
- Strong communication and report writing skills

4 Timetable

- Closing date for applications is 05/02/2024
- The candidates will be shortlisted by the Director and the Trustees.
- Interviews will take place between 26/02/2024-01/03/2024
- The work should ideally begin by 18/03/2024
- The report should be presented to the museum by 17/02/2025

5 Budget

The total amount available is £6,000 (including VAT). The tender costs should include travel and all other costs associated with the work.

Suggested payment will be 25% upon appointment, 50% for the first draft and 25% on receiving the final report and presentation

6 Proposal

Your proposal to undertake this project should include:

- Credentials for the consultant/company and all those who will have input into the work.
- Examples of similar projects undertaken.
- A methodology of how you propose to meet the requirements of the brief.
- A programme indicating how you would deliver the project and key dates for tasks.
- A costing breakdown.
- Details of two referees for whom you have done similar work.

Please email applications to Pippa Griffith, Director at director@tivertonmuseum.org.uk. For an informal chat please contact Pippa on 01884 256295.