



Made with Many External Evaluator Brief

We are looking for an individual or organisation who will work closely with the Made with Many team to conduct evaluation of our programme, in both Corby & Wellingborough, from Autumn 2020 to October 2023.

About Us

We are the Creative People and Places (CPP) programme for the boroughs of Corby and Wellingborough in Northamptonshire. We were established by a consortium of local arts and community organisation in 2013 to respond to the launch of the CPP programme by initiated and funded by Arts Council England through the National Lottery. CPP is about more people taking the lead in choosing, creating and taking part in art experiences in the places where they live. There are 30 independent projects, each located in an area where people have traditionally had fewer opportunities to get involved with the arts.

From our beginnings in 2014 to the end of March 2020 we have held 1375 activities and events, including workshops, performances, festivals and consultations. These have been enabled over 142,000 engagements with the arts. We are creating new audiences for art – according to postcode analysis from The Audience Agency, 58% of our people that engaged with the programme in 2019 were from the places of lowest engagement with the arts (up from 37% in 2014 & 49% in 2015). At our second Grow Festival in summer 2019, 65% of surveyed audiences were from the areas of lowest engagement and since 2014, 32% of audiences have a disability or long-term health condition.

We are leading the way in enabling local communities to engage with art, make decisions about what activities take place and the artists that create them. 9934 people have been consulted through our community conversations and around 1200 local people have been actively involved in making decisions about our programme.

We have developed partnerships with over 50 voluntary sector organisations, statutory bodies and community groups, to co-create new projects, enhance existing activity and provide an entry point to our programme. These include grassroots community groups, residential care homes, community centres, sports club, children's centres, community event organisers, local charities, health bodies and a range of local authority departments. Alongside this, we work with artists and cultural organisations locally, nationally and internationally through a model of community-led decision making and co-creation.

Thus far we have secured investment of £1.89million to support six years of activity in Corby from 2014 to 2020. In 2019, we successfully secured additional investment of £500k to continue delivery in Corby and new investment of £873k to expand our programme delivery into the nearby borough of Wellingborough. We have recently changed our name from *Made in Corby* to *Made with Many* to reflect this expanded geography and future-proof our brand.

Evaluation Plan

Evaluation is of central importance to our programme delivery:

- We are an action research project, pro-actively using data and evaluation to reflect upon and refine our approach.
- Within the programme delivery team, and with our community panels, we use regular informal reflection and sharing to improve our programme and seek new opportunities.
- With our governance structures, specifically the Consortium Board and local Advisory Groups, both formal evaluation and informal reflections are used to track our progress against key targets and to inform strategic development.
- In line with our commitment to community-leadership, it is vital that our evaluation encompasses as many views as possible, including audiences/participants, community leaders and voluntary sector partners.
- We have a requirement to formally report on our progress to our funders and stakeholders, primarily Arts Council England.

We recognise the value of data collection, analysis and thorough evaluation to the development of the programme, the dissemination of our learning and the case for further support. We use data to influence programme planning, especially around making a commitment to reaching our priority communities through identifying engagement 'cold spots', and to re-assess our aims and objectives as delivery progresses.

In line with CPP guidance, our evaluation concentrates on the three national evaluation questions set by Arts Council England:

1. Are more people from places of least engagement experiencing and inspired by the arts?
2. To what extent was the aspiration for excellence of art and excellence of the process of engaging communities achieved?
3. Which approaches were successful and what were the lessons learned?

We have an interest in individual's journeys through the programme, in particular those who did not engage in cultural activities prior to their first engagement with our programme. As we expand the programme into Wellingborough, we are also interested in assessing the impact & effectiveness of utilising the structures & models we have developed in Corby into a new place.

We already have a Local Evaluation Plan in place, which includes a Theory of Change, SMART targets for each place and plans for data collection, using a combination of forms, CRM system, postcode analysis by the Audience Agency and use of the Impact & Insights Toolkit.

We have been evaluating against these questions in Corby for the last 6 years, and have a thorough dataset on our audiences and a growing record of our impact. Each place has a 10 year vision for culture that we are working towards, and we are interested in longitudinal approaches that allow us to track progress over a 10 year period. This is especially important as we use learning from our Corby programme to influence planning in Wellingborough.

External Evaluator

We are looking for an External Evaluator/s to fulfil the following requirements, in collaboration with the Consortium Board, Programme Director and wider staff team:

- Work with the team to establish key milestones and activities within the programme and build the evaluation framework around these
- Review evaluation and data collection methods used to date
- Analyse and interpret quantitative data collated by the Made in Corby team for our quarterly Arts Council England monitoring reports, annual postcode analysis carried out by the Audience Agency and use of the Impact & Insights Toolkit

- Establish a framework and methodology for collecting qualitative data, which can be used across both places
- Utilise methods to ensure that our evaluation captures a wide range of opinions, including audiences, participants, community partners, artists, consortium and advisory group members, alongside the programme delivery team
- Investigate ways of incorporating community leadership, decision-making and volunteering into the evaluation framework
- Incorporate use of stories through a consistent method
- Support the team in creating a data collection volunteer team, with appropriate training and resources
- Advise of best practice and innovative approaches to evaluation
- Find engaging ways to disseminate the findings of our evaluation and highlight the impact of our work, potentially including blog posts, zines, artist commissions and documentary films. These may be co-authored with the Programme Director and there is a modest additional budget for this.
- Attend meetings of the Consortium Board to discuss each report produced
- Work with our Critical Friend, Andrew Ormston, as and when required

The evaluator will report to the Programme Director and will work with the entire team. To enable this, the evaluator will join the team for an annual half-day evaluation planning meeting (with a particular emphasis on emerging findings) and have regular catch-ups with the Programme Director and any other relevant members of the team.

We are looking for an experienced evaluator, who has a good understanding of the context in which Creative People and Places projects operate and shares our commitment to community leadership and co-creation. The evaluation must respond to the requirements of a range of stakeholders, including:

- Arts Council England and the national Creative People and Places project and the national evaluation framework
- The Made with Many project and governing consortium partnership
- Local partners and stakeholders
- Participants in the activities of the project

Reporting

We expect our external evaluator/s to create the following report, in conjunction with the team:

- Annual report for each place
 - Wellingborough: May 2021 & May 2022
 - Corby: June 2021 & June 2022
- End of phase report for each place
 - Wellingborough: October 2023
 - Corby: June 2023
- Case Studies on an individual/family engaged in each place
 - Wellingborough: July 2021, July 2022 & July 2023
 - Corby: September 2021 & September 2022

Each annual report (including the end of phase report) should consider the following:

- Highlights from the programme
- Progress against answering the three research questions, and associated narrative
- Progress against targets, with associated narrative
- Learning from both successes and failures, with recommendations for how this could shape our future programme
- Examples and reflections on community decision-making processes, including feedback from those involved

- Information about our partners and reflection on the impact of partnership working on progress against our targets
- Information on activities, community groups and artists supported through the programme
- Identification of additional/unexpected outcomes
- Examples of the legacy of programme activity
- Overview of future plans and recommendations for next steps
- Details of how the evaluation findings are to be shared and disseminated to stakeholders

Reports should be designed and authored with a broad audience in mind, using simple and attractive language, and extensive use of visual and diagrammatic presentation. Each report will be accompanied by a blog post outlining the highlights of the evaluation and we will utilise a full range of media for case studies (supported by a separate documentation budget).

We use case studies, in written and video form, to highlight individual's journeys within the programme, showcase best practice projects and explore specific aspects of our approach in more detail. The themes of case studies will be decided upon in collaboration with the team, and should provide the opportunity for an in-depth analysis of interesting findings within evaluation reports. They should be honest, presented in an accessible format and suitable for public sharing through both our own channels and other industry platforms (such as Culture Hive and the national CPP website)

Contractual Information

Duration of contract: Autumn 2020 to October 2023

Fee: £28,000 inclusive of all VAT, travel and expenses

There is a small additional budget available to support data collection at flagship events and dissemination of evaluation, which will be held by the team and spend against these will need to be agreed with the Programme Director.

The contract will be issued by our accountable body, Groundwork Northamptonshire.

To Apply

Please apply by emailing the following information to info@madewithmany.org by 9am on Monday 24th August 2020:

- An up-to-date CV
- An outline proposal of no more than 3 pages outlining your approach to the brief and fee proposal
- 2 examples of comparable work
- 2 references or referees from organisations that have commissioned you to undertake similar work

Interviews will be held via Zoom on Thursday 10th September 2020.

For an informal discussion about the role contact Helen Willmott, Programme Director via helen@madewithmany.org

Made With Many is committed to equal opportunities. We are working to achieve diversity and welcome applications from all sections of the community. In support of this, we have an access budget available to people with a disability delivering aspects of our programme. If you require additional support to complete this contract, please outline these in your application. Any such requests will not affect the outcome of our decisions. If you require additional support in making an application, or would like this information in an alternative format, please contact the office on 01536 267895 / info@madewithmany.org