## Appendix A: Specification of Requirements

**Briefing Document and/or Specification**

**Invitation reference: Creative People and Places**

**Scope:**

**Who we are**

We are Make/Shift.

A new Creative People and Places project in the Amber Valley, Derbyshire.

We want more people to be able to make, create, do, repair, grow, share, care for and connect with what matters to them in the places that they live. We think this shift is essential for making our everyday lives more creative, connected and circular.

We know that every home, street, village, and neighbourhood is full of potential, but that power and resources aren’t distributed fairly. Our mission is to shift more power and resources to local people to make things happen together in the places they care about and to invite their neighbours along to join them … unleashing the maker in everyone.

We plan to weave together a network of makers, doers and connectors rooted in the Amber Valley who are supported through access to shared resources and creative platforms and inspired by thinkers, creators, artists, makers and story tellers from near and far.

Our strategy and approach will shift and change as we start to bring the Make-Shift programme into being with the creative people and places of Amber Valley.

**The brief**

Make/Shift is looking for an Evaluator to co-design and deliver an evaluation that identifies if and how our key aims are being met and the most significant changes emerging from our work.

We want a collaborative and reflective evaluation framework that helps us to inform the programme as it develops and to understand what is and isn’t working. It needs to help us learn, reflect, and change as the programme develops.

The evaluation must be accessible to a wide range of audiences, providing them with compelling evidence, insights and stories of impact and change.

We are looking for a supplier to provide the required services over a two year period and are currently working to a budget of £30,000

**Context**

The evaluation needs to clearly answer the three research questions set by our core funder Arts Council England for the national Creative People and Places programme:

Are more people from places of least engagement experiencing and inspired by the arts?

To what extent was the aspiration for excellence of art and excellence of the process of engaging communities achieved?

Which approaches were successful and what were lessons learned?

Additionally, we want to assess the impact of the programme and how we are delivering against our vision and Theory of Change for Make/Shift. The priority is to meet ACE evaluation needs, but we would love to hear your ideas on how we can include evaluative aspects of story collecting, connections to people and place, and creative approaches to evaluation.

The evaluation framework should measure Make/Shift’s performance against our stated outputs, outcomes, and impact, as set out in our Theory of Change. These will be reviewed annually using data from the evaluation and will be reported to our strategic partners and funders including Arts Council England. Any evaluation framework must take into account that Make/Shift is an action research project, meaning we need to be able to learn quickly from what we’re doing and adapt approaches accordingly.

**Work required:**

Evaluation of Make/Shift needs to be an iterative process and include both formative and summative methodology. Data collection will need to be integrated into all of our activities. The evaluation needs to inform our approach and decision making at every level, from projects to strategy and longer-term vision.

Evaluation will be a reflective process focused on learning and change. Therefore, we are looking for a partner to work collaboratively with us on this journey, suggesting how lessons can be fed back into the programme as it develops.

As of 13/02/2023:

We anticipate that the work will:

* Deliver a holistic and reflective evaluation process which continually feeds lessons into project planning, so we are learning as we go and developing the programme
* Work with the Make/Shift team to reflect on and refine the Theory of Change alongside consortium and community partners
* Set clear targets and a baseline for audience, participation and engagement – responding to the specific demographics of Amber Valley – by drawing on datasets such as Active Lives and Audience Finder against which we can track our progress and fully demonstrate our impact
* Plan and set out a variety of methods for collecting cultural, economic and social data – both qualitative and quantitative – to evidence outcomes and more importantly inform the development of the programme
* Work with the Make/Shift team to ensure good processes for collecting and storing data are set up and supporting the consolidation of this for quarterly data collection and reporting to Arts Council England
* Collect regular evidence and data to answer the ACE research questions listed above, and to explore impact against our vision and aims for the programme
* Draw out what the programme delivered, the main conclusions from the data collected and identify key impacts in an accessible form and on an iterative basis as they arise
* Deliver an Interim Report in May 2024 and a Final Report in May 2025. These should both be compelling reports which speak to a range of audiences and stakeholders

They should cover but are not limited to:

* A summary of findings
* Highlights from the project
* Analysis of the outcomes against our business plan and whether the programme has met our aims
* Analysis of Make/Shift’s performance against Arts Council England’s three research questions
* What we have learnt and recommendations for improvement and learning
* Stories of impact and learning

**Experience and skills**

We are looking for the following experience and skills from an Evaluator:

* Considerable experience of working collaboratively, including working with communities
* Skills in participatory approaches to develop and deliver evaluation
* Excellent communication skills and interpersonal skills
* Confidence working with a diverse range of different people
* Excellent organisational skills, attention to detail and an ability to prioritise workload

As of 13/02/2023:

Importantly, we would like to work with an Evaluator who supports the vision and aims of Make/Shift. We are keen to make sure the evaluation approach is consistent with our values and principles and that people and their creativity are at the heart of everything we do. As such, we would welcome ideas of how the evaluation approach proposed would respond to this.

**How to apply**

Please send us an expression of interest that includes:

* How you would approach the brief and what you think you can offer and achieve
* Outline of your evaluation team and their roles
* An indicative breakdown of tasks and a full cost breakdown quoting daily rate and expected days of work required to complete the contract
* Relevant experience and links to examples your work, where available
* Confirmation of your availability within the time period to carry out the work
* Confirmation that you have Professional Indemnity Insurance and Public Liability Insurance of at least £1 million

We are happy to accept single proposals from multiple organisations or individuals in partnership – but will require one lead partner to be accountable for the delivery of the contract.

Please send your application to [b.delaunay2@derby.ac.uk](mailto:b.delaunay2@derby.ac.uk) with the subject line Make/Shift Evaluation Proposal.

**Timeline**

* Deadline for expressions of interest is 10 March 2023
* Invitation for interview / discussion will be communicated by 14 March
* Suppliers will need to either have registered or register as a prospective supplier on the UoD Oracle portal and complete a tender process by 12:00 noon 22 March
* Online interviews / discussions will be held during the week of 27 March
* Applicants will be notified about the appointment by end of March

If you wish to discuss the brief before applying, please contact Rachel Smith, Creative Producer, at [r.smith3@derby.ac.uk](mailto:r.smith3@derby.ac.uk).