

## Evaluation Consultant – TENDER BRIEF

### From City of Empire to City of Diversity: A Visual Journey



#### About Sampad

Sampad's mission is to connect people and communities with South Asian and British Asian arts and heritage and to play a cutting-edge role in the creative economy. Sampad believes in the power of arts and heritage to impact widely on all communities – breaking down barriers, raising important issues, amplifying unheard voices and bringing people from all walks of life together. We support, commission and co-produce a huge variety of arts and heritage activities inspired by diverse artforms that originate from India, Pakistan, Bangladesh and Sri Lanka. Since 1990 and based on estimated figures up until March 2019: Sampad have commissioned and worked with 3630 artists and 3875 companies; over 500,000 people have enjoyed 1723 performance events with 148,408 participants engaging with education and outreach programmes.

We receive kind support from Arts Council England and Birmingham City Council and work closely and strategically with [Midlands Arts Centre](https://www.midlandsartscentre.org.uk/), where we are based. Information on Sampad can be found at [www.sampad.org.uk](http://www.sampad.org.uk)

#### The Project



Sampad, in partnership with Birmingham Archives at the Library of Birmingham and the University of Birmingham, has been awarded a grant by the National Heritage Lottery Fund to deliver a new project which explores Commonwealth Migration to Birmingham through a collection of photographs taken in a studios in the inner city. ***'From City of Empire to City of Diversity: A Visual Journey'*** will see 10,000 items from Ernest Dyche's

photography studios be ordered and indexed so that they will be available and accessible for viewing in Birmingham Archives and deliver an engagement programme coinciding with the Commonwealth Games 2022.

The project aims to achieve the following;

1. To make the internationally significant Dyche Collection held by Birmingham Archives more accessible and useable by the public through describing, contextualising and packaging the 10,000 images held in the Collection.
2. To increase engagement with and awareness of the Dyche Collection through digitising a representative proportion of the Collection so that it is useable and accessible to the general public, regionally, nationally and internationally.
3. To increase awareness, understanding and engagement relating to the heritage that exists in the Dyche Collection and to capture community voices that enhance and contextualise the story of Commonwealth migration being told through this Collection.
4. Engage with new audiences to actively increase their interest and participation in heritage.
5. To enable staff, volunteers and participants to develop new knowledge and skills about the heritage held in the Dyche and associated collections.
6. Increase local citizens and communities civic pride and appreciation of the area they live in through increasing awareness of the Collection.



To celebrate the Commonwealth Games coming to Birmingham in 2022, the project will also deliver an activity and learning programme to bring the collection to life and help increase engagement with this unique collection. Some of the key events the programme will deliver include;

- A 3 month exhibition exploring Commonwealth Migration at Library of Birmingham, using the Dyche and other contemporary photography collections housed in Birmingham Archives
  - A touring exhibition for display at local community venues and a custom exhibition for primary schools
  - A series of talks researched and delivered by volunteers for residential and local care homes
  - Artistic workshops during the summer holidays
- which are inspired by the collection's heritage
- Training for secondary school teachers and usable resources/activities for primary schools which show how to link the curriculum to the Dyche Collection

- Drop in family activities, talks, tea parties and other relevant events at the Library of Birmingham and community venues

## **The Role**

We are now seeking an independent evaluation consultant/organisation who shares our passion for learning through the arts and heritage to evaluate ***From City of Empire to City of Diversity: A Visual Journey*** and who will work collaboratively with us over the next 2 years to maximise learning.

The Consultant will work with the Steering Group to create an evaluation framework for this project. The individual will work with the Sampad Executive Director and Learning & Engagement Manager to ensure that the monitoring and evaluation methods used allow the success and impact of different activities to be measured in light of the project's aims and objectives and against the outcomes as outlined in our NHLF funding agreement. The role will include supporting regular reporting to NHLF where required and to produce a final report to be submitted to the project's main funder – The National Heritage Lottery Fund.

The evaluation process will provide an opportunity for continuous improvement of delivery and practice across the 2 years in order to feed learning in to Sampad's future heritage projects.

## **Key requirements**

The contracted consultant/organisation will:

- Working with the Steering Group to design the monitoring and evaluation framework so that the final evaluation can measure against set outcomes.
- To monitor and advise on evaluation schedules, ensuring sufficient time has been allocated to the different stages of evaluation.
- To monitor the evaluation that is being undertaken, checking in regularly to look at gathered data, offering advice and assistance when required.
- To undertake debriefs with key partners and the Steering Group to assess learning and impact.
- To analyse qualitative and quantitative data in order to assess how far the project has met set outcomes.
- To produce an overall evaluation report for From City of Migration to City of Diversity: A Visual Journey so that it tells the overall story and impact of the project.

## Skills and knowledge

The contracted consultant/organisation should have:

- Knowledge and experience of evaluating arts and heritage projects
- Relevant expertise in quantitative and qualitative research and evaluation approaches, including the design of M&E frameworks/tools, interviewing/focus groups, data collection and management, analysis and reporting
- Excellent communication skills, written and oral, and ability to communicate effectively with stakeholders of differing backgrounds
- Demonstrable knowledge of and commitment to research ethics and safeguarding; and to current data protection law and principles, data security and privacy issues
- The skills and willingness to be responsive and flexible to meet the changing needs of the project

## Budget

The budget for this work is up to a maximum of £4,000 inclusive of all expenses and VAT. We will agree a payment schedule with the successful consultant.

## Submission format

Interested organisations/individual consultants are invited to submit an initial outline proposal to Sampad Executive Director, Sabra Khan – [sabra@sampad.org.uk](mailto:sabra@sampad.org.uk) by Monday 30 November 2020 to include:

- Name and contact details
- Names, roles and CVs of consultants to be involved
- Your skills, suitability and experience relevant to delivering this evaluation contract (please append an example of relevant report, if possible)
- An outline of your proposed approach to undertaking the evaluation and associated activities, including data collection methods
- Constraints, challenges and risks associated with the work and how you would mitigate them
- Breakdown of budget
- Details of two referees

*Any enquiries should be directed to Sabra Khan, on the above email address.*



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