

Role:	Evaluation Consultant – Partnership Exhibitions
Location:	Own premises, required to travel in Dorset and Wiltshire
Fee:	£ 5,000 inclusive of VAT and expenses
Status:	Freelance contract with Wessex Museums Trust
Reporting to:	CEO, Wessex Museums Trust
Contract duration:	Nov 2023 – Mar 2024

1. Introduction

- 1.1 Wessex Museums is a thriving partnership of the principal museums across Dorset and Wiltshire that tell the stories of Wessex from prehistory to now, namely: Poole Museums, Dorset Museum, The Salisbury Museum, Swindon Museums and Wiltshire Museum.
- 1.2 Wessex Museums exists to build the resilience and relevance of the partner museums and others in our region. We are an independent charity, the Wessex Museums Trust, and an Arts Council England (ACE) funded National Portfolio Organisation (NPO). Our mission is to support museums to connect, inspire and add value to peoples' lives.
- 1.3 Wessex Museums values peoples' differences and works to ensure fairness and equity in our policies and practices to enable diverse people to effectively work and engage with us. The Consultant will be committed to this practice and responsible for ensuring that equality, diversity and inclusion is central to our NPO programme delivery.

2. Purpose of the Brief, Role and Outputs

- 2.1. Wessex Museums is seeking an experienced evaluation consultant to help us to streamline and develop a standardised, yet flexible approach to the evaluation of our partnership exhibitions. This will help the partnership to:
 - 2.1.1. Stop 'reinventing the wheel' for the evaluation for each new partnership exhibition.
 - 2.1.2. Ensure the evaluation of our exhibitions is telling us what we want to know and particularly, the added value of delivering exhibitions in partnership.
 - 2.1.3. Ensure evaluation meets the requirements of our funders.
 - 2.1.4. Provide a helpful and flexible resource for the partner museums to evaluate other exhibitions delivered outside of the partnership.
- 2.2. The Partnership delivers a range of exhibitions, using objects from the museums' collections and loans, and through different delivery models. There will be five exhibitions delivered in the period of our current NPO funding. Therefore, there are multiple opportunities to review current approaches, test

and eventually apply the new evaluation framework and toolkit through these projects. They include:

- 2.2.1. **Elisabeth Frink** – Exhibition developed by Dorset Museum from their Frink Collection, that will open at Dorset Museum in November 2023 and tour to Salisbury Museum and Swindon Museum & Art Gallery during 2024/25.
 - 2.2.2. **Hardy's Wessex** – Amalgamation of the four exhibitions that were on display simultaneously in the partner museums during 2022. The exhibition will tour to Swindon Museum & Art Gallery as a single show, opening in February 2024.
 - 2.2.3. **Wessex Folk** – A 'home grown' exhibition from the collections of the partner museums and including community co-creation and digital. The exhibition will tour to all five partner museums between December 2024 and May 2026.
 - 2.2.4. **John Piper** – An exhibition including work from our partner museums and a significant number of external loans. Touring to two partner museum venues between Nov 2024-Apr 2025.
 - 2.2.5. **RiverRun** – Partnership with contemporary artists, the exhibition will include contemporary art, community co-creation and museum objects, bespoke in each museum venue, with an amalgamated show in one venue. Touring all partner museum venues between July 2025- June 2026.
- 2.3. The Partnership are interested in gaining a better understanding of the impact of our exhibitions on:
- 2.3.1. Audience numbers, diversity and satisfaction, and how this compares to previous exhibitions, other venues, etc.
 - 2.3.2. Staff and volunteers, including capacity, professional development, peer support, morale, etc.
 - 2.3.3. Cost benefit and economic impact of partnership exhibitions in each museum locality.
 - 2.3.4. Carbon emissions.
 - 2.3.5. Audience engagement with linked projects and public programming, (e.g. community co-creation, events programming, digital programming).
 - 2.3.6. Added value achieved through partnership working.
- 2.4. The evaluator will be required to deliver the following outputs for the contract:
- 2.4.1. Analyse and review existing and past evaluation frameworks and methodologies used by the museums for partnership exhibitions and their own.
 - 2.4.2. Consult / workshop with the partnership's Programming Working Group and other staff involved in developing and delivering partnership exhibitions, to support the setting of common evaluation criteria for our exhibitions - defining what we want to achieve/know and why?.

- 2.4.3. Develop a template evaluation framework that will apply this evaluation criteria to our partnership exhibitions. The framework will also need to be flexible to enable bespoke evaluation criteria to be added for each exhibition.
 - 2.4.4. Aligned to the framework and agreed criteria, develop an evaluation toolkit that will:
 - 2.4.4.1. Identify how evaluation methodologies and tools, some of which are required by our funders (e.g. Illuminate) can be effectively incorporated into a simplified and more standardised evaluation approach.
 - 2.4.4.2. Identify information, data sets and other forms of evidence that can be used to evaluate against the defined evaluation criteria.
 - 2.4.5. Support staff to administer and test the new evaluation framework and toolkit, using one (or more) of the partnership exhibitions as a live evaluation example, in the process evaluating the framework and toolkit themselves to refine it.
- 2.2 The contractor is expected to comply with all decisions and policies of the Wessex Museums Trust and any relevant statutory requirements, including the Equality Act, the Health and Safety at Work Act and Data Protection Act.

3. Copyright

- 3.1 The copyright for any material produced during the course of the contract will be the property of Wessex Museums.

4. Working Arrangements, Location & Equipment

- 4.1. The contractor will work from their own premises but may be required to attend meetings and work with staff online and / or in the Dorset and Wiltshire museum locations. At least one in person workshop to be held in on of the partner museum venues.
- 4.2. The contractor will be expected to provide their own IT equipment to enable them to fulfil the requirements of the contract, including access to a computer/laptop, the internet and phone. The Wessex Museums Team currently uses Microsoft Teams and Sharepoint.
- 4.3. The contractor will be expected to provide any materials that they require for the contract. The partner museums may be able to provide basic stationary supplies upon request.

5. Remuneration for the Contract

- 5.1. The total fee for this contract is £ 5,000 inclusive of VAT and travel expenses. It is anticipated that the contractor will provide around 15 days' work for the total sum quoted.
- 5.2. The contractor will be responsible for their own pay, tax, National Insurance and pension contributions.
- 5.3. A payment schedule for the contractor's fee will be agreed at appointment.
- 5.4. Wessex Museums operates 30-day payment terms. All invoices will be paid by 30 days from the date of issue of the invoice. Payments will be made by BACS.
- 5.5. Any potential extension to the contract duration and fee will be made through a separate agreement.

6. Health & Safety

- 6.1. The contractor will be responsible for managing their own health and safety and those they work with, complying with all relevant legislation.
- 6.2. Desk space can be made available at the partner museums on an ad hoc basis via previous arrangement. The site-specific health and safety regulations should be adhered to. A briefing will be provided.

7. Insurance

- 7.1. The contractor is required to have professional indemnity insurance (min £250k).

8. Qualifications, Skills and Experience

8.1. The contractor is expected to meet the following criteria in order to fulfil the requirements of the contract:

Attributes	Criteria	Method of Assessment
Experience	<p>Development of evaluation frameworks and hands on evaluation of exhibitions, community projects, volunteering, etc., in the museum context.</p> <p>Experience of using a range of evaluation tools that collect qualitative and quantitative data, with diverse audiences.</p> <p>Data collection, analysis including practical experience of using survey software (e.g. Illuminate, Impact & Insight Toolkit, Audience Finder, survey monkey) to collect data.</p> <p>Experience of developing evaluation toolkits.</p> <p>Experience of evaluating partnership projects.</p>	CV & Interview
Aptitudes & Abilities	<p>Excellent organisational skills and mastery of a range of evaluation methodologies and tools.</p> <p>Highly developed verbal and written communication skills.</p> <p>Excellent interpersonal skills and an ability to work with a wide range of stakeholders and diverse audience groups.</p> <p>Ability to analyse complex data and present it with clarity to a range of audiences.</p>	CV & Interview
Knowledge & understanding	<p>A strong knowledge and understanding of evaluation in the museum context, particularly with audiences.</p> <p>An understanding of the working environment in museums and how evaluation can integrate seamlessly withing it.</p> <p>Knowledge and understanding of evaluation requirements and expectations for Arts Council England NPOs (e.g. Illuminate, Impact & Insight toolkit).</p>	CV & Interview
Attitude & Motivation	<p>Commitment to evaluation that encourages reflection and an inclusive approach.</p> <p>Takes positive ownership of tasks and sees them through to completion.</p> <p>Friendly, helpful and collaborative attitude.</p> <p>Ability to motivate and coach others to help achieve shared outcomes.</p>	CV & Interview

9. Application for the Contract

9.1 Contractors are asked to submit the following in application for the contract:

- An statement outlining your approach to the contract to achieve the stated outcomes/outputs. (no more than 2-sides of A4).
- Two examples of previous experience which are relevant to the requirements of this contract. (no more than 2-sides of A4).
- CV
- Two references

9.2 Please apply by **5pm on Friday 3 November 2023** by email with '**Evaluation Consultant**' in the subject line to:

hello@wessexmuseums.org.uk

9.3 Interviews for the contract will take place online on: **Thursday 16 November 2023**

9.4 For further information or to arrange an informal conversation about the contract, please contact: hello@wessexmuseums.org.uk