

Evaluation Specification

Introduction

The cultural sector's economy has been fundamentally damaged by COVID. This has been recognised by Government and the Culture Recovery Fund (CRF) was designed to enable re-building. Suffolk has received over £10 million of CRF, but Suffolk has also lost over £20 million of earned income.

To enable Suffolk's cultural sector to re-build, and to reach and support communities adversely impacted by COVID, Suffolk County Council has developed a range of support programmes These include:

- A grant funding programme specifically for cultural activity
- A countywide Theatre in Education project focussed on mental wellbeing
- The development of a Suffolk Black history programme

Evaluation context and purpose

Suffolk County Council is now seeking to commission, through the Association of Suffolk Museums, an innovative, collaborative evaluation that assesses the health and inequality impacts of this portfolio of work.

The evaluation will collate learning from all elements of the programme and will underpin our understanding of the role of culture in tackling behaviour change in health, inequality and supporting economic recovery. It will also provide a framework that can be applied in evaluating future culture and health programmes.

Components to be evaluated

The portfolio of workstrands that are being planned and delivered include:

1. Grant programme [COVID Continuity Fund for Culture](#) (CCFC) – this has an associated budget of £370,000 and offers grants of between £3,000 and £30,000. To date £324,509 has been awarded to 23 cultural and creative organisations, enabling them to resume their previous activities safely and/or to support them to transition to new ways of working and/or to reach communities disproportionately impacted by COVID.

2. A commissioned programme for those disproportionately impacted. This includes a Theatre in Education package for schools focussed on mental wellbeing specifically using actors and writers from diverse backgrounds. The development of Aspire Black Suffolk, a new CIC focussed on the development and delivery of cultural products and services, including the development of creative activity packs that focus on black history and lived experience in Suffolk and touring '[The Power of Stories](#)' exhibition featuring 3 of the original Black Panther costumes and local black history.

Role of the evaluator

Suffolk County Council is seeking a provider to devise an innovative evaluation framework that is transferrable in approach and can be used in evaluating future cultural health and wellbeing programmes. The framework might incorporate a Theory of Change or Logic Model and will act as a legacy asset from this commission, enabling officers to collect evidence before, during and at the end of an initiative to demonstrate outcomes and build up a bank of data that illustrates the contribution of culture to cross-cutting agendas.

The impact of COVID on the cultural sector, and access to cultural activity for the community, cannot be underestimated. Over the last 18 months there has been periods of complete cessation or significant reduction in the offer, with a substantial percentage of providers moving their activity online where feasible. The grant fund is focused on supporting the sector to be safe, open and accessible, encouraging individuals and communities, especially those impacted by COVID, to benefit from taking part in culture. As such the evaluator should seek to establish the extent to which the workstreams have supported the sector to find ways to be open, to be digital, to be safe and importantly to reach those most impacted by COVID. A range of outputs, outcomes, impact, measures and indicative methodologies have already been identified as part of the overarching strategic accountability for this investment as detailed in the table below.

However, it is a requirement of this specification that applicants indicate how they would refine and develop this approach, detailing additional measures that would help establish impact and the specific methodologies that would be employed for each element of the programme.

The evidence collected should indicate the extent to which the aims of the programme have been achieved drawing on both quantitative and qualitative evidence and should be structured to also capture any unplanned outcomes.

Workstream	Outputs	Anticipated Outcomes	Measures and suggested methodology
CCFC Grant Fund	<p>Number of organisations supported to resume their previous activities safely and/or to supported to transition to new ways of working.</p> <p>Cumulative number of beneficiaries arising from the funding awarded.</p> <p>Cultural engagement with those impacted by COVID – this includes older people and those from a BAME background.</p>	<p>The four headline priorities for the fund are</p> <ol style="list-style-type: none"> 1.Supporting organisations to operate safely and effectively 2.COVID future proofing; contributing to organisational resilience 3.Encouraging experimentation and support for piloting new activity such as outdoor and digital 4.Engaging with people disproportionately affected by the pandemic and/or at greater risk of COVID. <p>COVID infections, because of attending cultural and creative events, are minimised.</p> <p>New, COVID safe, outdoor events will help to reduce the current anxiety many communities are feeling about taking part indoors.</p> <p>The events will also attract new audiences and support the hospitality sector.</p>	<p>Overall performance of Suffolk managing COVID infections, alongside number of people taking part.</p> <p>Sampling interviews and surveys to assess inclusion and reach.</p>
Commissioned programme for those disproportionately impacted by the pandemic	Theatre in Education programme reaches 30% of all primary schools and at least 40% of all primary schools in Ipswich and	<p>Primary school children including the of those from a diverse background, develop their mental wellbeing skills and behaviours.</p> <p>Creative and cultural tools and products that enhance understanding between health workers and specific groups.</p>	Feedback from individuals, contact with health workers and feedback from teachers and pupils taking part in Theatre in Education.

	<p>Lowestoft, in the most deprived wards.</p> <p>Cultural engagement with those impacted by COVID – with a focus on those from a BAME background.</p> <p>Creative Packs, with a focus on black history, reach 5,000 people</p>	<p>An established way of working and a portfolio of projects with and in response to the target communities.</p> <p>Reaching communities disproportionately impacted by COVID.</p> <p>Building pride and individual and community wellbeing through positive engagement with cultural heritage.</p>	<p>Mapping of areas worked in – against multiple index of deprivation.</p>
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To enable the collection of relevant, accurate and meaningful qualitative and quantitative data and ensure that the approach to evaluation is understood and embedded, the successful candidate will work with the Association for Suffolk Museums and the Culture Team within Public Health, Suffolk County Council to liaise with the grant recipients, delivery partners and other beneficiaries. They will also need to liaise with Public Health officers to ensure the framework is robust and meaningful and that it aligns to the Public Health Outcomes Framework for Suffolk.

This piece of work therefore has the following deliverables:

- Creation of an evaluation framework to understand the impact of all workstream elements in such a manner that it can be applied in evaluating future cultural and heritage programmes;
- Implementation and management of data gathering across the workstream elements and with the full range of partners involved;

- Production of a report that collates the findings, provides a comprehensive analysis and summarises the role of culture in tackling behaviour change in health, inequality and supporting economic recovery. This should incorporate case studies to illustrate the impact of the funding across the varying elements of the programme;
- Mentoring for SCC Officers on the legacy asset tools to help grow understanding of their application and embed use in future programmes;
- Learning sessions to cascade key findings from the evaluation, share insights and highlight impacts drawing on case study content. These should be devised to engage Public Health colleagues, Councillors, delivery partners and other interested stakeholders.

The project milestones are as follows:

Milestone description	Milestone date
Project initiation	Week commencing w/c 31 st January 2022
Submission of draft Evaluation Framework	By 28 th February 2022
Collection and analysis of data gathering across all the workstream elements	Between end February and end October 2022
Mentoring for SCC Officers on legacy tools	During September 2022
Learning sessions	During October 2022
Presentation of draft Evaluation Report	Week commencing 21 st November 2022
Finalising Evaluation Report	By Friday 9 th December 2022
Project completion	By mid-December 2022

Budget

The maximum available budget for this requirement is up to £35,000 including all travel and expenses.

How to respond

Please submit your proposals to CCFC@suffolk.gov.uk by **midnight Monday 3rd January 2022**

Your proposal should include:

- Details of your understanding of the project brief and the deliverables.
- Your relevant experience and proposed methodology.

- A timetable for delivery of all parts of the requirement.
- Names and experience of individuals assigned to the project, to clarify their involvement with each phase of the work.
- The total cost for delivery of the project, including breakdowns of each phase of work, day rate of each team member and other costs or expenses.

If you have any questions, please submit these to CCFC@suffolk.gov.uk by **noon on 10th December 2021**

Criteria for evaluating proposals

Proposals will be evaluated using the following criteria:

Category	Maximum available score	Maximum available weighted score
Extent to which proposal demonstrates an understanding of the brief and deliverables	10	20
Knowledge and experience relevant to the project, including understanding of local authority/cultural and heritage sector	10	25
Quality of methodology (including delivery timetable)	10	25
Proposed team composition and management	10	25
Cost	10	10

For each Category (apart from Cost, see below*), a points score between 1 and 10 is available. These points will be allocated applying the criteria as listed in the table below.

10 Points - Outstanding
<ul style="list-style-type: none"> • Applicant has provided a response that addresses all parts of the requirement. • Applicant has provided evidence of added value within their response. The evidence supplied is convincing and highly relevant to the requirement of Suffolk County Council. • Applicant's response is clear and easy to understand.
7 Points – Very Good
<ul style="list-style-type: none"> • Applicant has provided a response that addresses all parts of the requirement.

<ul style="list-style-type: none"> • Applicant has provided evidence where necessary to support their response. The evidence that is supplied is good and relevant to the requirement of Suffolk County Council. • Applicant's response is clear and easy to understand.
5 Points - Average
<ul style="list-style-type: none"> • Applicant has provided a response that addresses most parts of the requirement. • Applicant has evidence to support most parts of their response. The evidence that is supplied has some relevance to the requirement of Suffolk County Council. • Applicant's response is clear and easy to understand.
3 Points – Below Average
<ul style="list-style-type: none"> • Applicant has provided a response that addresses some parts of the requirement. • Applicant has evidence to support some parts of their response but not all. The evidence that is supplied is weak or not always relevant to the requirement of Suffolk County Council. • Applicant's response is not always clear and easy to understand.
1 Point - Poor
<ul style="list-style-type: none"> • Applicant has provided a response that fails to address most parts of the requirement. • Applicant has little or no evidence to support most of their response. The evidence that is supplied is very weak or has little, or no, relevance to requirement of Suffolk County Council. • Applicant's response is not always clear and easy to understand.

*The lowest priced submission will be awarded the maximum score available for the Cost Category. All other bids will be awarded the maximum score reduced by the proportion by which they are more expensive

Procurement Timetable

The Procurement Timetable is as follows:

Description	Date
ITT cascaded to known contacts and advertised through identified platforms	Week commencing 22 nd November 2021
Deadline for Applicants to submit clarification questions* to CCFC@suffolk.gov.uk	By noon on 10 th December 2021
Deadline for SCC to respond to clarification questions	By noon on 17 th December 2021
Deadline for Applicants to submit their Proposals to CCFC@suffolk.gov.uk	midnight Monday 3 rd January 2022
Interviews for shortlisted candidates	Thursday 13 th January 2022 (between 0930-1230)
Contract award and feedback to unsuccessful Applicants	Week commencing 17 th January 2022

*Any clarification question that SCC deems to be relevant to more than one Applicant will be shared