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## Brief for Evaluation Consultant

Contract: Evaluation of the *Norfolk Archaeological Trust: Its Centenary and Beyond* project

Reports to: Project Manager (NAT 100+)

Timescale: September 2023 to May 2024

### Introduction

The Norfolk Archaeological Trust (NAT) requires a service to support the evaluation of a project marking its centenary. The project will carry out the following activities.

- Work with its project partner, the Norfolk Record Office (NRO), to catalogue all, and digitise part, of the NAT's archive with the support of volunteers. The digitised images will be published online as part of the NRO's catalogue.
- Digitise items, predominantly photographs, held by the Norfolk Historic Environment Record which relate to NAT sites, past and present. The images will be published online as part of the Norfolk HER.
- Create an exhibition at the NRO exploring the history of the NAT
- Stage a series of events to mark the centenary and accompany the exhibition
- Promote the NAT and its sites on social media
- Assess the impact of activities on site visits
- Produce a history of the NAT
- Develop the NAT supporter base
- Collect oral history interviews relating to the NAT

### Process

The consultant will evaluate the project against the outcomes as described in the National Lottery Heritage Fund application. These are:

- Involve a wider range of people
- Ensure heritage is in a better condition
- Ensure heritage is identified and better explained
- Ensure people have developed skills
- The NAT will be more resilient

The consultant will develop a logic model to support their evaluation method. This will be approved by the Project Board. They will also produce any questionnaires or other information gathering means to support the project's evaluation. We would expect the consultant to attend a minimum of 2 in person events to enable them to capture feedback first hand.

In addition, the Project Manager will provide the Evaluation Consultant with metrics on:

1. Visits to NAT sites

2. Volunteers, namely number of volunteers, number of volunteers new to the NAT, duration of volunteering, and number of project volunteers continuing to volunteer for the NAT as the project finishes
3. Number of people attending events, and children's and young people's activities
4. Number of social media interactions
5. Visitors to the exhibition at the NRO
6. Number of downloads of the history of the NAT
7. Numbers relating to the cataloguing and repackaging of the NAT archive, and the creation of name authorities for NAT sites and trustees
8. Number of images created and published of the NAT trustee minute books
9. Number of images created and published of items held by the Norfolk HER
10. Number of oral history interviews collected and catalogued
11. Number of volunteers and young people receiving training
12. Changes to money received by the NAT as donations and membership income.

The Project Manager will also provide the Consultant with the names and contact details of anyone who has consented to discuss their experience of the project; for example, staff of the NAT and the NRO; the project team; NAT stakeholders; volunteers. The Project Manager will also provide feedback offered by members of the public engaging with the project, such as attendees at events and visitors to the exhibition.

### Outputs

An evaluation report on the project will be produced. This will include:

1. Executive summary (consultant)
2. Evaluation methodology (consultant)
3. Project outcomes (consultant)

The consultant will present the report at a meeting of the Project Board.

The report will be supplied as both a word-processed document and as a pdf.

### Consultant specification

- Proven track record of evaluating heritage and community heritage projects on time and to budget
- Working on NLHF Grant funded projects
- Working in partnership with and coordinating the work of others
- Good communication skills including the ability to engage with a wide range of stakeholders and the ability to write in succinct plain English

**The maximum fee is capped at £6,000 including expenses.**

Time allocation may change month by month as project demands fluctuate, therefore a flexible working approach will be required.

The quote should include the following:

1. An up-to-date CV for the consultant providing details of relevant experience especially for NLHF funded projects and within the heritage sector.
2. A fixed-price quote, plus details of the hourly rate charged.
3. In no more than 500 words your proposed methodology and approach to the evaluation
4. Confirmation that the consultant has the capacity to complete the work within the brief and to the agreed timescale.
5. Two references from previous projects or employers in the heritage or cultural sector.

**Quotes will be assessed based on:**

1. Price/ value for money (10%)
2. Relevant experience (45%)
3. Quality & Methodology: understanding of the commission and assessment of the key issues (45%)

**Submissions should be sent to Jess Johnston, [NAT100@norfarchtrust.org.uk](mailto:NAT100@norfarchtrust.org.uk) by 11.59pm Monday 28<sup>th</sup> August 2023.**

**We will notify you of our decision week commencing 4<sup>th</sup> September**