**Heritage Project Evaluator Brief**

**The Culture Trust, Luton seeks an experienced Heritage Project Evaluator work with the Culture Trust on evaluating the impact of ‘Re-connect’ Project funded by National Lottery Heritage Fund. The project will engage our local communities through creative and innovative activities that will inform a refreshed customer-centric welcome for our heritage sites across Luton (Wardown House Museum & Gallery, Stockwood Discovery Centre, the Hat Factory Arts Centre and the Hat District Creative Industry Cluster).**

**The Brief**

We seek a consultant(s) to establish a baseline from which to measure the impacts of Re-connect. The aim shall be to seek to understand what is valued and needed to improve our site visitor welcome and orientation and our services and to measure the impact of change.

**Working with:** The Re-connect Project Manager, Director of Customer Experience, Creative Director, Finance Director, HR, Marketing and Heads of Departments, the practitioners and contractors involved in the project, volunteers and customer facing Culture Trust staff.

**Reporting to** The Chief Executive

**Access to:** Stockwood Discovery Centre, The Hat Factory Arts Centre & Wardown House Museum & Gallery, Luton with occasional work at other local sites across Luton.

**Fee:** Fully inclusive fixed fee of £6000 +VAT

**Duration** Start March 2025 – Conclude May 2026

Established in 2008, the Culture Trust, Luton is a vibrant and progressive independent charity and our mission is **‘to connect communities through culture’**. We do this through our accredited museums, theatres, galleries, creative workspaces and Arts Centre in Luton. We attract over 240,000 visits per annum to our sites: The Hat Factory Arts Centre, Hat House and Hat Works creative workspace, Wardown House Museum & Gallery and Stockwood Discovery Centre Gardens & Museum. We present year-round programme of events, exhibitions, workshops and performances. We co-produce activity with our community, partners, Museum Makers volunteers and team of cultural experts. We support creative talent and skills by providing opportunities, platforms and cultural career progression. For more information about the Culture Trust, Luton visit [www.culturetrust.com](http://www.culturetrust.com).

**Key Responsibilities**

* **Production of a clear evaluation framework will measure the success of the project with the aim of collecting both qualitative and quantitative data from project participants, staff and wider impact.** This shall include internal and external measures of success and methods of monitoring change and responsiveness to customer and community needs and organisational and operational change and economic impacts of each site (using recognised methodology). To conduct surveys to engage schools, visitors and other stakeholders. Surveys to be site-specific, seeking to understand how customer engagement can be consistent across all sites in terms of quality and visitor experience. To also understand how the welcome, access, routes and communications could be improved at the entry point of each heritage sites. Independently and regularly draw data as evidence to make these assessments and to report on progress to the steering group.
* **Evaluate project impacts** to include the community activities, events and creative programme, volunteer recruitment and retention.Audience data, profiles and visitor flows of use (before, during and after the project).By comparing data before and after the programme's implementation, a comprehensive assessment can be made to determine the success and changes resulting from the NLHF investment.
* **Write a ‘Re-connect’ Project evaluation** to understand the impact of the project, the short-term improvements and change, customer engagement, feedback and actions, communication and customer experience change. To present this to the leadership team and board of trustees and for a final evaluation to be sent to NLHF.
* **Project Meetings:** To attend bi-monthly project meetings in Luton and report on progress and to gather data and KPIs on milestones and lessons learned to ensure continual improvement.
* **General:** Induction attendance, reporting, record keeping, documentation, administration, presentations and meeting attendance. To work flexibly and positively to achieve the objectives of the project and over-all business plan and charitable objectives of the Culture Trust, Luton whilst adhering to Trust policies and procedures. Maintenance of public and professional liability insurances for the duration of the project.

**How to make a submission**

Freelancers are asked to submit an application for this fixed term contract. It shall be assessed against the following information which you will need to supply in one document (PDF) that can be emailed or printed submission that is posted to be received by the closing date.

|  |  |  |
| --- | --- | --- |
| **Assessment area** | **The information you should include in your tender** | **% of assessment** |
| **30% COST: Value for Money** | **For the fully inclusive fee of to provide** a full break-down of costs - this should include your day rate and allocation of days throughout the year. To itemise other costs included in this fixed fee. | 30% |
| **70%**  **EXPERIENCE, SKILLS & ABILITY** | **A letter of application and CV demonstrating the following:**  Skills & Experience to deliver the Key responsibilities and ability to produce outputs to a high standard (50%) | 70% |
| **Two references** from a client or an organisation who has commissioned or employed you for work similar to this brief.  Excellent track record of working to deliver to client expectations (10%) |
| **Availability** to meet timescale, outlining the start and finish date (10%) |
| Please send your submission to [fuschia.burton@culturetrust.com](mailto:fuschia.burton@culturetrust.com), or by post to Fuschia Burton, The Hat Factory Arts Centre, 65-67 Bute Street, Luton, Beds, LU1 2EY to arrive no later than midday  14 March 2025 (which is the closing date) | | |