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MANCHESTER MUSEUM

The University of Manchester

MANCHESTER MUSEUM

HELLO FUTURE EVALUATION BRIEF

**MAIN
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1. TIMELINE & FEE

Brief issued on: 3rd January 2024

Responses by: 5pm 24th January

Appointed by: 9th February

Work to be completed by: 30th April 2024 (reporting deadline)

Fee: £15,000 is available, inclusive of expenses and VAT

2. INTRODUCTION

Manchester Museum is seeking to engage with an independent evaluation specialist.

Manchester Museum, part of The University of Manchester, first opened in 1890 and is the largest university museum in the UK. The beautiful Grade II listed building, designed by renowned architect Alfred Waterhouse, is home to around 4.5 million objects.

February 2023 marked a huge moment in Manchester Museum's rich history as we opened our doors on a museum fit for the 21st century. hello future is the name given to this once-in-a-generation, £15 million transformation. It is about much more than extending our buildings footprint; we are committed to building better understanding, compassion and empathy, and foregrounding inclusive narratives and new perspectives.

For more information about Manchester Museum and hello future, please see our website and attached hello future brochure.

3. EVALUATION AIMS

The purpose of the project is to evaluate the impact of hello future, our capital transformation. This work will enable organisational learning and development and provide the foundation for a more detailed economic and social impact study planned for later in the year. The evaluation will also inform a parallel process of strategic plan development for the period 2024-2030.

Evaluating the impact of hello future, February – May 2024

This process will be guided by the hello future Evaluation Framework which was produced for one of the project's principal funders, the National Lottery Heritage Fund (NLHF). The main output of this phase of work will be an evaluation report that summarises the key achievements and learning resulting from hello future, to be shared with NLHF in May 2024.

In delivering this phase of work the evaluators will have access to evaluation data that has been gathered by the museum throughout the duration of the capital development project alongside baseline data from prior to the development. This includes:

- Digital and physical reach (footfall, events attendance, school attendance, reach via website and social channels)
- Results from onsite visitor surveys (quantitative data)
- Visitor comments cards and online feedback (qualitative data)
- NLHF progress reports
- Press and PR evaluation data
- Financial / budgetary information including donations data
- Gallery/exhibition/programme level evaluations/ case studies
- Collections records
- Carbon footprint analysis
- Staff learning/workshop evaluation feedback

This work is not about delivering an evaluation from scratch – much of the data collection required is being delivered in house by museum staff and partners. Rather, what we need at this stage is support to help us to make sense of the data we have; a limited programme of additional primary research and analysis in response to gaps; and, reporting and a workshop that pulls everything together.

Evaluation Activities:

- Familiarisation with hello future, evaluation framework and evaluation data already collected.
- Mapping of current evaluation data and identification of areas requiring further primary research.
- Limited programme of further primary research and analysis focussed on gaps in existing evaluation data. This is likely to focus on:
 - o GVA Economic Impact Assessment, using established tools such as AIM Economic Impact Assessment Toolkit.

- Research focussed on understanding organisational change and learning and impacts on staff wellbeing.
- Collation of information, analysis and reporting against the hello future evaluation framework and in accordance with NLHF guidance on monitoring and evaluation for Heritage Grants. This report should tell a clear and useful narrative of the achievements of hello future, learnings and recommendations for next steps to be shared with NLHF.
- Engagement session with museum staff, volunteers and partners to share and discuss the evaluation results.

Outputs:

- Preparation of final written report that outlines the key successes and learning from the hello future programme in response to the NLHF outcomes framework and NLHF evaluation and reporting guidance.
- Engagement session with museum staff, volunteers and partners.
- Raw data from all primary and secondary research delivered.

Note – there will be opportunities for the evaluator to draw on the results of the independent evaluation of the South Asia Gallery (separate commission in train) which evidences the social impact of co-curation practices.

Manchester Museum will offer design work in kind.

4. TIMETABLE

- February – Project start up and orientation.
- March to April – Delivery of primary research and analysis.
- April - Reporting to report deadline at the end of the month.
- May – Engagement session for staff/volunteers/partners.

We ask prospective evaluators to flag any proposed amendments to this outline, and to identify milestones and check-in points as part of their timeline for the evaluation.

5. WHO WE WANT TO WORK WITH

- You are an experienced project evaluator with an in-depth knowledge of economic impact evaluation.
- You have experience of working on NLHF funded projects and delivering evaluations of NLHF funded developments.
- You have experience working within the cultural and/or community sectors.
- You are familiar with Manchester and able to regularly meet with Manchester Museum staff and partners in person.
- You are knowledgeable about equitable evaluation practices and share Manchester Museum's core values of care, imagination and inclusion in your work.
- You have a collaborative and supportive approach and willingness to work with museum staff, volunteers and partners.

6. ACTIONS & NEXT STEPS

To respond to this brief, or to ask questions, individuals and agencies should please email Stephen.Walsh@manchester.ac.uk and Helen.Mark@manchester.ac.uk

To apply please submit by 5pm 24th January:

- Costed project proposal including timeline
- Short portfolio that includes relevant examples of evaluations delivered by the applicant

Shortlisted applicants will then be invited to further discuss their proposals.

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