

Culture&

Whose Heritage? Research Residencies

EVALUATION BRIEF

Introduction to the Brief

Culture& wishes to appoint a freelance consultant to undertake an evaluation of the **Whose Heritage? Research Residency Programme** for Culture& and answering directly to the Whose Heritage? Residency Manager. The programme is funded through awards from the Art Fund and Arts Council England National Lottery Project Grants and runs from February – May 2021.

The evaluation must track the success of the programme measured against its stated outputs, outcomes and impact for each of the programme's parties which includes Culture&, the Researcher in Residence and the arts or heritage organisation for which the research is being undertaken.

Background Information and Context

Culture& is a BAME-led organisation working to diversify the UK's arts and heritage sectors, which it delivers this through its New Museum School workforce training and its public programmes which are delivered in collaboration with arts and heritage partners.

In 2020 the perfect storm of COVID-19 and Black Lives Matter impacted hugely on the wellbeing and career opportunities of New Museum School trainees. They strove to channel their emotions and effect real change and felt frustration at the UK arts and heritage sector's culturally exclusive and outdated interpretations of objects, collections, sites and monuments. They felt anger against the inequality of opportunity that still exists within the sector, preventing diverse individuals from securing sustained career progression in the industry.

In response to the inequalities exposed by COVID-19 and Black Lives Matter, Culture& devised a programme that would support arts and heritage organisations to reimagine collections whilst offering a career step to new graduates. The Whose Heritage? Research Residencies have the potential to open up collections to new interpretations and audiences and support young diverse professionals in their career development. The residency programme is a key aspect of Culture&'s continuing mission to expand the UK arts and heritage audiences and diversify its workforce during the restricted times of the COVID-19.

Whose Heritage? Research Residency Programme offers New Museum School graduates the opportunity to undertake a unique piece of research for one of Culture&'s arts and heritage partners namely, the National Trust, English Heritage, the Collections Trust, ArtUK, Pitzhanger Manor, Southbank Centre and Magnum Photos. Each residency equates to 24 days delivered over the programme's duration.

Project Objectives:

1. Through undertaking a residency young arts/heritage professionals will gain valuable research, curatorial and interpretation skills, enhancing their career prospects

Measure: Graduates will be supported throughout their residency to ensure their research is focused and the outcomes are met. Tracking career progress will be maintained through the alumni network

2. New interpretations of objects, collections and sites will allow arts and heritage organisations to share fresh narratives from diverse perspectives with audiences

Measure: Research undertaken will result in new narratives that offer new insights into our national heritage and address our colonial past

3. New narratives will relate meaningfully to diverse communities and lead to a growth in audiences for partner organisations.

Measure: Culture& and host organisations will work with graduates and to ensure appropriate interpretation and presentation methodology is adopted that will engage meaningfully with audiences and measured through the collection of qualitative and quantitative data

4. The project will maximise the use of digital tools to tell new narratives around objects, collections and sites and to reach diverse audiences. Culture& will strengthen its own digital profile through showcasing research residencies and present online debates around them and share learnings with the wider sector.

Measure: Use of a range of digital tools used to convey new research, narratives and descriptions of objects, collections and sites. Culture&'s creation of a new platform to present the research residencies and their outcomes. Culture&'s presentation of at least four online debates that will share issues and learnings raised by the programme with the wider heritage sector. Culture& will grow its digital profile and audiences - measured through analytics.

5. Culture& will continue delivering on its mission in helping build a diverse workforce and audience for the arts and heritage sector through lockdown restrictions caused by COVID-19

Measure: The history and narratives behind collections and sites will be opened up to new communities, measured through qualitative feedback from staff and visitors as well as quantitative for audiences. Diverse young professionals will have gained valuable career experience measured through the organisation and self- assessment.

Evaluation Outputs

The Evaluator will produce a succinct, well researched report which:

- 1 Evaluates the experiences of the Research Residents and host organisations in terms of the:
 - Quality of management of the programme
 - Research and interpretation outcomes and outputs
 - Impact upon the career development of graduates
 - Actual or transformational impact upon the organisation workforce and future employment strategy
 - Potential impact upon audiences
- 2 Evaluates the experiences of Culture& in terms of the:
 - Ability to deliver meaningful career development to graduates during restricted time due to COVID-19
 - Management of the programme by partner organisation
 - Ability to curate and deliver successful online activity to promote the programme
 - Sharing learning with the wider arts and heritage sector
 - Growing and developing sector partnerships
 - Value for money
- 3 Makes recommendations for sustaining the project's positive outcomes and potentially expanding the programme longer term
- 4 Includes an executive summary of the final report and recommendations

Delivery

Two printed copies of the report and a copy in electronic format

Skills and Knowledge

The successful candidate will be expected to demonstrate a high level of experience of designing and completing arts or heritage programme evaluations:

Culture& Whose Heritage Evaluation Brief

- Experience in mixed methods (qualitative and quantitative) evaluation methods
- Excellent written and verbal communication skills
- Robust project management abilities
- The ability to use initiative and work independently

Prior knowledge of the arts and heritage sector is essential.

Evaluation Timetable

Evaluator appointed	Week of 15 February
Evaluation start date	1 March 2021
Evaluation methodology and tools agreed	Week of 8 March 2021
Interim report on progress	30 April 2021
Draft evaluation report	21 May 2021
Final evaluation report	1 June 2020

The Whose Heritage? Research Residency Programme Evaluator will begin work on Monday 1 March. We expect the final report to be completed by **1 June 2021**

Fee

£2,400. Inclusive of VAT and travel expenses (based on the equivalent of 12 day's work at a daily rate of £200).

Expressions of Interest

Expressions of Interest outlining your approach to the brief should be emailed with CV and the names and contact details of two relevant references to Culture& Programme Co-ordinator samuel.pontin@cultureand.org by 09.00 on Monday 15 February 2021.

Shortlisted applicants will be contacted the week of 15 February and invited to discuss their expression of interest by telephone.