



# **Unlocking the Potential of the Old Gaol: Reconnecting Ely Museum with its Audiences.**

## **Evaluation Brief**

### **Introduction**

Ely Museum is seeking to appoint a consultant and/or consultancy to undertake the evaluation of the current redevelopment project. This document outlines the scope of work and timescales involved.

### **Background**

Ely Museum is currently undergoing a £2.2 million redevelopment. In December 2018 we were awarded a £1.66 million grant from the National Lottery Heritage Fund which forms the core of the funding for this project.

The transformational project has six primary objectives/ aims:

- a) Reconnect Ely Museum with its audiences, providing a heritage hub to locals and tourists and introduce them to the history of the area.
- b) Re-imagine galleries and provide welcoming visitor facilities, so creating an engaging destination for local communities, schools and visitors to the area.
- c) Signpost resources and trails which will encourage further exploration of the district.
- d) Enable the museum to become a facilitator to those who wish to explore the local history, working with community groups to research their own heritage and empowering them to express this through events and exhibitions.
- e) Programme outreach activities for schools and communities, reaching new audiences while building stronger connections with existing visitors.
- f) Develop an exciting series of events and exhibitions to welcome visitors to the new museum and demonstrate its role as a community space for the people of East Cambridgeshire and a strong partner in Ely's tourism offer.

### **Who we are**

Ely Museum is a local history museum and registered charity (number 1156024).

The Museum is housed within a Grade II listed building, which is best known for housing the Bishop of Ely's gaol from c.1679 until 1836. The site also encompasses a paved yard, which was used by the felons for their exercise. The building has a small modern extension which houses the education room, visitor facilities and store. Also, the older part of the building currently includes two temporary exhibition areas, a small shop and two offices.

The Old Gaol building is leased by the CIO from East Cambridgeshire District Council, who own the building and the site. The Old Gaol building contains within it evidence of its former uses such as a prisoner's graffiti and a disused spiral staircase. It is of great value to the local community as a source of knowledge about the history of Ely as well as its more general historic and architectural interest.

Within the Grade II listed area of the Museum are nine galleries, telling the story of the Isle of Ely and surrounding district from the Jurassic to the 20th century. The displays include part of the Museum's Collections, with the rest being in store. The Collection of approximately 4000 items covers local geology, archaeological finds from prehistoric, Roman, Anglo-Saxon, medieval and post-medieval periods, social history items relating to domestic life in East Cambridgeshire, fenland traditions and lifestyle including farming and drainage, local trades and the second world war period.

The museum is managed by curator, Elie Hughes, who is the main point of contact for this work and the Project Director.

### **Evaluation - Measuring success**

The evaluation consultant will be expected to work alongside the museum team to design and carry out a programme of evaluation to help us understand the impact of our project and provide recommendations for the future. Consultants are therefore required to develop an Evaluation Plan that puts in place measures to evaluate the project in terms of the outcomes of the project as a whole.

This falls into two categories:

1. Evaluation of the Activity Plan and programme of audience development and visitor satisfaction, looking at recommendations for ongoing audience engagement. This will consist of
  - Interim report evaluating the activities in the closure period, with learning and recommendations to apply to events in the future
  - Interim assessments of the activity programme of the new museum, leading up to a final review and report after a year of activity programming (ie after summer 2020) evaluating against agreed targets and criteria, including National Lottery Heritage Fund outcomes, with recommendations and targets for future planning.
2. Evaluation of the project process and of the visitor response to the new museum to provide learning for future projects and to be shared with the wider sector.

The consultant will be expected to produce a series of brief but informative interim reports and a comprehensive final report. The consultant will be expected to make reference to the Evaluation Guidance prepared by the National Lottery Heritage Fund. The final written report should interpret the full range of agreed evaluation data gathered from across the project and assess evidence of achievement against the relevant outcomes, for example:

- Who benefited from the project?
- What were its impacts for heritage, people and communities?
- What did the organisation learn from the project?
- Which areas did not perform as expected and any reasons for this.
- Any unexpected outcomes.

## **Timescales**

The consultant will be expected to identify a suitable programme of works for this brief in consultation with the Project Director to ensure timely and worthwhile implementation and feedback.

The key project milestones are:

*September 2019 - closure of the museum to the public and start of outreach programme*

September - October 2019 - initial assessment and gathering of baseline data

September 2019 -August 2020 - assessing the community project and public outreach work during the closure period

*September 2020 - reopening and launch of new Ely Museum*

September - November 2020 - Assessment of the initial reopening of Ely Museum

April 2021 – Report on assessment of first six months after opening

October 2021 - Report on assessment of the first year of opening as the project-funded programme of community activities comes to an end.

## **Experience / Knowledge**

We are seeking to appoint a consultant and / or a consultancy who can demonstrate the following:

- Experience of working with Museums
- Experience of working on complex multi-year heritage or educational projects.
- Ability to be flexible and work collaboratively with a small team of staff and volunteers
- Experience of using a range of evaluation tools that collect qualitative and quantitative data
- Proven skills in measurement of programme outcomes, including people and community engagement/ wellbeing and social inclusion and advocacy outcomes using a range of evaluation techniques.
- Experience of analysing monitoring, evaluation and impact assessment data to draw meaningful conclusions and reports.
- Strong report writing and presentation delivery skills.

## **Budget**

The initial project budget for evaluation over the two years of the project is £10,000 excluding VAT.

Applicants will be expected to provide a cost breakdown indicating costs for ALL evaluation resources etc as well as their own time and travel expenses across the programme of work.

## **Particulars of appointment**

The final report will be copyright of Ely Museum.

Unless stated otherwise, payment terms will be 30 days from receipt of invoice. Invoices are to be

made out to/ addressed to Ely Museum CIO but submitted to the Project Manager, who will review and issue a payment recommendation accordingly.

Please provide details of your Professional Indemnity Insurance. Confirmation of this insurance cover is required prior to appointment.

The intention is that the appointed Consultant will execute a Consultancy Deed in favour of Ely Museum CIO.

### **How to apply**

**Applications must be submitted no later than 5pm 22/8/19**

The closing date for questions is 5pm on 16/8/19.

**It should be noted that Ely Museum is closing to the public on September 1<sup>st</sup>, so any opportunities to visit the museum while in full operation would need to take place before this time.**

Applications should include a proposal outlining methodology for approaching this project and deliver it according to the timescales and budget. Please cite examples of previous similar work, a schedule for fee invoicing and include at least two references.

Send applications (marked CONFIDENTIAL) to Sara Adderson at

Post: Ely Museum  
The Old Gaol  
Market Street  
Ely  
Cambridgeshire  
CB7 4LS

Email: [sara@elymuseum.org.uk](mailto:sara@elymuseum.org.uk)

### **Contract award criteria**

#### **Price (40%):**

The lowest compliant tender with appropriate resource allowances will receive the full award of 40%. Other tenders will be scored on the basis of their tender sum compared against the lowest tender

as a portion of the 40%; weighting (40)

#### **Quality (60%):**

- Experience of the proposed team/ lead person – this will cover an assessment of the qualifications and relevant experience of the nominated individuals/ team: weighting (40)
- Methodology/ approach for undertaking the role giving consideration to and demonstrating understanding of the particular nature of the project: weighting (20)

**Interviews will take place during the first week of September.**

Ely Museum is not required to accept the lowest or any application.