

Aldeburgh Museum's Moot Hall

Regeneration Project



Evaluation Consultancy Brief

The Aldeburgh Museum is seeking to appoint an Evaluation Consultant to work closely with the Project Team to undertake continuous formative evaluation of the *Aldeburgh Moot Hall Museum Regeneration Project* to support the project meet its objectives and approved purposes, and subsequent final summative evaluation and identification of 'lessons learnt' that can inform practice in the wider heritage sector.

Aldeburgh Museum

Aldeburgh Museum is a Charitable Incorporated Organisation. It works to acquire, maintain, display and interpret for public benefit a collection of objects and records pertinent to the history of Aldeburgh, its people and its immediate locality. Our vision is to be an inspiring and progressive local museum that actively engages people of all ages with the rich heritage of Aldeburgh and its surroundings.

The Museum is located in Aldeburgh's Grade 1 listed Moot Hall. The Moot Hall was built to reflect the growing prosperity of the Borough of Aldeburgh in the mid-16th Century and has served as the Town Hall and centre of governance ever since. Of national significance, the timber-framed building, containing many original features, has been, and remains at the heart of the Town and its social and community life. Six self-contained shops originally occupied the ground floor and their carved facades remain visible today. In the upstairs Chamber, Council meetings and local events are held.

Today, the Moot Hall has strong cultural associations with Benjamin Britten, the internationally renowned composer. The Town and its surroundings of sea and marshes provided inspiration for much of that composer's work. Aldeburgh and the Moot Hall were central to Britten's opera *Peter Grimes*.

The local governance of the town has been administered from the Moot Hall from Tudor times to the present. The significance of this centuries' old living heritage is exceptional. The Moot Hall building provides evidence and insight about how local governance was discharged during the Early Modern Period, how, within the local community, society flourished, and how Aldeburgh's economy first developed and then declined until the advent of tourism saved it during the 19th Century. As such, it offers a living heritage of local governance, a theme that will permeate the *Aldeburgh Moot Hall Museum Regeneration Project*.

The Museum's collections illustrate Aldeburgh's rich heritage. These include:

- Artefacts from the UK's oldest Anglo-Saxon burial ship (predating Sutton Hoo) which was discovered at nearby Snape
- Finds from local archaeological digs which have discovered both pagan and Christian graves
- Displays on the effects of wind and water on the coastline and on the social history of the area
- Displays presenting the role of influential families in Aldeburgh's history particularly the Garretts and the Cables. Newson Garrett was a renowned industrialist. Two of Newson's daughters, Elizabeth and Millicent, were outstanding in their fields. Elizabeth Garrett Anderson was the first woman to practice as a doctor in Britain and was the country's first female Mayor. Millicent Garrett Fawcett was an inspirational suffragist and social reformer who co-founded Newnham College, Cambridge. The Cable family have given a lifetime commitment to the sea. James Cable is revered for his bravery: during his long service as Coxswain he was awarded three RNLI silver medals
- Items chronicling the growing leisure industry and impact of the railway
- Evidence of the fluctuating fortunes of the shipbuilding and fishing industries
- More recent local history represented by a large and growing archive of photographs, prints and, increasingly, oral records
- Evidence of Aldeburgh as a magnet for artists. Numerous poets, painters, writers and musicians have spent time in Aldeburgh, featuring the Town and environs in their work. Edward Clodd attracted 19th Century literary luminaries to his gatherings. Benjamin Britten's opera, "Peter Grimes", shows the interchange of ideas in the arts, the opera having been adapted from "The Borough", a collection of local poems by George Crabbe. This interchange extends to the visual arts today, for example, Maggie Hambling's "Scallop Shell", dedicated to Britten.

Combined, the Museum's heritage appeals to a wide range of people from children and families to researchers and academics.

The Aldeburgh Moot Hall Museum Regeneration Project

The *Project* has been generously supported by the Heritage Lottery Fund (HLF). In summary the project will build on the current strengths of the Museum, and its effective partnership with Aldeburgh Town Council to:

- Reinvigorate and reinterpret current displays and broaden their appeal to an increased number, and wider range and diversity of visitors
- Better interpret the Moot Hall, with a focus on its continuous use as a centre for local government since Tudor times
- Improve visitor access and circulation with a complete redisplay, incorporating updated alarm and artefact protection. New, coherent visitor orientation and sympathetically applied digital technology will enhance visitors' understanding and exploration of our heritage
- Introduce changing temporary exhibitions to widen interest and encourage repeat visits
- Implement an outreach programme to target families and children, schools, elder care settings
- Recruit, train and develop additional people to a diverse range of new volunteering opportunities
- Forge partnerships with regional museums, history associations and local and national agencies.

The *Project* will help conserve and protect Aldeburgh's rich heritage. Through the *Project*, people will learn about and value heritage using new interpretation, trails and online resources. People will be able to participate in and learn from a wide-range of heritage activities. The Project will work with schools to enable young people and their teachers to develop their skills and competencies, and with elder care settings to promote reminiscence and wellbeing. A new volunteering programme will encourage a wider range of people to be actively and purposely involved in new ways. By providing increased opening, new interpretation, promotional materials and trained greeters, the Museum will become a more attractive visitor destination. Activities and events will be designed to cater for a range of learning styles and different levels of engagement and participation.

In addition, and importantly, the proposals seek to contribute to the long-term sustainability of the Museum after the HLF funded project is completed.

Scope of work

The successful consultant will work closely with the Project Team to produce a detailed Evaluation Plan that reflects intended project outcomes, and meets HLF standards as set out in the HLF document: *Evaluation – Good-practice guidance. October 2012*. The plan will build on the monitoring and evaluation strategy presented in the projects' Activity Plan and support the capturing of rich and relevant data and its analysis to inform practice in-project (formative evaluation) and lead to a final summative evaluation report.

Our aim is to engage a consultant with strong facilitation skills, who will work collaboratively to enthuse, train and support the Project Team and Museum volunteers in embracing evaluation aims, ensuring that the objectives of the Evaluation Plan become embedded across our work. As a result of the appointed consultant's input Trustees, staff, volunteers and other stakeholders should feel a shared ownership of the evaluation process and be empowered to contribute to and learn from the process.

Specific areas of evaluation activity will include:

- Review of our current data and evaluation methods in relation to the desired project outcomes
- Engage Trustees, staff and volunteers in the evaluation process through workshops and regular communication regarding the benefits of effective and creative evaluation as well as its intended outcomes
- Collaborate with the Project Team to identify appropriate evaluation indicators (quantitative and qualitative) building on the evaluation strategy presented in the *Projects' Activity Plan*
- Work with Trustees, staff and volunteers to research and test data collection methods with user and stakeholder groups, in order to develop a robust evaluation and review process
- Develop guidelines and tools to support the project adapt in response to feedback from target audiences throughout delivery
- Deliver an Evaluation Plan that meets both the project's and the HLF's aims
- Support the implementation and management of the Evaluation Plan and the risks associated with delivery, ensuring that all deliverables reflect organisational capacity (Trustees, volunteers, staff and other resources)
- Ensure a sustainable approach to all evaluation, working with the project Team to identify ways of maintaining organisational learning post-project
- Oversee the implementation of the Evaluation Plan throughout the delivery phase of the project

- Provide mentoring and support to Trustees, staff and volunteers in collecting data and adapting the project based on monitoring results and feedback
- Be involved directly in some data collection activities, particularly those which require expert input (e.g. facilitating workshops, undertaking in-depth interviews)
- Support the processing and use of collected data in a meaningful manner so as to ensure evaluation makes a meaningful difference to the Museum and the way we fulfil our charitable aims
- Identify potential problems and issues, and take a positive, collaborative approach to developing solutions
- Contribute to, and meet agreed deadlines to ensure the implementation of the Evaluation Plan, taking account of the overall project timescales and organisational commitments
- Produce interim (formative) evaluation reports on an agreed basis
- Produce a final (summative) evaluation report written and submitted in accordance with agreed project timescales, and which meets the project's and HLF's evaluation requirements
- Provide appropriate facilitation, training and tools to ensure the outcomes of evaluation exercise can be embedded into the Museum's long-term plans and activities.

Project timescale

Stage 2 approval:	July 2018
Volunteer and activity development officer appointed:	November 2018
Museum closes	November 2018
Capital works	January – May 2019
Museum re opens	May 2019
Activity programme completed	June 2021

Budget

A budget of £8,300 is available for this evaluation consultancy. This sum includes travel, subsistence, disbursements and all other costs and but is exclusive of VAT if applicable.

Application Instructions

Tender Opportunity Published: 22/11/2018

Any queries please contact julian.ayre@outlook.com

Deadline for Submission: **5pm on 7th December 2018.**

The tender document must be submitted in PDF format, on CD or by email to,
julian.ayre@outlook.com

or posted to

**Aldeburgh Museum,
The Moot Hall,
Aldeburgh,
Suffolk IP15 5DS**

Interviews (if selected): week commencing **10th December 2018**

Start-up meeting: **January 2019**

Submission of final evaluation report: **June 2021**

Content of tender submission

The tender submission should include:

- Your proposed methodology and approach to the evaluation
- Your proposed timetable including milestones
- Details of previous experience of evaluation consultancy of this type including projects supported by the HLF
- Details of all the members of staff who would work on the evaluation consultancy and the number of days each will contribute to the evaluation
- Two relevant professional referees we may contact

Selection criteria

The successful Evaluation Consultant will be selected according to the price, quality, experience and methodology. The Museum does not undertake to accept the lowest, or any tender.

Criterion	Percentage weightings
Price	20%
Implementation and / or method statement	40%
Prior experience and references	40%