

Last Updated: Friday, 21 January 2022

Evaluation Tender

IMPORTANT: If you require this information in a different format or have any access requirements for or during this tendering process, please do not hesitate to contact Molly Scarborough, b-side's lead for Access and Talent Development:

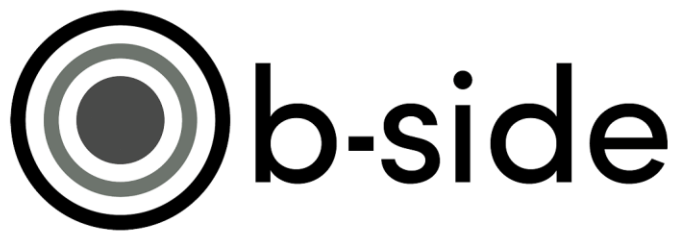
molly@b-side.org.uk

Summary and Context:

b-side are seeking an external evaluator to measure the social, economic, and creative impact of our work. We want to better understand and more rigorously monitor the change b-side is making to all the stakeholders we work with: artists, audiences, partners (creative, cross-sector, and financial), participants, and our team. As b-side moves toward a model of co-creation, between the artists we commission and the communities we engage with, we are seeking an evaluator that can clearly, methodically, and sensitively measure the experiences of all our project collaborators.

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1. Introduction to b-side

A Thousand Idea, One Amazing Island

www.b-side.org.uk

b-side is a festival and arts organisation that embodies, enriches, and extends out from its place of origin – the Isle of Portland (Dorset). We commission new artworks made by artists and communities from across the UK and across the world. These site-specific and site-responsive artworks are shown at our biennale festival and – coming soon – through a year round programme of talks, walks, and creative activities bringing artists, communities, and audiences together. Founded in 2008, b-side became an Arts Council England National Portfolio organisation in 2014. We have recently strengthened our operations and would now like to deepen our community engagement on the island and grow the awareness of b-side's creative methods across the UK.

Our Vision

b-side is a nationally recognized and locally loved organization, known for catalyzing unique, innovative, and pioneering projects that creatively connect and engage people and place. The Isle of Portland is a thriving place for people to create art and enjoy culture. The stories, histories and mysteries of the Isle of Portland are circulated world-wide.

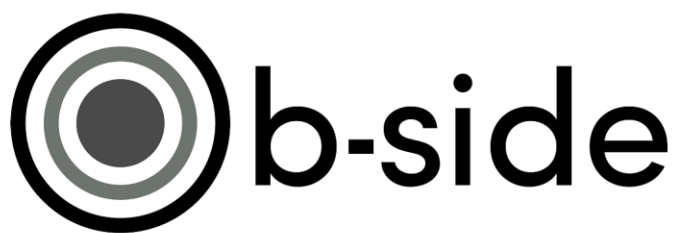
Our Mission

b-side generates opportunities for artists and communities - from across the island, and across the world - to create site-specific and site-responsive artworks in conversation with the Isle of Portland. Through these processes, we explore what we have in common, beyond the boundaries of the island. b-side invites individuals and communities to create and experience culture.

People personally benefit from culture through its connections to positive health and well-being, environmental awareness, and socio-economic empowerment.

Our Values

- *Place:* Our home is an island steeped in history, industry, and folklore. We invite residents and visitors to uncover Portland's past, explore its present and imagine what it might become. Through culture, the Isle of Portland innovates out and into the world.
- *Play:* We encourage artists and communities to be playful, curious and to experiment. We give opportunities to take creative risks.
- *Diversity:* We embrace wide ranging heritages, ideas, and influences. This diversity enriches our programme, workforce, and community. We strive to never settle; to be ever changing, and ever open.
- *Dynamism:* We spark dynamic artistic processes, ideas, and collaborations. We encourage new energy and ideas in artistic and organisational practices.



2. Evaluator brief

b-side is rooted in and across the Isle of Portland and our work is all about connecting people from all over the world to this raw and magical place. We currently evaluate our activities using qualitative (Audience Agency survey) and quantitative (Arts Council England annual survey) methods. We also undertake some novel evaluation activities such as commissioning an artist to make a piece of work about our programme, that tells us what people think of b-side in often unusual and abstract ways. We have 7 goals we work towards, each with Key Performance Indicators (KPI's) and activities that connect to these goals. Our evaluation methods, however, require more scrutiny. We need to implement evaluation earlier on in our programmes, and we need to create overarching and long-term outcomes that really speak to the change we want to make with our work at b-side.

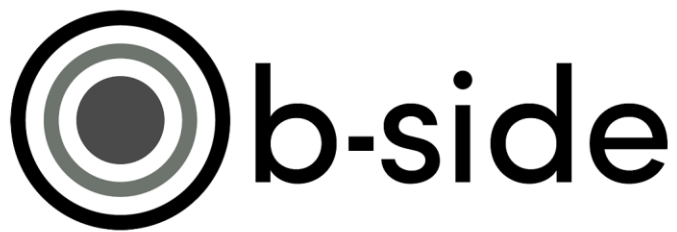
The below aims to outline the tasks we are seeking an external evaluator to undertake and to our desired timeline as well as assumed costings. We understand you may propose a different timeline and/or methods in your response to this tender as well as a different breakdown of the budget/fee.

Stage One | March – April 2022 | Fee: £1,500:

- **(1st March) Inception.** Meeting with b-side Board and Team.
- **(March) Undertake Desk research** (for example read our area data and demographics, our current evaluation framework, our previous reports, b-side's business plan, understand our major grant contracts)
- **(March) Support us to refine our organisational Outcomes and the Long-Term impact we want to make.** This impact to be based on evidence, data, and area and sector demographics. (Write these Outcomes into evaluation framework).
- **(March) Analyse where and how these Outcomes meet the outcomes of our core and major funded programmes:** Current major funders include Arts Council England, Dorset Council, the Heritage Lottery Fund (2022 – 2023), and the British Council (2022). (Ensure this is embedded in evaluation framework).
- **(April) Construct evaluation framework, robust KPI's, and monitoring and evaluation tools based on the above.** Use recommended tools and toolkits such as the Audience Agency's Audience Finder and Arts Council England's Audience and Insight Toolkit.

Stage Two | May – October 2022 | £2,000:

- **(May – October 2022) Organise and undertake short monthly meetings with b-side team to ensure the tracking of quantitative data for each programme** (this is assuming Team will be in charge of tracking quantitative data for b-side programming, you may of course suggest alternative methods).
- **(May – October 2022) Undertake qualitative data gathering methods** (please detail in your response to this tender) for each major b-side programme.
- **(August) Analyse quantitative and qualitative data to date** and present mid-contract verbal report and recommendations (a reflective session) to team and board.
- **(September) Undertake extensive interviews and/or appropriate agreed evaluation methods at b-side Festival 2022.**
- **(October) Analyse quantitative and qualitative data to date** and present post-festival verbal report and recommendations (a reflective session) to team.



Stage Three | November 2022 – February 2023 | £1,500:

- **(End February) Present final evaluation report** to Team and Board with recommendations.
- **(End February) Contract review.**

Expectations of end of contract report: using the agreed evaluation framework, the final evaluation report should analyse the quantitative and qualitative data gathered throughout the year against b-side's outcomes. The report will provide evidence of how b-side have met or not met ambitions and outcomes, as well as give an overview of the change and impact b-side is having on its diverse stakeholders. The report will draw robust conclusions from evidence gathered and offer lessons and recommendations to feed into future programmes and organisational change.

Expected Outputs:

- Maximum 8 page written report.
- Plus one-page infographic that quickly and visually demonstrates our impact to stakeholders and other external audiences.

3. Desirable Skills and Experience

We are looking for evaluation consultants with the following:

- Experience of working on complex multi-year cultural (arts, museums, historic sites, heritage) projects with the ability to evaluate activity plans;
- Proven skills in measuring project outcomes using a range of evaluation techniques;
- Experience of data handling, coding, analysing, and interpreting evidence to draw meaningful conclusions;
- Experience of writing high quality evaluation reports;
- Experience of training and supporting staff and volunteers to get the best out of the evaluation process;
- Experience of running reflective sessions with boards, volunteers, team, and stakeholders.

4. Submission Requirements

Kindly send to rocca@b-side.org.uk by 5pm Friday 18th February 2022:

1. A proposal (max 3 pages) outlining your approach and methodology to this tender. We are particularly interested to understand what qualitative methods/approaches to evaluation you use, and what we might expect from the mid-contract reflective sessions and end of contract report.
2. A budget breakdown of the stated fee and expenses.
3. Please reference up to 3 similar contracts you have undertaken. Include: title of contract, brief outline of work, date of completion.
4. Please also include 2 reference contacts.
5. The extent of your professional insurance or indemnity cover

Important note: We expect consultants to be familiar with Arts Council England and National Lottery Heritage Fund guidance on evaluation.



5. Contract Terms and key dates:

Tender Live: Monday 24th January 2022

Queries and Questions: to rocca@b-side.org.uk and by Friday 4th February 2022. Based on questions received, any updates or edits to this tender will be published online.

Deadline to submit response to tender: 5pm, Friday 18th February 2022.

Submit response to: rocca@b-side.org.uk

Notification and contracting: by Friday 25th February 2022.

Inception meeting: 12pm (midday), Tuesday 1st March 2022

Contract period: 12 months service contract with possibility of extension. 2 month probationary period (until end of Stage 1).

Fee: £5,000 including VAT, plus expenses of up to £1,000. All applicants to be registered self-employed and responsible for their own taxation. Payments will be made in 3 tranches and in relation to each stage listed in section 2 (evaluator brief).

6. Further Useful Notes and Information

Documents you will receive at inception phase:

- 2022/23 Business Plan including b-side's 7 Goals and KPIs;
- Our current Evaluation Framework;
- Arts Council England, National Portfolio Organisation, 2022/23 Terms and Conditions;
- All major grant contract reporting obligations.

The groups who we would like this evaluation to cover:

- **Artists:** those we commission for our festival and year round programme.
- **Audiences:** both Isle of Portland residents and visitors to the island.
- **Participants:** people who participated in workshops/parade/events.
- **Partners:** financial, creative, community.

Evaluation Tools that b-side currently actively use and/or would like to consider using:

- <https://impactandinsight.co.uk/>
- <https://www.theaudienceagency.org/audience-finder-data-tools>
- <https://socialmobilityworks.org/toolkit/creative-industries-measurement/>
- <https://www.culturalvalue.org.uk/our-work/evaluation/evaluation-principles/>

End.