

A Window into Coventry

Pilot Outreach project

Brief & Invitation to Tender

Evaluation Consultant

Deadline for tenders:	Friday 4 February 2022, 5pm
Interviews:	Successful tenders will be invited to interview on Wednesday 9 / Thursday 10 February 2022 via Zoom
Client:	The Stained Glass Museum South Triforium, Ely Cathedral, Cambs, CB7 4DL
Project:	A Window into Coventry (NS-21-00302)
Project Lead:	Jasmine Allen, Curator (& Project Director) 01353 660355 / curator@stainedglassmuseum.com
Location:	The project will be delivered in Coventry, CV6
Project Start: Project End:	14 February 2022 (Evaluation planning starts) 20 May 2022, 5pm (deadline for Evaluation Report) (See Key Dates below)

Overview

The Stained Glass Museum is an independent, fully accredited museum and Charitable Incorporated Organisation (no. 1169842) governed by a Board of Trustees. The organisation was founded in 1972 to rescue stained glass windows from redundant buildings, and the museum first opened to the public in 1979. The Stained Glass Museum is located inside Ely Cathedral and in a normal year attracts around 25,000 visitors a year. The museum looks after an internationally significant collection of stained glass from both religious and secular contexts. The Stained Glass Museum actively promotes the history and appreciation of stained glass to diverse audiences through its collection and wide-ranging educational and community outreach programme.

The Stained Glass Museum is keen for more people to discover, appreciate, enjoy and learn about stained glass, and to expand its outreach across the UK. The museum is at the early stages of planning a relocation from Ely to a redeveloped site in Coventry. The 'A Window

into Coventry' project is a pilot project to intended to help foster creativity and pride in Coventry city's stained glass heritage within the local community. It is intended to reach new audiences, develop new partnerships, extend the museum's reach, and test out new learning initiatives in a new geographical area and region with a more diverse population in terms of race, ethnicity, age and economic background than the museum's current local community.

'A Window into Coventry' is funded by the National Lottery Heritage Fund and will be delivered in partnership with local Coventry community group Foleshill Creates and a local stained glass artist in March 2022 (see key dates below). The project will take place during Coventry's year of City of Culture and provide an opportunity for The Stained Glass Museum to highlight the significance of the city's stained glass heritage, both medieval and modern, to encourage creativity deepen the local community's connections to this art form and local heritage.

Key Partners and Project Roles

Project Funder	National Lottery Heritage Fund (Project Grant NS-21-00302)	Contact: Richard Jones, Investment Manager, National Lottery Heritage Fund
Project Lead	Jasmine Allen	Director and Curator, The Stained Glass Museum
Community Facilitator	Viktoria Sesi	Foleshill Creates
Artist	Jamal Rafay	Stained Glassic
Evaluation Consultant	TBC	

Participants

A maximum of 12 participants will take part in the project. Participants will need to be available for all 4 workshops and will be recruited via Foleshill Creates, a group that brings together people from the Foleshill area through art and creativity, and encourages community cohesion, sharing skills, stories and knowledge. Foleshill Creates facilitates access to arts for people who may have come across barriers, challenges or felt excluded from arts participation. Sessions are open to anyone, free to attend, and take place in local venue Broad Street Meeting Hall.

Project Outputs

<u>Output 1</u>	A 4-week participants' programme to include:	
	Workshop 1 Tuesday 1 March 2022, 10:30-12:30 <i>Introduction to stained glass and the project. Talk, discussion and handling (2 hours)</i>	

	<p>Workshop 2 Tuesday 8 March 2022, 10:00-15:00 (with lunch break) <i>Introduction to Glass Painting with Jamal Rafay (4 hours glass painting with lunch and coffee breaks)</i></p>	
	<p>Workshop 3 Tuesday 15 March 2022, 10:30-12:30 (TBC) Site Visit – Coventry Cathedral & Coventry Guildhall for inspiration <i>Explore creative responses to stained glass through word, visual, digital, film and other media. What images would represent their world/lives today. Time for discussion and begin thinking about their own project and also feed into designs/ideas for artist to create stained glass piece.</i></p>	
	<p>Workshop 4 Tuesday 22 March 2022, 10:00-15:00 (with lunch break) Glass Painting part 2 - working on individual pieces. (4 hours glass painting with lunch and coffee breaks)</p>	
<u>Output 2</u>	An exhibition of participants' work inspired by Coventry's glass (co-curated by participants) in a local venue (venue TBC).	
<u>Output 3</u>	An online archive documenting participants' responses to the stained glass heritage of Coventry. This may be on the SGM website, or through a FB page.	

Photographs and film will be taken throughout the project and participants will be provided with a sketchbook/journal asked to document their experience in creative ways, e.g. words, pictures, videos.

Aims of the project

For the Foleshill community

- learn about heritage, leading to change in ideas and actions
- new interest in local heritage
- give pride in local heritage
- develop skills
- improve wellbeing
- foster sense of community

For The Stained Glass Museum / Coventry community

- pilot activity to reach new audiences
- develop new partnerships
- ensure local heritage is identified and better explained
- ensure local stained glass heritage is better valued, appreciated and enjoyed by the local community
- increase community engagement with local heritage
- increase cultural participation
- encourage social cohesion through discussion and collaboration
- promote and encourage creativity

Importance of the Evaluation

The evaluation of this project will help shape further proposed projects to engage local audiences with stained glass as both a living art form and as part of our historic cultural heritage.

This pilot project will also help inform The Stained Glass Museum's proposed activities for a potential relocation to Coventry. The evaluation, and the understanding we gain from the project, will feed into our business and activity plans for a major capital development bid for relocation. It will also help to inform how we develop our new interpretation, activity, and audience plans, in order to successfully engage with new local communities in a different geographical region and location.

Detailed evaluation is essential so that we can understand the impact of the project, where it has succeeded and where it could be improved. This evaluation will also help us understand what changes we would need to make for future community engagement and outreach activities.

Scope of Work

The Evaluation Consultant will need to:

- Create an evaluation plan and framework (such as the Logic Model from NLHF) at the start of the project to evaluate the impact of the four-week programme and subsequent exhibition / online archive.
- Ensure appropriate baseline data for the programme participants is collected to measure their interest/knowledge and perceptions/expectations of the project.
- Create impact assessments to evaluate the benefits of the project to this group, and measure impact and engagement at key points during the project.
- Use qualitative and quantitative evaluation tools, both in person, paper, online, and through informal chats with individual participants to measure participants' engagement and the success of this project against intended aims and outcomes, using examples of best practice elsewhere and appropriate methodology.
- Use informal feedback such as conversation snippets and visual records where appropriate as records of evaluation, e.g. photography, film, screenshots of social media reactions.
- Assess how the project has achieved its aims and outcomes at the end of the

project, assessing any change from participants' initial perceptions to end of project reflections.

- Produce a final evaluation report including findings, in a format that meets expectations of funders National Lottery Heritage Fund.
- Include recommendations/learning for future engagement projects.
- Comment on the wider impact of the project for the city of Coventry and its heritage sites, e.g. Coventry Cathedral, Guildhall and the local community (e.g. through exhibition), where possible.

At the end of the project we would like to know how the project impacted:

- community engagement with local heritage
- connections with stained glass heritage
- knowledge transfer
- the development of new skills
- creativity
- participants' and community wellbeing
- sense of social cohesion.

Key Dates of Activities:

The Evaluation Consultant will need to start work imminently to ensure key data is collected before the anticipated start of the project on **1 March 2022**.

It is expected that the Evaluation Consultant will be available to attend at least two of the workshops in Coventry to meet with participants and facilitators in person.

<i>Pre-visit to drum up interest</i>	<i>end of Jan/early Feb 2022</i>
Workshop 1	Tuesday 1 March 2022, 10:30-12:30
Workshop 2	Tuesday 8 March 2022, 10:00-15:00
Workshop 3	Tuesday 15 March 2022, 10:30-12:30 (TBC)
Workshop 4	Tuesday 22 March 2022, 10:00-15:00
<i>Post-visit to plan exhibition and gather info for online archive</i>	<i>Tuesday 29 March 2022</i>
<i>Local exhibition of participants' work and responses</i>	<i>April 2022</i> <i>Venue TBC</i>
<i>Online archive</i>	<i>Launch April-May 2022</i> <i>Format and host TBC</i>
<i>Completion of Evaluation</i>	<i>20 May 2022</i>

The Evaluation Report will need to be completed by **5pm on 20 May 2022**.

Budget and Payment Schedule

The Evaluation Consultant(s) contract is for **£1,500 including VAT**. Please note this fee includes all expenses (including travel) and any other costs.

Payment will be in two instalments, the first half payable on contract (February 2022), and the second half on timely delivery of the final Evaluation Report (May 2022).

How to Apply and Awarding Criteria

A proposal for undertaking the work should include:

- A brief overview of approach and methodology planned for delivery of the work
- details of staff allocated to the project, together with experience, particularly working directly with different communities
- the daily charging rate of individual staff involved
- confirmation that the timescales of the project can be met
- an overall cost for the work
- examples of past clients / projects
- a statement as to why they feel qualified to deliver this element of our project

Tender applications should be addressed to:

Jasmine Allen, Director and Curator (Project Lead)

curator@stainedglassmuseum.com

01353 660355

and submitted by email by the deadline of Friday 4 February 2022, 5pm