

## EVALUATION CONSULTANT BRIEF

### Tavistock Town Council Guildhall Gateway Project

#### 1. Introduction

Tavistock Town Council is seeking to appoint a suitably-experienced consultant with a track record in evaluating HLF-funded projects as part of its 'Guildhall Gateway' Project.

#### 2. Background

The Guildhall Gateway Project will redevelop Grade II\* listed Tavistock Guildhall to create a multi-purpose sustainable community venue which will celebrate the history and heritage of this iconic range of buildings at the heart of Tavistock, and of its surrounding environment, making them accessible to people of all ages.

The project will achieve this by opening up public access to the Guildhall's historic courtroom and police cells, by providing a range of interpretive experiences within these spaces, by offering a new learning, volunteering and activities programme for people of all ages, and by making space available for events and community use outside of general public opening times. The ongoing Visitor Centre offer will be delivered and managed by our project delivery partner, Tavistock Heritage Trust.

Visitors will be able to explore and discover the fascinating history of the building and of Tavistock's wider heritage, which forms the eastern gateway to the Cornwall and West Devon Mining Landscape World Heritage Site (WHS). They will be able to participate in and enjoy a range of memorable and diverse activities and experiences.

There will also be a new 'one-stop-shop' for Council and other public services based in the Guildhall, providing convenient and easy access to a range of information and support.

The proposed provision by our delivery partner, Tavistock Heritage Trust, of a new tourist information service based in the former Tourist Information Centre adjacent to the Guildhall will complement and further augment this range of public services and the Guildhall Visitor Centre offer.

The project will enable us to build on Tavistock's status as a prime tourist destination on the doorstep of Dartmoor National Park, and as the "urban jewel" in the Cornwall and West Devon Mining Landscape World Heritage Site, and make a significant and long-lasting contribution to heritage-led regeneration and learning in Tavistock.

The project is a key step in the implementation of strategic plans, for the Guildhall and for Tavistock's World Heritage, which have been developed over the last decade through extensive public consultation by a broad partnership of public, private and voluntary sector organisations.



The project, which has backing from all sections of the community, will build on existing HLF investment in the town through its Townscape Heritage Initiative fund and return the Guildhall to its historic place at the heart of community and civic life in Tavistock.

Works are expected to start in 2018, with the redeveloped Guildhall expected to open to the public in 2020.

### **3. Activity Plan**

The project's planned range of activities as set out in the HLF Round Two Activity Plan include:

- Delivering outreach sessions at Tavistock Primary school.
- An in-depth project through the duration of the Guildhall project with a class at Whitchurch Primary school.
- Tavistock Town Tours, a Tavistock College Vi Form project delivered to 90 primary school children.
- A co-produced partnership project with the South West Police Heritage Trust and 10 young people at risk of offending.
- Recruiting and training volunteers to act as tourism information assistants, stewards and tour guides in the Guildhall and the town.
- Guildhall memories, an oral history project involving volunteer researchers.
- Four family learning days.
- Two conservation building skills workshops.

The planned target audiences are:

- Schools - with a focus on pilot and in-depth projects during the delivery phase in partnership with Tavistock schools; wider school audience once the Guildhall is open to the public
- Families with children, especially children aged 5 to 11 who can in part be reached through the schools projects
- Tourists
- Young people at risk of offending

In addition the project will also work with existing audiences for heritage in Tavistock.

### **4. Purpose and Scope of Work**

The overall purpose of this assignment is to evaluate the Guildhall Gateway Project and Activity Action Plan in line with the project's objectives to enable us to measure the difference the project has made for heritage, for people and for communities.

The purpose is also to ensure that Tavistock Town Council staff and members, and Tavistock Heritage Trust's staff, volunteers and trustees, are able to reflect on their achievements and the lessons learnt from this project. This is particularly to inform the effective long term management and maintenance of the partnership in running the



Guildhall, and potentially to inform the partnership's collaboration on future heritage projects in the Tavistock area.

Key tasks/outputs to include:

- Devise evaluation methodologies and create an evaluation framework to organise feedback responses against the Guildhall Gateway Project and Activity Plan objectives in accordance with HLF Evaluation Good Practice guidance.
- Collect, write up and evaluate feedback from activities.
- Attend and produce evaluation reports from the project's planned Family Day events.
- Attend other event review meetings to give feedback to the team to ensure lessons are learnt and to inform planning for future activities.
- Work with Tavistock Heritage Trust's Development Officer to record the numbers of volunteers involved in the project, what they learnt and how outcomes will be maintained.
- Work with Tavistock Town Council (TTC) and Tavistock Heritage Trust (THT) to coordinate the capture of feedback and to produce evaluation on quantitative and qualitative information related to digital outputs, notably THT's website and social media activity.
- Collect demographic information to compare against baseline information collected during HLF R2.
- Run a workshop for the Project Team, volunteers, key TTC Members and THT trustees during the final months of the project to reflect on achievements and lessons learnt, and to help prepare the organisations to collaborate on future heritage projects.
- Produce a final written Evaluation Report of the project in accordance with HLF's Evaluation Good Practice guidance.

## **5. Reporting and Contacts**

The role will report to the Project Delivery Coordinator, who is responsible for coordinating all elements of the Guildhall Gateway project to ensure that it delivers its HLF Approved Purposes on time and on budget. The Project Delivery Coordinator reports to Tavistock Town Council's Town Clerk, who is the project's Senior Responsible Officer.

The role will also work closely with THT's Development Officer and the Project Learning & Participation Coordinator to devise methodologies for, and to collect, write up and evaluate feedback from activities.

## **6. Contract Type and Period**

This is a freelance assignment which will need to be worked flexibly over a contract period of approximately June 2018 to April 2020.

## **7. Budget and Fee**



The total budget available for this assignment is up to £3,500. Depending on the tendered day rate, we anticipate being able to fund approximately **15-20 days** for this work, to include all professional fees and expenses, and VAT if applicable.

## 8. Selection Criteria

Tenders will be assessed against the following criteria:

- Evidence of practical experience of undertaking HLF-funded heritage project evaluation assignments
- Understanding of the brief and your proposed methodology for undertaking this particular assignment
- References from similar work
- Value for money
- Availability for the duration of the contract and to attend the four family day events. Note that these may be at weekends or on Bank Holidays.

