



Imperial War Museums (IWM) is seeking an evaluation consultant to deliver front-end evaluation of the Museum's online learning resources. The findings from this evaluation will be used by IWM to inform the design of new online learning resources, as well as informing our digital learning strategy.

1. Background Information

1.1. Imperial War Museums

IWM tells the story of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since 1914. Our unique Collections, made up of the everyday and the exceptional, reveal stories of people, places, ideas and events. Using these, we tell vivid personal stories and create powerful physical experiences across our five museums that reflect the realities of war as both a destructive and creative force. We challenge people to look at conflict from different perspectives, enriching their understanding of the causes, course and consequences of war and its impact on people's lives.

IWM's five branches are **IWM London**, with six floors of exhibitions and displays; **IWM North**, housed in an iconic award-winning building designed by Daniel Libeskind; **IWM Duxford**, a world renowned aviation museum and Britain's best preserved war-time airfield; **Churchill War Rooms**, housed in Churchill's secret headquarters below Whitehall and the Second World War cruiser **HMS Belfast**.

1.2. First World War Centenary

2014-2018 marks 100 years since the First World War. This was not only a pivotal time in world history but also marks the beginning of IWM's history – the museum was originally established in 1917 to collect and display material relating to the Great War, which was still being fought. IWM will mark the occasion through a vibrant four-year cultural programme that includes the opening of the new permanent First World War galleries at IWM London, an exhibition at IWM North, learning activities in all five branches, loans to other museums and institutions, performances, broadcasting, retail products, publications and online projects.

1.3. Digital Learning Resources

IWM's current Digital Learning Resources are available via the 'Their Past Your Future' website at <http://www.theirpast-yourfuture.org.uk>. As part of the First World War Centenary, IWM will be developing a number of new digital learning resources primarily aimed at secondary aged pupils from the UK, and beyond, including Australia, Canada, India, New Zealand and South Africa.

2. Focus of evaluation

At present there are a large number of online resources available via the 'Their Past Your Future' website. IWM plans to undertake a piece of work to both repurpose existing, and create new, online learning content for schools and informal learners.

2.1. Objectives – Current Resources and Websites

Formal Learning Audiences:

- § Asses the current online learning resources to discover which teachers find useful
- § Assess how teachers and students are using the current resources and how they would like to be able to use newly developed resources in the future
- § Understand how teachers currently navigate IWM's website and how easily they can find our existing resources
- § Discover which websites teachers already use to find resources online

2.2. Objectives – Planned Resources and Website

Formal Learning Audiences:

- § Discover which formats online learning resources should take to meet the needs of both teachers and students
- § Highlight the navigation and layout which would be most useful for formal audiences to access online resources on the IWM website.
- § Understand the way in which formal audiences would like to use online resources and which other online resources they use regularly

Informal Learning Audiences:

- § Understand the way in which informal audiences, particularly young people, would like to use online resources and which other online resources they find useful / use regularly
- § Assess what types of technology informal learners are currently using to access online resources
- § Discover which formats online learning resources should take to meet the needs of informal learners
- § Assess how informal audiences would like to be able to use newly developed resources in the future

3. About the role

IWM are seeking to appoint a consultant with proven experience of delivering online evaluation in a museum and gallery context, to work with the Digital Learning Officer to carry out both front-end and user testing online and in person.

The consultant's responsibilities:

- § To develop the evaluation plan and refine it in consultation with IWM staff
- § To recruit participants from schools to take part in the evaluation
- § To devise and lead focus groups and online evaluation sessions
- § To record the evaluation sessions and analyze the findings
- § To make recommendations from the outcomes of the consultation
- § To manage the evaluation process including the coordination, and administration of all logistics and arrangements associated with focus groups and participants in the consultation
- § To provide the opportunity for IWM staff to comment on a hard-copy of the draft report
- § To deliver a user friendly final evaluation report, including all raw data gathered from the evaluation
- § To lead a discussion with IWM staff on the findings of the final report and outline possible ways forward

IWM are to retain the copyright on the final report and the raw data provided by the consultant arising from this evaluation.

4. Budget:

IWM has a fixed fee budget of **£3,500** plus VAT for this piece of evaluation. This is to cover all expenses incurred during the project and any associated costs.

5. Response to the brief

Please submit:

- § The proposed project approach and methodology
- § A resource and time allocation
- § A fee breakdown and allocation of the budget, inclusive of the expenses to be covered
- § Individual Day rates to cover any additional duties allocated
- § Any support that you might need from IWM staff
- § A covering letter, demonstrating how your experience meets the needs of the role
- § Details of previous project referees who IWM may contact on receipt of your tender

6. Selection Process and Timescales:

Candidates will be assessed through their written submissions and, possibly, informal interviews to be held during the week beginning Monday 3 September 2012. We aim to have appointed a consultant by Friday 7 September 2012. Ideally we would like the work to be completed by the end of October 2012, but can be flexible to ensure we appoint the best candidate for this piece of work.

Please email your responses to Charlie Keitch, Digital Learning Officer, via email at ckeitch@iwm.org.uk by 14:00 on Friday 31 August 2012.