



07 February 2017

Evaluation for Islington Council's Heritage Service, "Creative Conversations" funded by the Arts Council England Resilience Fund

Context

Islington Heritage Service has been awarded funding from Arts Council England's Resilience Fund for the partnership project *Creative Conversations*.

The project aims to create a new sustainable model of working which demonstrates how cultural organisations in Islington can work in partnership with the health sector to co-design and co-deliver artist-led programmes for local residents currently using mental health services.

The project partners in this pilot project are three cultural venues:- Islington Museum, London Canal Museum and House of Illustration; and participatory arts organisation All Change who will be responsible for the creative direction of the pilot projects working closely with Islington Heritage.

Islington Heritage will work in partnership too with Islington's main mental health commissioning bodies and charities to inform the project research and development, to recruit participants and to evaluate the impact and plan for the future of the programme.

Islington Heritage plan to recruit three Peer Ambassadors, adults with lived experience of mental health services, to be part of the project delivery team, to provide support to participants, and to inform and contribute to the design and delivery of the project alongside the arts, heritage and health professionals involved.

The project will be focusing on three key target audiences:

- Families living with post-natal depression
- Adults using substance misuse services
- Adults using local mental health services

The programme will run from November 2016 to March 2018.

The project will be split into three distinct phases:

- Research and Development
- Delivery of three pilot projects, one with each target audience
- Dissemination

The project will engage an artist-in-residence to capture and tell the story of

the project creatively. This artist will be managed by All Change and will work alongside and in collaboration with the project 'Evaluator'.

Objectives and requirements

The project began in November 2016 with initial scoping work and the recruitment of the project partners. Islington Heritage is now looking to recruit an individual or company [the 'Evaluator'] to evaluate the project and to contribute to the development of planning and evaluation tools for dissemination.

The evaluation will capture:

- The journey and experience of those participating in the pilot projects including the three Peer Ambassadors, and including the impact the project has on their health and wellbeing
- An analysis of the partnership model, looking at its effectiveness and potential to become a sustainable model for developing and delivering projects for local residents using mental health services in the future
- An analysis of the project's success in developing new creative approaches by cultural venues to engaging and working with local residents using mental health services

The evaluation will contribute to:

- The creation of a project evaluation framework, sensitive to participant's needs - including selecting and/or generating a range of relevant and useful tools to collect and measure impact on health and wellbeing, drawn for current research
- The up-skilling of Islington Heritage and the project partners in using these tools in the future for regular and manageable data collection to measure impact on health and wellbeing

Scope of Work

The evaluation must address the learning outcomes for and impact on the following:

- Project Participants
- Peer Ambassadors
- Project Partners from the cultural and health sector

Issues and Methodology

The 'Evaluator' will need an excellent understanding of ~~the state of~~ current research and tools used within the health and cultural sectors for measuring health and wellbeing impact, including, but not limited to, the UCL Health and Wellbeing Umbrella and Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS). The 'Evaluator' will work with Islington Heritage to scope potential tools, ensuring they are fit for purpose and to establish new and relevant systems as needed. They will also work with Islington Heritage to situate the project within current research within the cultural sector.

The evaluation will include a combination of quantitative and qualitative data collection and working closely with project partners, project participants and Peer Ambassadors for the duration of the project.

The 'Evaluator' will need to analyse and present the data collected in a manner, which communicates clearly the impact of the project on health and wellbeing of participants to health professionals and commissioners.

The 'Evaluator' will provide training to Islington Heritage and the project partners, to ensure they understand and are able to use the evaluation tools after the project ends.

The 'Evaluator' will be expected to work collaboratively with the arts partner - All Change and the project's artist-in-residence to develop both the plans to capture and to present the learning from the project.

Outputs:

- In consultation with Islington Heritage and project partners, develop an evaluation framework for the project. This will include identifying suitable health and wellbeing tools to meet the project's needs and establishing new systems to collect data
- Conduct baseline, formative and summative evaluation with project participants, peer ambassadors and project partners
- Work with health partners to analyse and present project data in line with their measures of health and wellbeing
- Situate the findings of the evaluation within the wider research context
- Contribute to the creation of a final project evaluation report for dissemination to cultural, arts, heritage and health professionals by 1 March 2018 – working in collaboration with Islington Heritage and All Change, providing data, learning and analysis gathered.
- Provide training in use of the tools for the project partners

Submitting your application:

Your application must include the following information:

- Why you are the right choice for this work. This should include brief credentials and evidence of relevant experience, particularly your experience of working with the health sector to evaluate the impact of creative projects on health and wellbeing
- An outline of the intended evaluation methodology
- Budget proposal, including cost breakdowns
- Two references which can be taken up immediately

Timeline

- Deadline for submission – 24 February 2017

Islington Museum will contact shortlisted applicants by the 3 March 2017.

Fee

An indicative budget of £5,000 is available for this work, which needs to include all expenses associated with the project.

Islington Heritage cannot reimburse any expenses associated with preparing and submitting your application.

Evaluation Criteria

Your application will be evaluated against the criteria set below

- Approach to issues within the application: understanding the health and cultural sectors, understanding the aims of the project; understanding the wider health and wellbeing evaluation context
- Relevant experience and knowledge of cultural health and wellbeing projects and approaches, and our audiences
- Relevant experience and knowledge of how the health sector measures health and wellbeing impact
- Deliverability within proposed timeline
- Budget information, including value for money and fully costed budget
- Interviews

Other Information

Please submit your application electronically to rebecca.campbell-gay@islington.gov.uk no later than 12:00pm on Friday 24th February 2017

If you have any questions about the application please get in touch via email at rebecca.campbell-gay@islington.gov.uk to arrange at time for a telephone call before the deadline for submission