

Evaluation of Powys War Memorials Project Request for Quotation

July 2019

Service Area:
Regeneration Team
Powys County Council
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Evaluation of Powys War Memorials Project

1. Introduction

Powys County Council (herein after referred to as the “Council”) is inviting quotations for the provision of research services to provide an evaluation of the Powys War Memorials Project.

2. Overview of the Powys War Memorials Project.

Powys War Memorials Project is a 4-year long project that aims:

“to secure the fabric of our war memorials for the future and to recognise and disseminate their significance and place in our social history through engaging the local community. The project will consist of community engagement, the physical conservation of Powys’ war memorials, training and skills sharing, and the development of long life resources.”

The project was developed to be Part of Powys’ contribution to the national remembrance of the centenary of WWI.

An application to the National Lottery Heritage Fund (formerly Heritage Lottery Fund) Dated 10/09/2014 successfully attained funding. Funding was also attained from Funding from Powys County Council; Brecon Beacons National Park Authority; Town & Community Councils, Cadw, War Memorials Trust and CBA Challenge Funding brought the total for the project to.

The project has run from March 2015 and will end on 31st October 2019. The project focuses on heritage restoration of WWI memorials of all types, community engagement and education.

The project outcomes and legacy are in the information that follows.

The Council has one member of staff allocated to the project, with support from others services within Powys County Council.

The project closes 31st October 2019. Deadline for the evaluation report is 15th October 2019. Its overall expenditure is currently below profile, but many achievements against its targets above below profile. ‘Legacy’ Projects to ensure total budget expenditure are in delivery stage.

3. Requirements

The Council would like to recruit independent consultants to evaluate the Powys War Memorials Project, to include a final project evaluation report.

In undertaking the work, the consultants:

- should be aware of the guidance set out by HLF on monitoring and evaluating <https://www.heritagefund.org.uk/publications/evaluation-guidance>
- will be required to comply with the General Data Protection Regulations.
- will assess how successfully the project's targets have been achieved;
- will identify unintended consequences (both negative and positive ones);
- highlight what good practice can be shared;
- need to assess value for money;

4. Outputs

The outputs of the commission are set out in the table below:

Output	Deadline
Draft final report	End Sept 2019
Finalised report	15 th Oct 2019

The final report will be required to be bilingual. This can be done free of charge by the PCC Translation Team.

The final report will be shared with the Powys War Memorials Project Board members and HLF. The executive summary will be made available more widely.

5. Suggested Methodology

The tenderers are required to detail their methodology.

However, it is suggested that to varying degrees, it will involve:

- Interviews with the staff of the project
- Interviews with some key stakeholders e.g. with Heritage Lottery Fund,
- A survey and/or interviews with participants;
- The production of a draft report;
- The production of a final report.

Measurement against the originally agreed targets are over the life of the project:

	Total Targets
Surveys / carry out repair works to war memorials	44
Surveys/ carry out improvement works to war memorials	60
Project Officer-led community workshops	16
Project Officer-led participation in schools workshops	16
Teacher placement days	6
Production of Management and Maintenance Plans (MMPs)	50
Attendance at local events with mobile exhibition	9
Provision of information, help and guidance sheets	5

Attend relevant national events	4
Development of war memorial trails or walks	4
Project website update	20
Events such as WW1 themed evenings, music, poetry or film events	8
One day interpretation training for communities with contribution to production of interpretation media	8
County wide competitions	4
Reminiscence / oral history events	8
End of project book	1

The final evaluation objectives are as stated in the Project Management document:

1.9 Monitoring and Evaluation

1.9.1 A variety of monitoring and evaluation tools will be used to monitor the project throughout and to evaluate its success. Bi-monthly project team meetings will be undertaken throughout the project with a yearly review to establish overall progress and set priorities for the coming year. It is envisaged that there will be daily contact as necessary between the project team members.

1.9.2 Three monthly progress reports will be submitted to HLF with a final evaluation report at the end of the project.

1.9.3 The outcomes of the activities will be a major source of evaluation for the project (Please also see Activity Plan). These outcomes will demonstrate that we are taking the project 'beyond the numbers'. We would also seek feedback, where possible, from people who have participated in the activities. The qualitative evaluation measures will therefore include:

- The recording of war memorials: recording forms, plans and photos etc.
- Condition surveys of war memorials
- Research produced by local communities, including that converted into interpretative media
- The production of interpretative media
- The use of project resources by other agencies / organisations
- War Memorial trails / walks and use of these
- Events held by local communities in relation to the project and WWI
- The competition entries
- Resources generated through reminiscence / oral history events
- Feedback from events and workshops
- Photography of events / workshops etc
- 'Coffee table' book showcasing community projects
- Feedback from project publicity e.g. from elected members, organisations, groups individuals and other bodies

1.9.4 In addition, we will use traditional quantitative measures to evaluate the project.

- Number of memorials recorded and condition surveyed by local communities
- Number of memorials grant aided / repaired
- Number of events run
- Number of attendees at events
- Number of events in which project team has participated (not solely run as part of this project)
- Number of training events / workshops run
- Number of attendees at training events / workshops
- Number of outreach visits to schools / colleges / community groups
- Number of volunteers participated in project / volunteer hours
- Website visitor numbers
- Powys War Memorials Project Officer yearly evaluation reviews

6. Analysis of Impact of the Project

An analysis of the impact of the project will not be straightforward or precise because an ideal control group/area does not exist because:

- The economy and associated factors of Powys (e.g. its rurality, size, and demographics) make it unique from other counties in Wales, so no other county would provide a truly comparative control area.
- Therefore, it is anticipated that the impact of the Powys War Memorials Project operations will be assessed using a combination of techniques:
- Any interviews/discussions undertaken with staff of the operation and wider stakeholders and participants as part of the final evaluation will explore, amongst other issues, what impact the interviewees think the Powys War Memorials Project has had. The caution that will need to be taken in interpreting this feedback will be in terms of accounting for any bias on the part of the interviewees.

It is anticipated that combining the results from these different approaches will provide a reasonable insight into the project's impact.

7. Funding

The total work is to cost no more than £5,000 (exclusive of VAT).

50% of the agreed cost can be invoiced by the successful consultants on completion of the draft evaluation report and the remaining 50% on completion of the final evaluation report. Payments will be made within 30 days of receipt of satisfactory invoices. Invoices must show a full breakdown of costs that clearly tie back to the successful company's submitted quote.

8. Management of the Commission

The Council's Powys War Memorials Project Officer, Catherine Pugh, will be the consultant's main contact and will project manage the commission.

9. Requirements of Tenderers

Consultants wishing to be considered for this work are required to submit a quote by 26th July 2019 to catherine.pugh@powys.gov.uk that includes the following information:

- Their understanding of the work required;
- The methodology and approach they intend using;
- The timescales they intend working to;
- the qualifications and experience of the personnel that they intend allocating to this work, together with an outline of how they would deploy the personnel to the tasks required;
- the full cost (including any expenses, but excluding VAT).

10. Analysis of Quotations

The quotations will be assessed based on the following criteria:

- Cost of proposal (30%);
- Experience of the team you propose to use in delivering this project (20%);
- Quality and suitability of proposal (50%).