



Cleveland Pools Bath

Cleveland Pools Restoration Project

Brief for external evaluation consultant

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Brief for External Evaluation Consultant

1. PURPOSE, BACKGROUND AND OBJECTIVES

1.1. Purpose of this Brief

Cleveland Pools Trust is seeking to appoint a consultant to support monitoring and evaluating of its HLF project through the delivery phase. Monitoring and evaluation of the planned capital delivery and activities throughout the duration of the project is crucial in order to ensure that the partnership and other organisations can learn from the experience gained in undertaking the project, and in order to measure success against the expected outcomes.

An Evaluation Framework has been created during the development phase – this is available on request.

Background

Financed by public subscription, the first Cleveland pool opened in 1815 as a simple diversion of the river Avon, provided with changing cubicles for swimmers and a cottage for a resident supervisor within the small Georgian crescent.

Although now on the fringes of the city's centre, when first opened the Cleveland Pools were at the heart of Bath's proposed fashionable residential district to the east of the city, which offered much of the outdoor entertainment so beloved of the Georgians. As the earliest surviving public swimming pool structures in Europe (the others being of wood and long gone), the structures around the pools enjoy a very wide cultural significance.

This project is born from a need for the restoration for the public use of the only surviving Georgian open air public swimming pool in the UK - and the interlinked operational goals of conservation and public benefit. This exceptional heritage asset, listed grade 2* and situated within the City of Bath World Heritage Site and Conservation area boundaries will add a significant new attraction for visitors to the city whilst providing a unique community facility.

1.2. Objectives of the Cleveland Pools Restoration project Evaluation Plan

We require a suitably qualified and experienced organisation / individual to support the evaluation of the Cleveland Pools Restoration Project (CPRP) through the delivery phases.

The evaluation needs to capture the impact of the project as a whole the consultant will work with the delivery team and partner organisations to collect the evidence required. The consultant should be familiar with HLF guidelines for Evaluation and the HLF Strategic aims against which CPRP will be evaluated.

The evaluation will explore the extent to which (and how, why and when) CPRP's outcomes have been achieved. It will look at the quality of project delivery using outcome indicators (formulated at the development phase) to evaluate CPRP's value and significance to our project's heritage and

communities. The evaluation will need to identify both planned and unanticipated outcomes of the project. The lessons learnt will be discussed with a focus group and partners and be used to improve service delivery and quality. Qualitative feedback comments will also be invited, recorded and fed into the evaluation process.

Evaluation will be implemented from the start of project delivery and is regularly reviewed. It is also critical that project partners and project volunteers are involved, ensuring that the evaluation elements are built into delivery in such a way that the administrative burden is reduced.

Consultants are invited to submit a proposal that covers their approach to the work which will fall into four stages:

1. Development of a detailed monitoring and evaluation plan within 2 months of appointment.
2. On-going monitoring & evaluation work
3. Training and support for volunteers and staff
4. Mid-delivery review
5. End of scheme evaluation

2. METHODOLOGY

2.1 Scoping

We will carry out a scoping meeting with the project team to orientate the evaluators into the project so they can gain a deep understanding of the project. This will take a snapshot of the health of the project and current monitoring and evaluation procedures and identify any 'blockers' to progress, potential improvements and missed opportunities.

2.2 Monitoring and Evaluation Framework

We anticipate that the consultant will create monitoring and evaluation material for the CPRP team and partners to use. A variety of methods should be used to collect information, including the following:

- A focus group of volunteers, participants and target beneficiaries
- Targeted questionnaires
- Telephone surveys
- Simple feedback cards for participants
- Meetings and ongoing liaison with participant groups.

The project would particularly welcome creative approaches to evaluation that make it easy for young people and people with different needs to contribute fully to the evaluation. Such approaches may include the use of photography, art and other techniques.

The consultant will deliver a training session for the CPRP team, partners and selected volunteers so that we are all clear about the adoption and delivery of the evaluation framework. This will include a briefing summarising the purpose of the evaluation and how to collect meaningful feedback. It is anticipated that data and child protection guidelines and requirements will also be covered in relation to the collection, storage, use

and dissemination of monitoring and evaluation material collected. The consultant is expected to provide telephone and email support to the CPRP team, partners and volunteers should questions arise while implementing the evaluation framework.

2.3 Interim evaluation

An interim evaluation will be carried out by consultants halfway through the project (date depending on project start date) to check progress, project management structures and the quality of delivery. The review will assess whether CPRP's wider level outcomes are being achieved. The interim evaluation will identify what has been achieved to date, difficulties and challenges and the extent to which HLF and CPRP outcomes / objectives are being met. It will also assess whether CPRP is meeting the aspirations of partners and project beneficiaries and look at how effectively the Partnership is working.

The mid-term evaluation report will draw on:-

- Output data which the project team and partners will need to compile to meet HLF's reporting requirements
- Project documentation – in particular relating to delivery targets.
- Interviews with a number of key individuals including funders, partners and volunteers
- Selected visits to Activity Plan project delivery sites

The review will make recommendations for changes and delivery improvements for the second half of CPRP. As part of the interim evaluation the consultants will also work with the Partnership to develop a legacy strategy. The consultant will be required to present their interim evaluation and the draft legacy plan to the partnership board for review and discussion.

2.4 Final Evaluation Report

During the last six months of the project (date to be confirmed) the CPRP team and consultants will produce a final project evaluation report (following HLF suggested format) which will be shared with HLF and all participant groups, partners, funders and stakeholders. This report will tell CPRP's story, examine the extent to which outputs and outcomes were met, identify weaknesses and shortcomings and review how effectively the CPRP was governed and managed. It will also make an assessment of CPRP's longer-term impacts and how the legacy strategy will be implemented. The final evaluation report will also inform a review of the legacy strategy drawn up at the interim evaluation stage. The legacy strategy will be amended and/or updated in response to final evaluation and will set out the long-term vision for sustaining CPRP's achievements.

The evaluation report needs to provide an honest assessment of CPRP, being open both to successes and failures. A collaborative approach with the CPRP team will be needed in preparing the report. The final evaluation should draw on:-

- The mid-delivery review
- A wide range of written materials including the original bid document to HLF and supporting documents
- Monitoring data collected throughout the scheme delivery

- Additional information and insights gathered by the consultant during the end of the evaluation period. This might include additional stakeholder surveys, focus groups and key informant interviews (with delivery partners, project beneficiaries and other stakeholders, the HLF monitor / case officer etc.)

The evaluation process provides an opportunity to celebrate the project's achievements and should be written in an upbeat style to convey this. We require a report of no more than 100 pages, illustrated with appropriate photographs / diagrams. The report needs to incorporate a standalone summary report (6 pages or less). The consultant will also be required to present their findings to the CPRP and/or to a wider group called together to celebrate the end of the scheme. An electronic Word document and a hard copy of the report must be provided.

3. TIMETABLE

The evaluation work will be completed in accordance with the delivery phase timetables, however an indication of timescales is given below (subject to change depending start date for delivery phase).

Task	Timescale
Scoping meeting including evaluation training for staff & volunteers	Jan 2020
Telephone and email support and mentoring provided to the project team, partners and volunteers	Continuous from Jan 2020 –Mar 2023
Interim evaluation & production of Legacy Plan	Sept 2021
Final Evaluation Report	Nov 2023

4. ESTIMATE OF TIME / COSTS

Please complete the following table to show consultant time / your fee proposal. A maximum budget of £9,000 ex VAT.

In addition please provide the following information

- The daily rate for your project staff
- Any expenses incurred

No	Task	Cost	No of days
1	Scoping meeting and evaluation training for staff/volunteers		

2	Telephone and email support, evaluation and mentoring provided to the Scheme Team, partners and volunteers		
3	Interim evaluation		
4	Final Evaluation Report		
	Total number of days	£	
	Day rate	£	
	Sub total	£	
	Other costs	£	
	TOTAL COST	£	

5. PROJECT MANAGEMENT AND MONITORING

The client for the work is the Cleveland Pools Trust. The project will be managed by the Project Director, who will be the day-to-day contact for the consultants.

After the consultant has been appointed, a work programme with dates and deadlines will be agreed. Payments will be made on completion of works and /or staged payments by agreement.

6. INFORMATION NEEDED FROM CONSULTANT

We are looking for a consultant that:-

- Shows that they fully understand our requirements in letting this contract, and are prepared to work with us in a flexible way over the contract period to best meet our needs
- Has a track record of carrying out heritage based evaluation work, and in producing useful and readable evaluation reports. They will be able to demonstrate that the personnel who will be involved have appropriate skills and relevant background knowledge. In particular they need to show they are able to take a robust approach to evaluation even when this may mean making criticisms of their client organisation
- Shows that they will be able to work effectively and in a creative way with the project team and the wider partnership, and where appropriate will take an innovative approach to the evaluation
- Has experience and or knowledge of producing information for the public on delivery of outputs and outcomes that engages public interest throughout the project programme. Has in-depth knowledge of the areas of work with which the landscape partnership is involved, including:-
 - Knowledge of historic environment policy
 - Experience of the voluntary sector
 - Experience of training and education initiatives

The consultant should provide a tender statement in response to this brief, setting out how the work will be approached, and a method statement which explains:

- How the process will be managed
- Proposed methodology
- Proposals for consultation and involvement
- Proposals for background research
- The strategy for fieldwork and surveys
- An explanation of how any extra work will be carried out and delivered
- A summary of experience / clear demonstration of expertise in evaluation and monitoring work
- An explanation of each person's responsibilities and any sub-contracting parts of the work
- The range of professional skills which people involved in the project will have, including the names and CVs of proposed team members
- A table showing a breakdown of chargeable days/hours for project stages
- A timetable for the project, including milestones and dates, which takes account of the time needed to involve and consult people

Insurance details. (Minimum limit of indemnity for employers and public liability insurance is £500,000).

Details of plans to work in partnership with other consultants on other elements of the development / delivery phase work

7. TENDERING PROCESS

Tenders should be sent to CPT by 6th December. Successful tenders will be selected on the basis of:-

- Relevant skills and experience
- Understanding of the brief
- Quality of method statement and approach
- Price

The tender documentation should be sent to the Project Director, Anna Baker, projectdirector@clevelandpools.org.uk no later than 6th December.

Any documentation arriving after this time will not be accepted.

For any queries contact Anna Baker, Project Director, projectdirector@clevelandpools.org.uk

8. COPYRIGHT AND CONFIDENTIALITY

The Consultant will assign the copyright of all outputs to the Cleveland Pools Project for use in connection with its operations. The Consultant must clear the copyright for any images, illustrations or other material used.

This will be a confidential document. CPT will decide on its release and distribution. The Consultant may not distribute it without prior consent from the CPT.