



## Evaluation Consultant

### Art UK Murals Digitisation and Engagement programme

#### About Art UK

Art UK is an art education charity on a mission to make the art in UK public collections accessible to everyone – for enjoyment, learning and research. It enables a global audience of five million people a year to learn about the UK's national art collection by digitising artworks and telling the stories behind the art. In addition to innovative engagement tools such as Tagger and Curations, Art UK is currently working on new initiatives including a major learning programme, making this a truly exciting time to join the organisation. Art UK is the operating name of the Public Catalogue Foundation, a charity registered in England and Wales (1096185) and in Scotland (SC048601). For more information, please visit [artuk.org](http://artuk.org).

#### Art UK's Murals Digitisation and Engagement programme

Art UK's Murals Digitisation and Engagement programme is made possible with The National Lottery Heritage Fund. Thanks to National Lottery players, this three-year initiative will be able to use digital and physical engagement to raise awareness of public murals and their place in our communities, and highlight the diverse artists involved in creating this artform.

We will record and photograph c.5,000 murals across the UK. Painted murals will constitute a large part of this new project, alongside sculptural murals in concrete, brick, wood, stone, tile, and other materials.

We have in place a well-trained, dedicated network of Volunteer Researchers and Photographers ready to take on a new challenge, and we will grow this volunteer network.

We will deliver a series of community and school activities to engage new and existing audiences, including workshops and films with artists, audio descriptions for blind and partially sighted people, and learning resources for teachers. We will write stories about the artworks, artists, artistic practice, and their locations, our digitisation and learning methodologies, and the contribution of our volunteers. We will create mural trails and Curations on the Art UK website.

This project will take three years (2024-2026), with digitisation taking place in years one and two, and learning and engagement activities in years two and three.

### Project evaluation

Art UK's project evaluation will:

- ensure clear robust data gathering, collation and analysis for the project,
- ensure the staff and volunteers involved with the project understand the aims of the evaluation and why it is being undertaken,
- inform the early stages of the projects as to where any changes need to take place to achieve the project aims and objectives,
- use the evaluation process to ensure that project aims and outcomes are met,
- adapt the project in response to the evaluation.

The consultant will work with Art UK to produce an evaluation toolkit written in accordance with [The National Lottery Heritage Fund guidelines](#) and instructions on how to share evaluation results, including recommendations for channels and methodologies to reach relevant stakeholders.

All project areas will be monitored to ensure that the full potential of the project is achieved across The National Lottery Heritage Fund outcomes.

Key quantitative and qualitative measures of success are:

#### **All murals (within the project remit) are recorded and presented on Art UK.**

- Evidenced by monthly reports and regular updates from the public art team and volunteer network.
- Targets over two years (Years 1 and 2 of the project):
  - o c.5,000 outdoor public murals recorded and photographed.
  - o Images and data for murals in collections submitted by participating collections.

#### **An increase in the number and range of users of Art UK's digital resources, especially those using the new mural records, content and resources.**

- Evidenced by Google Analytics and online surveys.
- Target over three years:
  - o An increase in unique Art UK users from 4.7 million to 6.25 million by July 2026.
  - o Percentage of unique page views of murals on Art UK reaches 1.5% of total artwork page views by July 2026 (murals will represent 1.5% of the artworks on Art UK by the end of the project).
  - o The number of teachers using the Art UK learning resources increases from 73,500 p.a. to 97,800 p.a. by July 2026.

#### **The number and range of people participating in the in-person activities and events.**

- Evidenced by evaluating participants at in-person events, through questionnaires, feedback and observation.
- Targets by the end of the project:
  - o A minimum of 125 participants in five schools and community activities.
  - o A minimum of 74 people participating in the making six mural films.
  - o A minimum of 8 people participating in co-creating audio descriptions.

### **Project participants develop and learn new skills.**

- Evidenced by evaluating participants at in-person events, volunteers, teachers and young people, through questionnaires, feedback and observation.
- Targets by the end of the project:
  - o c.300 people from across the UK recruited and trained as project volunteers.
  - o 200 participants in in-person activities receive training in filmmaking, photography, making their own murals, etc.
  - o Six project staff receive training in their relevant role.

### **People of all ages, backgrounds and communities across the UK are able to engage with and learn about murals and its subject matter and gain a better appreciation of their local area.**

- Evidenced by evaluating online users and participants at in-person events, through questionnaires, feedback and observation.

### **Schoolchildren, students, teachers, academic researchers and heritage professionals find it easy to access a range of online information and resources about murals and mural artists for study and reference, including group and classroom learning.**

- Evidenced by evaluating online users, using Google Analytics and online surveys.

### **Project participants as volunteers, staff and activity participants are benefiting individually and collectively, and have greater wellbeing.**

- Evidenced by evaluating responses from volunteers through questionnaires, appraisals and feedback, number of volunteers' social media and story contributions, number of volunteers attending the in-person meetings.
- Evidenced through use of approved methodologies, including the UCL wellbeing analysis toolkit, wellbeing survey and feedback from volunteers, staff and activity participants.
- Targets over two years (Years 1 and 2 of the project):
  - o Over 90% of volunteers reporting a high level of wellbeing, engagement and happiness.

As the project progresses, Art UK will share the results of the project evaluation with stakeholders, funders and interested parties within the heritage and museums sector. Staff from Art UK will attend conferences within the UK to share information on the project. Stories and articles, written by project staff, volunteers and partners, will also share best practice and lessons learned, and celebrate project participants.

### **Evaluation Consultant**

Art UK is looking for an experienced consultant to develop, implement and review the evaluation programme for the Art UK Murals project.

The consultant will be engaged to produce evaluation of the digitisation programme at end of years one and two, evaluation of the learning and engagement programme at end of year three, and a final full evaluation report at end of year three. The consultant will also undertake some of the more specialist evaluation, such as liaising with teachers, but will work with the project staff to ensure the evaluation methodologies are getting the information and data required.

The consultant will be required to:

- Help staff and volunteers to develop evaluation processes appropriate for the evaluation of the different elements of the project, including digitisation, online and in-person engagement, films and audio descriptions, wellbeing of staff and volunteers, and volunteer contributions.
  - Work with staff and volunteers to develop the tools to collect and collate data.
  - Produce a report of evaluation findings and recommendations for the digitisation programme at the end of years 1 and 2 of the project, assessing the success of the project activities against a set of key outcomes and advise on any improvements needed to ensure project outcomes.
  - Produce a report of evaluation findings and recommendations for the learning and engagement programme at the end of year 3 of the project, assessing the success of the project activities against a set of key outcomes and advise on any improvements needed to ensure project outcomes.
- At the end of year 3, produce an end of project evaluation report, including a final review of all project activity and evaluation, identifying what impact the project has had and assessing the quality and value of training. The report will assess the success of the project activities against a set of key outcomes and review the original aims and objectives of the project and assess if these have been met.
- Produce evaluation in line with The National Lottery Heritage Fund Evaluation guidance.

The consultant must have:

- Experience in developing and implementing monitoring and evaluation systems.
- Experience of analysing monitoring, evaluation and impact assessment data in order to draw meaningful conclusions and reports.
- Experience of working with schools.
- Excellent IT skills.
- Experience of training and supporting others, including volunteers.
- First-class written and spoken communication skills and the confidence to engage effectively with a range of people.
- Self-motivation and reliability.
- Experience of working on National Lottery-funded educational or activity projects.

### **Proposal to Tender**

The consultant's proposal to tender for this work should be no longer than four pages of text (not including a CV, which can also be attached).

The tender should include details of:

- A methodology explaining how the brief requirements will be delivered.
- The relevant experience and competency possessed by the consultant and other personnel who will work on the project.
- Previous experience relevant to this contract – examples of at least two specific projects should be cited giving reasons why this experience is relevant. Demonstrating any experience of similar National Lottery-funded projects would be desirable.
- Two referees we can approach for references, who will be clients of similar work.

- Information on the consultant's professional indemnity insurance.

### **Payment Terms**

The budget for this work is £15,000 (+ VAT), inclusive of expenses.

Payment dates within each project year will be agreed with the appointed consultant.

### **Appointment Terms**

The consultant will be appointed for the full project term, to December 2026.

### **Applications**

Please submit your tender to [recruitment@artuk.org](mailto:recruitment@artuk.org) by **9am on Thursday 2 May 2024**.

Interviews will be held via video call on **Monday 13 May 2024**. If you have not heard from us within three weeks of the closing date, please consider your application unsuccessful.