



Represent!

Evaluation Brief

Overview

People's History Museum (PHM) is seeking an evaluation consultant to devise and implement a robust evaluation strategy to measure the impact of the museum's [*Represent!*](#) project running throughout 2018. The project has been made possible through Heritage Lottery Funding raised by National Lottery players.

PHM is the home of ideas worth fighting for – where our radical past can inspire and motivate people to take action – to shape a future where ideas of democracy, equality, justice and co-operation are thriving. *Represent!* will mark the 100th anniversary of the Representation of the People Act, in which all men and some women won the right to vote. This monumental anniversary will be marked across the country, and PHM will be a leading voice in championing the heritage of the people that fought for this fundamental right. We will programme a year long season of exhibitions, events and learning programmes co-curated with marginalised and underrepresented communities on the theme of the struggle for representation.

PHM has recently become an Affiliate of the Happy Museum. Over the course of the project we will be focusing on 'measuring what matters' to rethink what matters and be able to share it more widely, by creating a vision that embraces mutual wellbeing and sustainability and develop a shared Story of Change. We used the [Happy Museum Story of Change planning tool](#) with key stakeholders to identify what indicators and outcomes to measure. They identified the following measurables of success:

- The project will make the Representation of the People Act relevant, accessible and understandable to audiences
- The project will uncover and tell diverse and forgotten stories from gender history
- The project will engage with groups who are underrepresented in parliament and held back, for example the trans community, those who have suffered domestic violence (who cannot change their name on the electoral register) and the disabled community
- Participants will use their own voices, be represented on their own terms, and feel empowered
- Participants will feel passionate and connected to the themes of the project
- Participants will feel represented and that they have had different and unique opportunities to use their voice
- Audiences and participants who do not already vote, will be inspired to vote or engage with politics via other methods. They will feel they are now equipped with the tools to negotiate the obstacles that prevent them from voting or engaging with politics
- The project will create and display a cycle of remembrance, reflection, engagement, and legacy. Audiences will remember the past, reflect on what happened and why it happened, engage with the issues and look at how they impact today, and finally, to understand the need to carry on campaigning to ensure fair representation and equality for all
- Audiences will leave the museum with a greater understanding around the history of the fight for equality and representation, including forgotten and more diverse histories, that young people, new voters, and disengaged communities will be able to identify and engage with

In addition, the museum's [Business Plan](#) aims to double our visitor numbers by 2022, and this project will contribute towards this goal, by increasing visitor numbers to the museum's main galleries, exhibition and the number of participants at related events and learning programmes.

In pure numbers, success looks like:

- Total visitors up 10% from the same period in 2016-2017 (May 2016 – March 2017 total visitors were 88,839)
- Engage 300 participants with the development of the project
- Engage 2,000 learners with the schools programme
- Engage 1,000 learners with the community learning programme
- Engage 1,000 participants with the Family Friendly programme
- Engage 4,000 participants with the events programme

Outputs and milestones expected

We require an external evaluator to create an evaluation plan based on these metrics to include formative and summative evaluation, allowing us to make changes during the course of the project to ensure maximum impact, and generating a final report to circulate to stakeholders. Participatory research will be embedded within the evaluation, and evaluation will be ongoing throughout the project's lifetime.

- Evaluation plan to be delivered by: January 2018
- Formative evaluation at regular intervals during the project, to be mutually agreed during the tendering process
- Summary of key evaluation findings to be made available by March 2019 to inform the 'End of Project Grant Report' writing process
- Full external evaluation report produced and submitted by April 2019

Fee

The total budget available for this work is £3,000, including all fees, travel expenses and materials.

Expressions of interest

If you would like to be considered for this work please supply the following information:

- Brief CV (max two sides of A4)
- A statement of your suitability for this work and why you would like to undertake it (max 300 words)
- A plan outlining what your approach would be (max 800 words)
- A basic budget breakdown
- Two testimonials/references

Expressions of interest must be emailed to helen.antrobus@phm.org.uk by Tuesday 19 December 2017.

Shortlisted candidates will be invited for interview on Friday 5 January 2018.

Enquiries

If you would like any further information, please contact Helen Antrobus, Programme and Events Officer on 0161 838 9190 or helen.antrobus@phm.org.uk.