

## FRESHLY GREATED EVALUATION BRIEF

<p><b>Project to be Evaluated:</b> Freshly Greated, Creative People and Places</p>	<p><b>First Phase Project length :</b> November 2019 – November 2023</p> <p><b>Initial Evaluation length :</b> September 2020 – March 2022</p>
<p><b>Evaluation Outputs:</b></p> <ul style="list-style-type: none"> <li>• An evaluation report covering the first 6 months of activity (September 2020 – March 2021) delivered April 2021</li> <li>• An annual report (covering April 2021 – March 2022) delivered April 2022.</li> <li>• Additional quarterly progress reports, providing the team with ongoing insight to support programming and engagement.</li> </ul>	<p><b>Purpose and Intended Uses of the Evaluation:</b></p> <ul style="list-style-type: none"> <li>• To help Freshly Greated answer the three core questions set by Arts Council England.</li> <li>• To show the impacts and benefits of Freshly Greated on all stakeholders</li> <li>• To explore Freshly Greated’s role in the long-term impact on arts and culture in Great Yarmouth</li> </ul>
<p><b>Brief Description of Project:</b></p> <p>Freshly Greated is an Arts Council funded Creative People and Places project (Phase 1: 2019-2023) aiming to encourage and increase arts participation across the Great Yarmouth region. Creative People and Places is an action learning programme with 30 projects around the UK. Freshly Greated’s vision is for Great Yarmouth to be a cultural destination, whose people are proudly engaged in creative communities.</p> <p>We will serve this vision with the following Mission:</p> <p><b>Freshly Greated :</b></p> <ul style="list-style-type: none"> <li>- Delivers a range of excellent and varied community-led artistic and creative experiences of, by, and for the people of Great Yarmouth.</li> <li>- Embraces the diversity of spirit and of residents’ backgrounds to motivate the creation of and experiences with art, positively impacting residents’ relationships with the places they live.</li> <li>- Works collaboratively across the region to maximise local knowledge, talent and skills, strengthening the creative offer in all aspects of community life.</li> </ul> <p>We aim to create a new cultural ecosystem in Great Yarmouth. We will work collaboratively across the whole region to develop a rich programme, tapping into partnerships and opportunities, embedding a new infrastructure and vision to create a sustainable legacy.</p> <p><b>The Programme :</b> We will deliver a 5 strand programme as set out below.</p> <p><b>Strand 1 – Community Generators</b> To create a network of community Generators – representatives living and working in Great Yarmouth – who will ultimately make decisions about our programme. We will host monthly clubs, offering spaces for Generators to meet, develop their skills around artistic programming, and make decisions about the other programme strands.</p> <p><b>Strand 2 – Freshly Made</b> Small, intimate ‘making sessions’ happening where communities live, in familiar spaces. Workshops and activities regularly led by local creative practitioners.</p> <p><b>Strand 3 – Community Outdoor Events</b> This strand may incorporate street parties, festivals, outdoor dance and circus acts...anything that brings large groups of people together to experience great art, with a strong</p>	

## FRESHLY GREATED EVALUATION BRIEF

sense of community at the event's heart – appealing to more regular arts attenders as well as those least likely to attend cultural activities.

**Strand 4 – Great Indoors** Medium to large music gigs taking place in spaces around the borough and catering to a diverse crowd to encourage regular arts attenders as well as those least likely to engage with cultural activities.

**Strand 5 - Neighbourhood Stirrings** Dramatic, impactful and high quality artistic experiences happening within key target neighbourhoods, as close to peoples' doorsteps as is possible.

### Existing Information:

We currently only hold Audience Agency data from Audience Spectrum on our target demographics in the Great Yarmouth region. We know that Great Yarmouth has an above national average percentage of people who are not engaged in arts and culture, and positively shifting this needle is our primary aim.

### Arts Council England evaluation questions

The three core questions that Arts Council England ask of all Creative People and Places projects are:

1. Are more people from places of least engagement experiencing and inspired by the arts?
2. To what extent was the aspiration for excellence of art and excellence of the process of engaging communities achieved?
3. Which approaches were successful and what were lessons learned?

### Desired Outcomes from this brief

Freshly Greated is looking to engage an evaluator that can interrogate our programme and provide support and assessment of the programme. Our desired outcomes for this evaluation are:

- To answer the 3 questions set by Arts Council England
- To analyse the journey of our programme and of our participants – particularly, how are they commonly discovering our work, and what keeps them engaged
- To explore whether – and to what extent – people who experience our programme are beginning to positively change their perception of Great Yarmouth
- To find an evaluator that provides regular assessments/reviews on what is and is not working within our programme to ensure we are responsive to changing our approach if required throughout the life of the project.
- The evaluation is accessible to all and suitable to a wide range of audiences.

We want to ensure that the evaluation captures the impact of our work across Great Yarmouth:

1. **Communities** - The impact on people in communities;
  - a. What motivates people to come along?
  - b. Are we reaching the non-engagers?
  - c. Are we building confidence in people through our work?
  - d. Are we the entry point to cultural and arts activity?

## FRESHLY GREATED EVALUATION BRIEF

2. **Vision** - The extent to which Freshly Greated is working towards its long-term vision

### **Evaluation Approach:**

We anticipate the evaluation approach will involve a mixed method approach, especially with a view to establishing a baseline on the three questions set by Arts Council England and measuring answers to those core questions.

We would also like to explore a Theory of Change model that incorporates both the three core ACE questions and residents' perceptions of Great Yarmouth, and how we can measure these changing over time.

### **Freshly Greated Team:**

- Rebecca Moore, Programme Director
- Programme Manager (to be appointed soon)
- Programme Assistant (to be appointed soon)

### **Main contacts to be made:**

- Participants – including Freshly Greated community generators
- Freshly Greated staff
- Artists / Arts Organisations
- Relevant Partner organisations (especially those involved in delivery)

### **Budget:**

£13,500 (inclusive of VAT, travel and all expenses) for the first 18 months

### **Invitation to tender:**

If you feel you can provide the above outcomes to this Evaluation Brief please send through your proposal to Rebecca Moore at [rebecca.moore@voluntarynorfolk.org.uk](mailto:rebecca.moore@voluntarynorfolk.org.uk)

### **To respond to our opportunity, we require:**

- A proposal which summarises your approach and evaluation methodology to our brief (maximum 1000 words)
- Details of how you will manage the project, including an indicative timetable for the work
- Examples demonstrating how you will present the evaluation findings to ensure they are accessible and impactful
- Details of key members of the team who will work on the project outlining their relevant skills and experience
- A breakdown of how the fee will be used across your organisation, and across the programme of work