

Peckham Platform

BRIEF: Memories for the Future, Project Evaluator

Peckham Platform

Fee Bracket: Up to £6,000 +VAT

Timeline: c. July 2024 - November 2025

Responding to the brief

If you are interested in responding to this brief, please send your CV and a proposal including fees for the attention of Artistic Director, Nephertiti Oboshie Schandorf at recruitment@peckhamplatform.com

Please submit a short outline of your interest and suitability for this role, covering the following key areas:

- Your understanding of Peckham Platform's requirements, including our evaluation needs and the specificities of our organisation, audiences, local communities, and locale
- Your approach to community input and reflective evaluation processes
- Your availability and constraints on availability
- Your rates, showcasing value for money
- Your connection to and alignment with the mission and values of Peckham Platform
- We ask for all bids for the framework and tender should be iterative, scalable and identify and optimise internal and external capacity, resource and expertise

In the proposal document please tell us more about who you are, why you are interested in this role, and what you can bring to our project. Please outline your relevant experience, examples of 2-3 similar projects delivered, provide a cost and timescale proposal and confirmation of professional indemnity insurance.

If you would like to discuss anything in advance or if there are any access considerations we can make to support your application, please email recruitment@peckhamplatform.com to arrange a call.

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SUMMARY BRIEF

Context

Peckham Platform is seeking a consultant(s) with proven experience of delivering evaluation in a publicly funded heritage project. The evaluator will work with our team and collaborating communities to evaluate Memories for the Future, a community-heritage project that explores, interprets, and connects the lived experiences of 1st generation migrant women in Peckham to contemporary audiences.

The evaluator will help us measure the quantitative and qualitative outputs and outcomes of Memories for the Future, ensure that its aims are being met, and that any areas for improvement are identified. Evaluation will inform project development, generate learning and data for future projects, and report on project success to our key funder, National Lottery Heritage Fund (NLHF). In particular, the consultant(s) are required to plan and deliver an evaluation framework to monitor the project's success against the following NLHF aligned outcomes:

- Involves wider range of people in heritage
 - promotes access to marginalised heritage
 - engages new and harder to reach audiences, participants, and workforce
- Heritage will be identified and better explained
 - New heritage resources exploring lived experience of migration in Peckham
 - New creative responses delivered led by the community
- Develops new skills
 - Future career-orientated skills
 - Training placements
 - Volunteering opportunities
 - All skills support communities underrepresented in heritage
- People will have learnt about heritage
 - Extensive engagement in exhibitions, events, resources and archive
 - Interpretation brings lived perspectives to complex history
- Benefits the local area
 - makes more visible Peckham's diverse heritage
 - develops community connection with the local area
 - creatively enhances Rye Lane/Peckham Square
- Peckham Platform's resilience
 - Strengthens local partnerships with shared vision

Evaluation is embedded as a key element of programme delivery. Iteratively built, the project will evolve a continuous body of learning that will feed into planning for future activities and legacies as it develops.

Working in collaboration with communities and project staff, we have built a range of key targets that will assess its quantitative and qualitative impact for our organisation, audiences, and local community. We are looking to work with an independent External Evaluator to establish

methods for tracking progress against these areas. The External Evaluator will work across project delivery, reporting in regularly to ensure that evaluation can inform the project as it develops. Evaluation will extend to staff, board, current and future audiences and participants, evaluating their experience of the programme and assessing their needs and demands.

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Requirements of the Brief

The Evaluator will undertake the following key tasks as part of this brief:

- Develop an evaluation framework with a clear logic model that sets out a clear approach to measuring the reach, impact, and success of our planned activities against our intended outcomes
- Work closely with our team, communities, audiences, partners, and stakeholders to shape an evaluation framework that is appropriate for our needs and sensitive to the specificities of the marginalised audiences we will work with
- Undertake evaluation across MFTF activities working with staff, Project Team, participants, volunteers, audiences and priority beneficiary groups to understand our project's success against its core objectives
- Support continuous review and development of MFTF audience, community, volunteer reach and impact
- Support the delivery of twice-yearly project reviews that feed data into forward planning and delivery
- Support the delivery of a interim and final project reports

Evaluation Framework, Development & Delivery

The Evaluation Consultant will develop and implement an evaluation framework that responds appropriately to the aims, objectives and vision of MFTF. The framework should clearly identify performance and quality indicators and the data acquisition and sampling strategy. It should include use of:

- o Bespoke quantitative data collection tools
- o Tailored qualitative evaluation methodology that seeks to remove possibilities of unconscious bias (racial, economic or otherwise) in evaluations of impact
- o Development of audiences (with focus inclusivity and diversity) from a range of local community groups, particularly Global Majority, and those socially marginalised and disenfranchised, and to evaluate the impact on wellbeing, skill development and engagement with heritage from these groups in particular
- o Evaluation catchment, i.e. communities and other stakeholders that may contribute to formative and summative assessments
- o Identification of aligned partnerships

Evaluation Implementation and Data Collection

The Evaluation Consultant will support the gathering of audience and participant data and feeding in stakeholder and partner consultation. They will:

- o Embed robust monitoring data collection methods at the outset of the project that measure success against project outcomes. Audiences and stakeholders should play a central part in the evaluation process.

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- o Both qualitative and quantitative data should be collected through appropriate and methodical ways of asking audiences questions that provide appropriate evidence
- o Work with our programme leads, partners, volunteers, communities and audiences to gather extensive qualitative and quantitative information on attendance, demographics, barriers to engage, and other relevant information
- o Provide regular updates to review progress, highlight success and lessons learned and highlight any risks and any control measures that should be in place
- o Include qualitative evaluation techniques
- o Support internal project learning through a reflective workshop or similar
- o Demonstrate how evaluation findings have impacted on the ongoing success of the project
- o Provide end of project summative evaluation report

Staff skills training and development

The Evaluation Consultant will work with Peckham Platform to upskill volunteer Co-Producers and Training Placements to learn about evaluation and evaluation processes. You will support volunteers to implement data collection through methods such as feedback forms / online surveys / focus groups / interviews, as well as more inventive approaches to capturing experiences to suit the programmes under review.

They will:

- o Train and support staff, partners, and volunteers to collect monitoring and evaluation data
- o Consider ways in which community volunteers/training placements can be involved in an ongoing way throughout the evaluation, including liaison with the learning team at Peckham Platform and wider project team
- o Where appropriate devise evaluation sessions, with input from the project team, establishing the best method (benchmarking / questionnaires / observation / focus groups / paper-based reviews/ prototypes etc.). Techniques employed should ensure that the evaluation approach is inclusive and will enable a range of visitors to participate fully in the process

Evaluation Consultant, Skills and Experience

The consultant should demonstrate extensive experience of:

- Developing evaluation frameworks and delivering formative and summative evaluation reports, ideally within National Lottery Heritage Fund frameworks
- Working with/for smaller charities with limited staff resources
- Developing and implementing a range of evaluation methods and tools in conjunction with the project
- Planning, overseeing, and supporting monitoring data collection by volunteers and project

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- Carrying out qualitative data gathering through e.g. questionnaires, interviews, focus groups, social media
- Understanding the importance of and/or working with Black and Global Majority led projects to empower wider Black and Global Majority and minoritised/disenfranchised communities
- Evaluating cultural projects that are seeking to widen audiences, engage local communities and enhance people's skills, connection, and wellbeing through the provision of activities

FURTHER INFORMATION

Memories for the Future

MftF is a hyperlocal community-led programme that researches and responds to the intangible heritage of the people who shaped Peckham's iconic Rye Lane. Building from community-input, our starting point are Rye Lane's iconic "Aunties", women business leaders whose roles in Peckham exemplify the lived realities of migration into Britain and the experience of rebuilding lives as part of a diaspora. We want to understand, conserve and learn from these fading histories that elucidate Britain's complex relationships with the rest of the world, and their foundational influence on the communities living and working on Rye Lane.

We will:

Understand: Preserve/Share

MftF will identify, record, preserve and share 10 oral histories of Peckham aunties in conversation with younger generations in their families and/or diaspora that tell a multi-dimensional story of: post-colonial commonwealth migration, British community response, diaspora experience, and how Peckham became the diverse area it is today. Conversations will be professionally recorded and edited and made accessible as a "Peckham Records Collection", held physically in vinyl in our new venue (opening 2025) and online.

Simultaneously, a community-wide conversation in schools, public and community spaces will bring in Peckham people - across culture and generations - to contribute their stories of Peckham's diversity and migration. An informal archive of wider community memories will connect ownership across Peckham communities, and links MftF heritage to contemporary experiences - expected to touch on issues ranging from, regeneration/gentrification, community solidarity/fracture, to contemporary economic, conflict and climate migration.

All engagement will be designed using trauma-informed approaches.

Recognise: Create and Amplify

Using Peckham Platform's co-development approach communities will lead annual creative outputs driven through a Core Group of community volunteers. The Core Group will select and collaborate with artists across design, development and production, creatively responding to and amplifying our learnings through interventions across Peckham's public realm, creating a lasting legacy for Peckham communities.

Access: Reach and Connect

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MftF is led by the community and will continuously connect access to more people across Peckham/beyond to engage in different ways.

Core Group

A core group of c. 15 intergenerational participants (recruited through Golden Oldies, Leaders of Tomorrow, Southwark Day Centre for Asylum Seekers, Peckham Park Baptist Church, Southwark Youth Justice) meet monthly to learn about and share stories on migration heritage, develop skills, drive decision-making and co-produce creative outputs.

Co-Producers

Underpinning impact, MftF supports “re-beginnings” for people with lived experience of migration today. At least 4 Co-Producers will be recruited over 18 months and trained to lead project production, supporting Oral History collection, community engagement, promotion, production, and logistical delivery.

Participants

Over 3,000 people will take part in community wide conversations, engagement, creative activities, and/or workshops. An annual Public Square event invites 1000s of passers-by across 2 week-long installations. Extensive schools and teacher engagement and a family programme will couple memory sharing and storytelling with creative activities to bring broad audiences into thinking about how MftF heritage is meaningful to their lives.

Audiences

1 micro and 1 major -commission and talks programme will reach 100,000s of people onsite and across the public realm/online.

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Peckham Platform is a creative and educational charity based in Peckham, south London. We bring local communities together with leading artists to co-produce social art that responds directly to the needs and concerns of the people involved.

We commission new work, run workshops, talks and exhibitions and provide progression routes for young people. For each new artist commission we work with people in our community to jointly identify themes, develop a brief and select artists. The group then collaborates with the artist to create new work. The model of joint decision-making continues right through to the exhibition, installation or event.

Vision / Mission / Values:

Our vision is to create a connected society by working with communities and artists.

Our mission is to create opportunities for artists and communities to come together and creatively explore and respond to political issues that matter people in Peckham.

Our values

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Connection; We form meaningful relationships with the people, places and communities we work with.

Access

Our work creates welcoming, transparent, open and responsive accessible spaces even when dealing with complex and difficult issues.

Rigour

Our work is considered, thorough and often resource intensive.

Reflection

Our work responds to the places and people where we work, and we are always reflective in our delivery.