

Evaluation Brief - Public agency, co-creation and social change, evaluating our impact

Closing Date – 22 January 2021

Interviews – 12 February 2021

MIF invites great artists from across the globe to create extraordinary new work for the Festival, which is staged every two years at venues and found spaces across Manchester. Our future home is The Factory, a world-class cultural space being built in the heart of the city, where we'll present a year-round programme and artists will be able to develop work of huge ambition and scale that they might not be able to anywhere else.

MIF's [Creative Engagement Team](#) has been developing a body of work to embed public agency, participation and creative engagement into our activity. This includes establishing a number of public forums and processes for devolved decision making, co-design methodologies for artistic commission creation, community selection for artist development and innovative platforms for volunteering and informal skills and learning development.

With sustained support from two of the UK's leading public engagement foundations, [The Paul Hamlyn Foundation](#) and the [Esmée Fairbairn Foundation](#), we are building on strong foundations of participatory and co-producing methodologies to embed more publicly, democratic practices into the opening season and ongoing operation of The Factory.

What we're looking for

We are looking for an evaluator to help us measure and reflect on this programme of work up until and including MIF21. This may include:

- A review of the quality and impact of experience for beneficiaries, partners, artists and MIF's wider organisation
- Piloting measurement of social impact in MIF's public engagement activity (health and wellbeing, growth in social capital, community activism, personal aspiration, growth and confidence) to help inform and shape future policy
- A review of the success of current approaches and to identify key learning to help inform future direction of activity following the opening of The Factory
- A dissemination strategy and plan
- Contribute to the formation of a monitoring and evaluation framework including recommended methodologies, with specific reference to the Creative Engagement programme

Methodology

The methodology for meeting the brief will be developed with the successful applicant but is expected to include:

- review of previous recommendations and evaluations
- attendance at key programme events up until MIF21
- review of content collated from activity since MIF19
- interviews with key MIF staff and funders
- interviews with beneficiaries, artists, peers and partners
- access to monitoring and evaluation data from MIF's year-round programme of activity
- access to post activity questionnaires
- access to data analysis of beneficiaries

Terms

This role is offered on a freelance basis reporting to our Creative Engagement Director

This role will be on a part time basis from February – September 2021. Key dates will include:

- Specific events during MIF21 Festival 1-18 July 2021

A final report will be required by 30 September 2021 with interim reports to align with funding reporting deadlines.

For reference, MIF's external reporting deadlines are as follows:

- Esmee Fairbairn Foundation: September 21
- Paul Hamlyn Foundation: January 21
- GMCA reporting deadlines February & October 21
- MCC reporting deadlines August 21

The ongoing impacts of COVID-19 means the nature of projects, including the Festival, may change at short notice which may impact on the duration and scope of Freelance engagements. At the point of contract a fair and equitable rate will be negotiated based on the proposed methodology.

This role will:

The Evaluator will work closely with the Creative Engagement Directors (Job Share) and the Creative Engagement Team to devise a monitoring and evaluation framework and suggested methodology to capture performance against the key outcomes for the programme of work. The critical areas against which the work should be evaluated are summarised as follows:

How successful is MIF in creating a programme of activity that:

- **For the organisation:** *creates a permanent change in the way the public engages with MIF, opening up increased agency and opportunity for greater dialogue and power sharing; incorporating community centred decision making into activity including curatorial decision making; consistent year-round presence building sustainable local partnerships; enhanced developmental opportunities for Greater Manchester based artists; resourcing and managing its programme of work effectively; raising the profile and communicating MIF's offer successfully*
- **For beneficiaries:** *an increased sense of agency and social capital; pilot measurement of social impact (health and wellbeing, community activism, personal aspiration, growth and confidence); supporting participants to gain greater confidence in own creative potential; improved skills and opportunities; continued engagement in arts; stronger connections to neighbourhoods and the city offer; increased community cohesion; impact of artistic development*
- **For partners:** *connecting more equitably with MIF's offer; increased opportunities to work on engagement and partnerships to benefit partner's aims and objectives; more effective partnership with MIF to support local sector to achieve collective aims of widening cultural participation; wider sector collaboration*
- **Social impact:** *how successfully is MIF's programme of public engagement creating social impact; what is this and what is the evidence to demonstrate this?; How can we develop our current methodology to more effectively to measure social impact effectively and what key lessons have been learned from the evidence that we have?*

MIF is currently undergoing a significant period of organisational change as we grow and develop to operate The Factory, therefore everyone will be required to show a flexible approach to this process – which may involve revisions around scope of role or project focus.

If you're interested in being part of MIF and The Factory please submit your expression of interest via [this form](#).



Expressions of interest for this contract of work should be no longer than two sides of A4 and include the following:

- Expertise and skills you bring that are relevant to this tender
- Your proposed approach and methodology
- An outline budget

We look forward to hearing from you. If you have any questions or want to discuss the role please get in touch at creativeengagement@mif.co.uk

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