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**Roots and Branches - Evaluation Brief 2021-23**

**1. Project Background and Partners**

[Museum Development North West](https://museumdevelopmentnorthwest.wordpress.com/) (MDNW), in partnership with [Manchester Museum](https://www.museum.manchester.ac.uk/) (MM) and the [Carbon Literacy Project](https://carbonliteracy.com/) (CLP), have received £136,750 of public funding by the National Lottery, through Arts Council England National Lottery Project Grants, for an ambitious two-year project. ‘Roots and Branches’ focuses on museums and environmental sustainability and aims to accelerate the museum sector’s ability to respond to the climate crisis.

We seek to appoint a freelance evaluator/s who will: develop the project-wide evaluation framework in consultation with MDNW, MM and CLP; collate and analyse project data and information (both quantitative and qualitative); report to the project steering group at various stages throughout the two-year project; produce a final report at the end of the project.

The launch of ‘Roots and Branches’ will coincide with the [COP26](https://ukcop26.org/) United Nations Climate Change Conference in November 2021. Over the next two years, this project will enable the scale up and roll-out of Carbon Literacy training across museums in England through Museum Development teams in England. This will be supported by a new Museum Carbon Literacy Officer post and by CLP.

MM will host the ’Roots’, creating a nationally significant co-working hub of cultural environmental action that will bring together museums, educators, environmentalists, artists, researchers, third sector organisations and students. This will be coordinated by an innovative new post shared between MM and CLP.

The ‘Branches’ of the project will create an environmentally aware and active sector, giving museums the tools to respond to ‘[Let’s Create](https://www.artscouncil.org.uk/letscreate)’, Arts Council England’s new 10-year strategy in which environmental responsibility is at the core. A new Museum Carbon Literacy Toolkit will be developed that will be freely available to all museums to use to train their workforce. The toolkit will also be delivered by Museum Development England (a network of 9 Museum Development teams across England) supported by a new Museum Carbon Literacy Officer. For further details of the project see [Roots & Branches project summary](https://museumdevelopmentnorthwest.files.wordpress.com/2021/07/roots-branches-project-summary-1.docx).

From 9th August to 12th November 2021, on the run up to and during COP26, a social media campaign will run for all museums to join in with, showcasing how the museum sector is responding to the climate crisis. The #MuseumCarbonStories campaign has a schedule of weekly themes linked to environmental sustainability that participating museums can respond to over 14 weeks.

**2. Roots and Branches Aims and Objectives**

**Branches**

The aim is to create a Carbon Literate museum sector and by the end of the project, have trained and certified 1,500 people across a diverse ecology of 300+ museums where delegates reflect the full breadth of sector roles, from volunteers to senior managers and trustees.

Objectives

* Create a new online Museum Carbon Literacy Toolkit
* Pilot, test and review toolkit with 5/6 museums in the North West
* Take part in a Carbon Literacy Action Day to coincide with COP26 starting on 1st November 2021, where each regional Museum Development (MD) team run Carbon Literacy course using the new Toolkit
* Over 250 museums across England take part in social media campaign #MuseumCarbonStories
* Launch new toolkit which will be freely accessible via CLP to all museums to run internally with their workforce
* Each regional MD team will deliver a minimum of two further Carbon Literacy training courses, supported by the Museum Carbon Literacy Officer
* The Toolkit will be converted for face to face provision once circumstances permit
* Research, develop and deliver follow-up ‘deep dive’ webinars to support museums to deepen their commitments and action plans for tackling climate change

**Roots**

The aim is to create a nationally significant co-working hub of cultural environmental action at MM. A manifestation of what Carbon Literate Museums look like and can do, it will be used by museums, communities and academics to inspire their own practice and drive public conversations about sustainability.

Objectives

* Create hub of environmental action
* Dedicated 3rd Floor space to create a national hub of environmental action
* A specialist post to shape this approach
* A site for drilling down into museum practice and Carbon Literacy
* Integrated into the visitor experience when MM reopens
* Drawing all strands together - highlighting digitally the work done by museums to mark 1st anniversary of COP26, 2nd anniversary showcasing the exploratory work at MM to wider cultural sector, stakeholders and audiences

**Overall Project**

The aim is to run a low carbon project where sustainability and equity are considered, monitored and reported against throughout the project.

Objectives

* Sustainable practice in project delivery, creating new material only when needed
* Deliverables from this project have the widest possible application

**3. The Evaluation Brief**

Stage 1:

November to December 2021

Freelance evaluator/s will develop the project-wide evaluation framework in consultation with MDNW, MM and CLP. The framework will include all aspects of the project and look at qualitative (including creative evaluation responses) and quantitative evaluation.

Stage 2:

January to May 2022

Freelance evaluator/s will evaluate and produce an initial report of #MuseumCarbonStories social media campaign, Museum Carbon Literacy Toolkit development and pilot, and Carbon Literacy training launch in each of the 9 English regions by regional Museum Development teams.

They will also support project partners to develop tools to gather data and information to inform the Stage 3 evaluation. This may include another social media campaign or other mechanisms for gathering sector feedback on participation in the project and sector actions against climate change and feedback from public participation in events.

Stage 3:

May 2022 to January 2023

Freelance evaluator/s will evaluate and produce and interim report on Carbon Literacy training delivery in England, deep dive webinars and MM research, development and activity as part of the Cultural Environmental Hub and participant/sector feedback and information.

Stage 4:

January 2023 to November 2023

Around the time of the COP 2023 conference, freelance evaluator/s will collate all project data and reports and produce the final evaluation report that can be used by the project partners to assess the impact of the project. The information will be presented in a way that can support partners to report to funders and so it can be shared with the wider sector and stakeholders.

Data and information for the evaluator, using the evaluation framework, will be collected throughout the project by CLP, MM and MDE, the Museum Carbon Literacy Officer and MM postholder. This includes quantitative and qualitative data gathered from:

* Training booking and evaluation forms
* CLP participant forms and certification figures
* Information from museums participating in the social media campaign and project
* Numbers of organisations collaborating at MM
* Number of individuals engaging in events
* Participant feedback survey responses
* Visitor/sector engagement in project activity

Other data from the Journey to Zero Carbon and Building Ecological Action projects at MM may also be used to help baseline how people are responding to climate change and determine what changes and actions are taken after participating in the Roots of this project.

**4. We are looking for:**

* Evaluator/s with a knowledge of accessible, creative and adaptable methods which can be used by project partners to gather data and information
* Expertise in data collection and analysis methods, both qualitative and quantitative
* Awareness of issues of diversity
* At least 2 years’ experience of strategic evaluation planning and delivery for projects with multiple partners
* Community based experience is also relevant for aspects of the project
* An interest in and understanding of the Cultural Sector and its ability to advocate and respond to the climate crisis
* A professional and/or personal interest in/experience of environmental sustainability and practice
* Demonstratable organisational and communication skills

**5. Budget**

£6,000 including VAT, expenses and creative input/outputs across the four stages outlined above.

**8. Submission Requirements**

We recognise that the project timescale is over two years and would welcome submissions from groups of freelancers/agencies working together.

Please provide the following:

* A proposal which outlines your suitability for the contract including experience, how you would use the budget (including day rate), qualifications and 2 recent (in the last 2 years) examples of similar contracts: no more than 4 sides of A4 please
* A CV which includes 2 referees, contact details and your availability
* Deadline for submission: 5pm 13 October 2021
* Please submit by email to Lynsey Jones and Kaye Hardyman, Museum Development Officers at Museum Development North West: [lynsey.jones@manchester.ac.uk](mailto:lynsey.jones@manchester.ac.uk) ; [kaye.hardyman@manchester.ac.uk](mailto:kaye.hardyman@manchester.ac.uk)
* You will be notified of the decision to interview on 18 October 2021
* Interviews will be held online on the afternoon of 19October or afternoon of 22 October 2021