

Evaluation Consultant Brief: Sustainability

Context

The University of Cambridge cares for the UK's highest concentration of Designated Collections outside London, welcoming over a million visitors a year to its publicly accessible museums, central library, and botanic garden. Designation accreditation from Arts Council England recognises collections of national and international importance based on their quality and significance. Together, these collections at Cambridge play a fundamental role in delivering the University mission, as well as delivering a wide variety of experiences and programmes to many different audiences and communities both local and international. The Collections are accessible to the public and are a resource for researchers and students. The core cross-collections Programme & Collaboration team focuses on unlocking the University's collections, and the research activities which underpin them, for a larger and more diverse audience. The collections benefit from funding from a wide range of funders, including Arts Council England and Research England, as well as research grants and philanthropic income. Reporting to these various funders is a key activity across the collections.

The University Collections comprise eight Museums, the central Library, and the Botanic Garden. The Museums are:

The Fitzwilliam Museum

Kettle's Yard

Sedgwick Museum of Earth Sciences

Whipple Museum of the History of Science

Museum of Zoology

Museum of Archaeology and Anthropology

Museum of Classical Archaeology

The Polar Museum

Goal

We would like to commission a piece of work to establish a cross-collections framework to evaluate activities focused on the environment and sustainability. The goal is to develop a cross-collections Environment & Sustainability focused Evaluation Framework, building on this work in line with good sector-wide practice and funder requirements to enable us to report to our major funders (particularly Research England and Arts Council England) and to support strategic planning as we respond to the climate emergency.

Output will include a set of tools which are a feasible and comparable means by which colleagues across the consortium of collections will feel inspired and empowered to plan, collect and analyse data showing that can be used for strategic planning and to evidence success to funders and other stakeholders, specifically in the areas of environment and

sustainability related work. It will build on other work undertaken, including the development of a cross collections' evaluation framework, but will significantly grow this activity through a new and enhanced framework focused specifically on this area of activity.

The framework and its processes will need to be effective to evaluate a range of museum and public collection projects, both public facing and back of house, and including exhibitions, displays, and interventions around the permanent collections. It should also speak to the emerging *University Business Data Strategy for Professional Services*.

The consultant should work with the central Collections' Programmes and Collaborations team and individual collections teams to design the framework and processes.

The framework should consider:

- Tools for setting out clear identification of aims, objectives and smart outcomes for each project evaluation, in consultation with project delivery teams.
- How to oversee and deliver data collection for front-end, formative and summative evaluation, using both quantitative and qualitative data.
- A means for identifying and reporting on evaluation results and feeding data analysis back to the collections.
- The role of volunteers in the framework.

All with a view to embedding and sharing a culture of data-driven decision making and effective advocacy across the collections.

The cross-collections team includes two evaluation experts and the consultant will be expected to work closely with these team members, under the supervisor of the Director of Collections' Strategy and Programme Manager.

The consultant will be expected to use their own software licences for any standard specialist evaluation software required e.g. SPSS, NVivo and any outputs should be compatible with standard MS Office based packages e.g. Excel, Word.

Audiences

The end users of this framework will predominantly be Collections staff and the central cross-collections team. However, it should be noted that the framework itself should attend to the huge variety of audiences with which the Collections interact.

Deliverables

- Audit of existing environmental and sustainability focused work across the Collections, compiled as a report.
- Proposed framework for evaluation of the above and future work, including qualitative criteria, quantitative measurables, and baseline categories for things such as socio-economic data which cross reference to the general evaluation framework and the University business data strategy.
- All data.
- At least one pilot evaluation project demonstrating the effectiveness of the framework.
- Presentations to individual collection and cross-collection teams on this work.

Timeframe

The final framework and report is due early July 2025. There is no flexibility on delivery date for this work.

Expectations

Some in person attendance at Cambridge, including a commissioning meeting, end of project presentations, plus any location visits required depending on the research project design. Costs should be factored into the proposal.

Data access

Please note that as part of the contracting process, the client will require full access to the underpinning dataset, as part of our work to create a more open research culture.

Budget

The fee, including VAT and all travel and incidentals, shall be £25,000.

Selection Process

Submissions will be considered w/c 10 February, 2025

Interviews will be held online, 20 February, 2025

The successful contractor will be appointed w/c 3 March, 2025

Please return

- A draft timeline and description of your proposed methodology for the work
- Relevant previous experience (ideally two examples of relevant work)
- Your costings for completing the work (incl VAT, materials, travel), max. £25k
- Your proposed team, including short CVs/bios (if relevant)

Please return submissions

By 09.00, 10 February, 2025

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