

# CRAIG EASTON: **IS ANYBODY LISTENING?**

## **Is Anybody Listening? Our Time, Our Place: Evaluator**

Freelance Fee: £9292 to include all disbursements

Location: Hybrid plus Blackpool, Blackburn, Wirral, Salford, Liverpool

Reporting to: Programme Manager, Is Anybody Listening? Our Time, Our Place

Duration: February 2023 – May 2024

### Context

It is a significant occasion for a Northwest artist, Craig Easton, to win Sony World Photographer of the Year (2021) with his series Bank Top, created in Blackburn, as well as second place in the documentary category for Thatcher's Children, made in Blackpool. Due to Covid19, we were unable to celebrate this achievement within his home region.

Easton tackles stereotypes and responds to the negative way in which the main-stream media often portrays Northern communities. The relevance of Easton's work has resurfaced in a new light as communities endure the cost-of-living crisis and face new challenges and segregation. Is Anybody Listening? is a touring exhibition. Our Time, Our Place is an engagement programme and symposium. Is Anybody Listening? Our Time, Our Place is delivered in partnership with University of Salford, LeftCoast, Open Eye Gallery, Blackburn Museum and Art Gallery and the Williamson Art Gallery and Museum.

A consultation with Salford Youth Council shows that 70%+ of participants said that they want to "capture their own world through photography". One participant remarked: "Coz you grow up there they decide that's what you are going to be. There is always a community to be found. Even in the most run-down areas there is always something there... The people make the place; the place doesn't make the people."

Our Time, Our Place aims to do exactly that: give young people the skills and support to see the value of their story and learn how to preserve and share it from the inside out through the adoption of a logic model to set out activities, resources and planned outputs and outcomes (or impacts)

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## Purpose

The contractor will develop a monitoring and evaluation framework, collating and analysing data against the aims and objectives of the programme. The programme aims to engage a diverse audience and develop connections between heritage and people. The contractor will assess how *Is Anybody Listening? Our Time, Our Place* engages people to take steps to involve themselves more deeply in the issues and communities of their lived experience. The contractor will develop a logic model and delivery plan leading to an unbiased, robust evaluation report for our major funder, Heritage Lottery Fund.

## Key Responsibilities

The contractor will work closely with external stakeholders, participants and colleagues to devise, plan and undertake/coordinate the evaluation.

- Develop, plan and embed a monitoring a framework for continuous programme evaluation
- Use appropriate and methodical ways of asking questions that provide robust evidence which could cover well-being, demographics, economic, social capital, learning journeys, rise to action and quality
- Embed evaluation into the heart of programme liaising with venues, community groups and young people
- Gather baseline data at the start of each project and comparison data set to demonstrate change over time
- Monitor progress through the adoption of a logic model to set out activities, resources and planned outputs and outcomes (or impacts)
- Communicate any deviations from strategy, objectives and respond to evidence gathering gaps/omission/ issues through timely meetings
- Provide detailed and transparent summaries of the research methods used to collect data in relation to the numbers of people that have engaged with / or tried to engage with evaluation activity including limitations, statistical tests and response rates
- Analyse and interpret data to provide evidence on outcomes highlighting areas of strength, future development, areas to improve.
- Provide clear conclusions and recommendations to help enable stakeholders to identify and apply any lessons learned.
- Produce a timely, clear and sufficient report evaluating project aims, objectives, effectiveness, efficacy and sustainability to inform funders, present and future meeting Heritage Fund submission requirements

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## Contractor Specification

| Essential  | Desirable   |
|--|---|
| <p>Experience</p> <ul style="list-style-type: none"> <li>• Development, planning and implementation of evaluation</li> <li>• Developing logic models/ monitoring and evaluation frameworks</li> <li>• Gathering baseline data from a range of sources</li> <li>• Effectively communicating with colleagues and a range of communities to engage them in evaluation, data collections and monitoring</li> <li>• Experience of a host of evaluation tools and methodologies, both qualitative and quantitative</li> <li>• Experience of interviewing case studies to demonstrate change/ action</li> </ul> | <ul style="list-style-type: none"> <li>• Evaluation of community archiving, museums, digital mapping, visual arts/ heritage sector</li> <li>• Evaluation of Heritage Fund projects</li> <li>• Evaluation of social engaged arts projects</li> </ul> |
| <p>Knowledge</p> <ul style="list-style-type: none"> <li>• Understanding of relationship cultivation</li> <li>• Understanding of audience development</li> <li>• Understanding of the principals and values which underpin arts/ heritage</li> </ul>  |   |

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| Essential   | Desirable   |
|---|---|
| <p>Skills</p> <ul style="list-style-type: none"> <li>• Ability to manage own workload, completing tasks to deadline without supervision</li> <li>• Excellent advocacy, presentation and verbal communication skills with an ability to engage effectively with a wide range of people</li> <li>• An eye for details both visual and textual, ability to edit and approve content appropriate to the data gathering</li> <li>• Coordination of activities ensuring consistency of messaging, accessibility and clear calls to feedback/action.</li> <li>• Identification of media opportunities, and networks to maximise evaluation reach.</li> </ul> | <ul style="list-style-type: none"> <li>• Digital Google Analytics, Google Forms, Survey Monkey etc</li> <li>• Ability to develop creative evaluation methodologies to engaging a range of diverse groups</li> </ul> |
| <p>Qualities</p> <ul style="list-style-type: none"> <li>• Ability to build excellent relationships and work in a supportive manner alongside colleague, partners, freelancers, teachers, academics and local authority representatives</li> </ul>   |   |

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| Essential   | Desirable |
|---|-----------|
| <ul style="list-style-type: none"> <li>• Ability to work flexibly and adapt to unforeseen problems</li> <li>• Commitment to equal opportunities, cultural diversity and accessible of service</li> <li>• Self-motivation, ability and willingness to work as part of a team</li> <li>• Accountability and sensitivity to issues and challenges as they arise</li> </ul> |           |
| Qualifications <ul style="list-style-type: none"> <li>• Relevant degree or qualification by experience</li> </ul>   |           |

How to apply and the selection process

For an informal chat about the role please email [craigeaston.isanybodylistening@gmail.com](mailto:craigeaston.isanybodylistening@gmail.com).

Please send a CV and covering letter no larger than 10 MB to [craigeaston.isanybodylistening@gmail.com](mailto:craigeaston.isanybodylistening@gmail.com) by noon on Friday 3rd February 2023 . Please tell us how you meet the experience, skills and qualities outlined in the Contractor Specification. Please propose how you would split the fee into materials and time if applicable. This should be no longer than 2/3 pages in either Word or PDF. Please keep your CV 2/3 pages of A4 and include two references from recent or current employers/ clients. All applications will be acknowledged with an email receipt. Should you be shortlisted, you will be invited to interview on Wednesday, Feb 8th. Your application will be assessed against how you meet the experience, skills and qualities outlined in the Contractor Specification through your application and interview.

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## Fee

A total of £9292 is available. This includes your fee, evaluation materials, public liability insurance, expenses, site visits, meetings, observation sessions,, administration, meetings, VAT. The fee will be released in tranches upon competition of agreed milestones.

## Timeline

Open Eye Gallery, Liverpool  
Exhibition and engagement programme  
January 2023 - April 2023

LeftCoast and Blackpool School of Art  
Exhibition and engagement programme  
April 2023- June 2023

Blackburn Museum and Art Gallery  
Engagement programme  
June 2023- July 2023

University of Salford  
Exhibition and engagement programme  
September 2023- December 2023

Williamson Art Gallery and Museum  
Exhibition, engagement programme and symposium  
January 2024 - March 2024