



# EVALUATION CONSULTANT

Tender Brief

**JEWISH  
MUSEUM**  
LONDON



**Jewish Museum London on the Move Project**  
**Funded by THE NATIONAL LOTTERY HERITAGE FUND**  
**£231,000 awarded November 2023**

## **EVALUATION CONTRACT**

### **Jewish Museum London**

The Jewish Museum London (JML) plays a vital role in telling the story of Jewish life, history and culture in Britain and in challenging prejudice, provoking questions and encouraging understanding. Our internationally renowned collections of Judaica and social history, preserve and tell the story of Jewish life in Britain from the 11th century to today. The Museum has over 30,000 objects in the collections, including ritual and ceremonial objects, costumes and textiles, photography and oral history, documents relating to social and political life, prints and drawings and ephemera.

The Judaica collections hold Designation Status awarded by Arts Council England and the Museum is currently an Arts Council National Portfolio Organisation (NPO) delivering annual agreed learning and collections based activity plans and Arts Council Investment Principles. JML currently holds Provisional Accreditation status due to the move from our permanent building but are working towards regaining full Accreditation.

As one of the few museums in the UK dedicated to a marginalised community, we value the representation of intersectional identities and stories. We showcase this value across our programming, including our Race in Religion Black History tours, LGBTQ+ displays and programming, and our ground-breaking Inclusive Judaism project working with Jewish communities across the country collecting contemporary images of Jewish life.

### **Jewish Museum London on the Move**

Jewish Museum London is on the Move – the Trustees are selling the building due to rising costs, relocating the Museum and creating a new operating model from January 2024 out in the community. Collections care and the learning programmes remain at the heart of Museum activity in this next chapter of the Jewish Museum London’s history.

The trustees have been working towards a new Jewish Museum of the Future vision to be set in a prominent location with high footfall. This new vision of the Jewish Museum will tell the story of the Jewish Community in Britain through star objects from the collections and their stories, representing all groups and people within the Jewish Community. The Museum is keen to work more collaboratively with all Jewish Community groups to ensure authentic representation of their lives and to ensure involvement and benefit of the Jewish Community in making the ambitious project of Jewish Museum of the Future a reality with the support of the community.

In the meantime, JML is also looking for a space to hire for 3 – 5 years in a prominent location with high footfall to set up temporary displays as a visitor destination and to carry out audience consultation and test ideas for the Future Museum content.

## **Project Summary**

This project's ambition is to improve JML organisational resilience through the creation of a new operating model around collections engagement and learning programmes in temporary cultural and Jewish community venues after leaving the Camden Museum site. The project aims to build up the skills and expertise of the organisation leadership, including a new Head of Learning position and 3 new trustees with identified skills through board skills audit to lead the Museum's next phase of development. Development of a fundraising strategy through the first year of the new model and establishment of key donors and grant opportunities by the fundraising consultant will help secure a sustainable financial future for the Museum.

The project will provide new ways to share the JML collections through displays, online and loans. The majority of the main collections are being transferred to museum conservation storage with limited access to allow the collections team to continue collections work. A new temporary display programme showcasing some of JML's collections will be located in selected London venues and some regional partnership venues, including synagogues, other cultural heritage organisations and community centres/libraries in London, Bradford, Brighton and Manchester. Alongside these displays there will also be loans of JML collections to other heritage sector organisations to enhance their planned exhibitions such as the National Holocaust Centre and Museum in Nottingham. New collections online platforms on the Museum website will provide images and data about audited collections with online tools to explore and research objects, along with stunning 3D photos of significant detail on the Judaica silverware so that researchers can see all the detail in the round for these significant objects.

The project also aims to develop the core formal and informal learning programmes as part of the Museum's new model of delivery in 2024. The current learning offer will continue out in the community as outreach to schools and through virtual classrooms and broadcasts from October 2023 to February 2024 with in person workshops starting from March 2024 in partner venues. Family events will be run in partner venues to share objects and stories with family audiences. Reminiscence sessions will take place in Jewish care homes using JML collections to spark memories, connections and improved well-being for residents. This project also seeks to develop and build on the excellent learning expertise within the Museum to create and pilot new innovative programmes for schools and other learning audiences in the community.

## **Project Aims :**

- Creation and appointment of new post – Head of Learning
- Recruitment of 3 new trustees to achieve JML future plans and creation of new roles for 15 Museum volunteers in new operating model
- Collections object loans and temporary displays in 5 regions reaching 135,000 people and loans to heritage organisations for 68,685 people/ JML temporary displays for 66,050 audiences
- 20 new collections stories shared through temporary displays, social media and Jewish press articles
- 10,000 audited JML collections made accessible through new online platform with engagement facilities and 3D photographs reaching 32500 website engagements and 38400 social media/Youtube views

- Adaptation and creation of new learning programmes out in the community reaching 19, 500 students, 300 older people and 700 family participants
- Creation of fundraising strategy and income generation of £100k with planned growth in fundraising activities by March 2025

**PROJECT TIMESCALES :** December 2023 – March 2025

## **PROJECT TEAM**

### **Project Manager – one day a week**

#### **CounterCulture**

CounterCulture company have already been selected via competitive tender as project managers for the relocation of the Museum in July 2023 and will be staying on to manage this transition project using their in depth knowledge of the Museum's current situation and operations during the relocation. Role includes oversight of project progress and activity plan, quarterly project team meetings, admin including quarterly claims and managing project budget.

### **Senior Collections Engagement Manager – Existing staff post**

Leading on planning and delivering temporary displays, online collections engagement and collaborating with learning team on engagement and learning programme development.

### **Learning Manager – Existing staff post**

Delivery of existing and new learning programmes and teachers CPD, learning programme marketing and assisting in new programme consultation and development.

## **New Project Staff**

### **Head of Learning – New Project Post - permanent/full time**

Creating and developing learning programmes for schools and communities in collaboration with new partners to build on current established schools programmes around Judaism.

### **Evaluation Consultant**

Creating evaluation frame work, final report and support delivery of evaluation activity and sharing of lessons learnt throughout the project.

### **Fundraising Consultant**

Creating fundraising strategy and sourcing £100k in annual income from the heritage sector and Jewish Community to support the future operation of the Museum.

## Evaluation Consultant Brief

The evaluation consultant will be expected to :

- Create and agree with project staff an appropriate monitoring and evaluation framework for the project at the start based on NLHF Logic Model /Theory of Change
- Create evaluation tool kit for project staff to use with project audiences to capture qualitative and quantitative data and the extent to which funder mandatory and other outcomes have been achieved
- Brief project staff and volunteers on evaluation activities and data collection
- Analyse data, feedback and results of all evaluation activity
- Conduct baseline, 1 x mid term review and a project completion review
- Share review results with project team to ensure lessons learnt can impact on project success throughout the project
- Final evaluation report with recommendations for future community engagement based on results and lessons learnt

## NLHF Funder Project Outcomes :

- *A wider range of people involved in heritage*
- *Organisation will be more resilient*
- *Local area will be a better place to live, work and visit*
- *Heritage will be identified and better explained*
- *People will have learnt about heritage, leading to change in ideas and actions*

## Timetable and Outputs

February 2024	Kick off meeting with JML Project Team
February – March 2024	Create monitoring and evaluation framework
March 2024	Create evaluation toolkit /baseline assessments
March 2024	Brief JML Team on evaluation framework delivery
September 2024	Mid Term Review including analysis of project data
September 2024	Sharing lessons learnt so far with the project team
February/March 2025	End of project review
March 2025	Final evaluation report

## **Create monitoring and evaluation framework**

To work with project team and agree :

- The process for setting out how outputs and outcomes will be monitored
- Procedures for data collecting and recording
- Different types of evidence to be collected
- Framework for measuring the impact of the project

## **Create toolkit**

The documents and activity templates to be used to gather qualitative and quantitative data and a range of suitable activities appropriate for the community partners to gather evidence

## **Midterm Review – September 2024**

A review a few months into the project to ensure fit for purpose evaluation techniques and share lessons learnt :

- Confirm project progress to date against outputs and outcomes, what is working well and what is not and sharing lessons learnt so far
- Ensure monitoring tools are fit for purpose and being used effectively
- Confirm monitoring and evaluation plans for next few months and any changes needed

## **End of Project Evaluation and Report**

This should involve all project participants including project team to get impact evidence of the project on all participants, staff and volunteers, as well as collating all the qualitative and quantitative data and feedback from the project.

Final report to provide the following :

- Overview of the framework and method
- Results of the data collection
- How far the project and funder outcomes and outputs have been achieved
- Lessons learnt during the project and what this means for future JML operations model
- Recommendations on the most effective way to evaluate future programming in based on evaluation impacts and feedback

## **Skills and Experience**

- Track record of delivery of evaluation services including monitoring and evaluation and reporting for the heritage sector / National Lottery Heritage Fund
- Experience of evaluation work with a variety of diverse and minority communities and working with diverse teams
- Excellent written and verbal communication skills
- Confidence, approachability and personal touch in dealing with all those involved in the project

## Budget

**£8000 (Including VAT)** if needed to include all expenses for delivery of the evaluation brief, such as travel or materials and equipment needed for data gathering, and any applicable VAT

The costs of preparing the tender to be borne by the tenderer

## HOW TO APPLY

Send your tender covering your experience and suitability for the role, methodology, a cost breakdown and 2 referees to the Project Manager, JML on the Move Project at <https://forms.monday.com/forms/8dd20ce62bf48b871d6cddda7a9aa191?r=use1>

Please include a copy of your CV and evidence of your public liability and professional indemnity insurance.

**Deadline : Monday 8 January 2024 at 9 am**

**Interviews will be held in mid January 2024**

## Further information about the Museum

- Website
  - <https://jewishmuseum.org.uk/>
- Museum Impact Reports
  - <https://jewishmuseum.org.uk/about-us/reports/>
- Annual Accounts
  - <https://register-of-charities.charitycommission.gov.uk/charity-search/-/charity-details/1009819>
- Recent Press Releases
  - <https://jewishmuseum.org.uk/about-us/press-and-media/>
- Trustees
  - <https://jewishmuseum.org.uk/about-us/trustees/>

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