



HERITAGE
CRAFTS



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Project Evaluation

Consultant Services Brief for

Heritage Crafts

Part of the **Shaping a Resilient Future for Heritage Crafts** project
funded by the **National Lottery Heritage Fund**

Heritage Crafts (registered at the Heritage Crafts Association CIO number 1159208)
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Heritage Crafts is seeking a freelance **Project Evaluator** as part of its *Shaping a Resilient Future for Heritage Crafts* project.

About Heritage Crafts

Heritage Crafts is the national charity for traditional heritage crafts in the UK. Working in partnership with government and key agencies, we provide a focus for craftspeople, groups, societies and guilds, as well as individuals who care about the loss of traditional crafts skills, and works towards a healthy and sustainable framework for the future.

Our charitable purpose is to advance public knowledge and appreciation of traditional and heritage crafts, in particular, but not exclusively, through education, advice and training.

We are a membership organisation of over 1,600 members, providing advice and guidance, research, small grants and bursaries, an awards scheme, and real world and online events. We liaise with national media to raise awareness of the importance of heritage craft skills to UK culture and the plight of those at risk of being lost, and speak on behalf of the sector to policymakers and funders. Our beneficiaries are the public as a whole, for whom craft skills provide a collective cultural resource, not just the craftspeople with whom those skills reside.

About *Shaping a Resilient Future for Heritage Crafts*

Since we began, fourteen years ago, Heritage Crafts has led efforts to preserve, develop and celebrate the UK's craft skills. For many years we were a wholly volunteer-run organisation resourced through membership subscriptions and occasional donations/grants from individuals and private Trusts and Foundations, and we continue to have no long-term public funding. Despite this, we have seen huge demand for our work that has outstripped our ability to meet the needs of the heritage and endangered crafts sector.

We have grown rapidly over the last four years and this has itself brought risks and challenges. We need to:

- Strengthen and structure our organisation to meet all the needs we are called upon to address – and to ensure that we are resilient and stable for the years and work ahead.
- Consolidate and broaden our fundraising to meet all the needs we are called upon to address – and to ensure that we are resilient and stable for the years and work ahead.
- Strengthen our governance to provide a solid foundation for our next period of growth, when we plan to improve our reach into under-represented communities.

Approved purposes of the *Shaping a Resilient Future for Heritage Crafts project*:

1. Carry out governance and organisational development review, to support Board work and succession planning, produce an organisational skills map and a business baseline.
2. Work on digital redevelopment, including website, Makers Directory, social media platforms and video content.
3. Supported by a fundraising consultant, set up fundraising campaign including philanthropy, endowment and legacy fundraising, and consultancy as income generation.
4. Undertake training for staff, volunteers and Trustees on equity, diversity and inclusion.
5. Undertake training for Trustees on good governance.
6. Host volunteer recruitment events to broaden support base through a structured volunteer scheme, produce volunteer management procedures and recruit 48 new volunteers.
7. Deliver an outreach and engagement training bursaries programme, to support individuals from under-served groups starting a crafts career.
8. Host volunteer-supported membership recruitment events.
9. Recruit and employ a Project Administrator (0.6 FTE, 21 months) and a Volunteer Coordinator (0.6 FTE, 18 months). Extend Membership Officer hours from current 0.6 FTE to full time.
10. Undertake formative and summative evaluation of project progress towards the outputs and outcomes identified in your application.
11. Ensure high quality grant acknowledgement on site, online and in all activities, and take opportunities to thank National Lottery players throughout project delivery.

This work is supported by the National Lottery Heritage Fund.

About the invitation to tender

Heritage Crafts is looking to appoint a Project Evaluator to work with the Executive Director and Trustees to develop and implement an evaluation methodology for the project.

Proposals are welcomed from individuals or consultancies with an understanding of the heritage crafts sector, a proven track record of working within funded projects, and experience of interpretation.

The following outputs will be required:

- A start-up meeting with key staff.
- Agreement of research methods and methodologies.
- Interim progress meetings.
- Delivery of final report.

The contract will begin on 15 July 2024 and be completed by 28 February 2026.

The anticipated budget is £6,000 to include all expenses and VAT. The payment schedule will be:

- 33% on signing the contract
- 33% in July 2025
- 33% on delivery of the final report to Heritage Crafts

Costs should include VAT and expenses and include a breakdown of each person who will be working on the project, what their day rate is and how many days each member of the team will be allocated to complete the work.

How to respond to this invitation to tender

To tender a proposal, please email Daniel Carpenter, Executive Director, (daniel@heritagecrafts.org.uk) by Friday 21 June 2024. The proposal should cover the following points:

- Your understanding of the brief.
- Your proposed approach and research methods to be used.
- An outline plan including key deliverables, for example, in the form of a Gantt chart.
- Details of staff allocated to the project, together with experience of the individual staff members in carrying out similar projects. The project manager / lead contact should be identified.
- The allocation of days between members of the team and the daily rate of individual staff involved.
- An outline budget.
- Your relevant experience in similar projects, including examples of previous work.
- Two references from previous clients and examples of successfully delivered projects.

We are happy to speak with potential providers to discuss the invitation to tender in more detail. Please contact Daniel at the address above if you have any questions or if you'd like to set up a brief meeting or phone call.

This contract is funded by the National Lottery Heritage Fund and made possible by money raised by National Lottery players.