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**INVITATION TO TENDER**

**The Alternative Archive**

**Freelance evaluator**

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8. **Letter of Invitation**

Derby Museums (DM) is just starting a National Lottery Heritage Fund (NLHF) funded project titled: The Alternative Archive.

You are hereby invited by DM to submit a tender for the evaluation of this project.

The Invitation to Tender from DM contains Instructions and Information for Tendering and Specification of Requirements.

Tender submissions must be submitted no later than 16th June 2023

Please send your proposal to:

laurap@derbymuseums.org

We look forward to receiving your tender response.

Yours faithfully,

Laura Phillips, Head of interpretation and Display, Derby Museums.

1. **Project overview**

Derby Museums (DM) has developed a person-centred design approach working with a cohort of approximately 700 volunteers, but it is still underrepresenting and misrepresenting significant local South Asian communities. Their voices are lacking from our collections, practice and record.

A leadership group with lived experience of Derby’s South Asian communities, community engagement and participatory practice in arts and heritage have developed this project idea via their personal experience, heritage knowledge and artistic practice. They identified the need to document the stories of their parent’s and grandparent’s generations, amid concern the photographs and contextual information held in personal collections will be lost to the historical record or retained without the important accompanying information. This opportunity is time limited, as these generations are ageing and the pandemic has highlighted their vulnerability.

The rich collections of family photographs in South Asian homes hold stories almost completely lacking from DM’s social history collections. Diverse South Asian communities account for approximately 15% of Derby’s population and their arrival and lives, particularly over the last 50 years, have shaped the city.

To support older generations cautious about sharing private photographs and help overcome the lack of value often placed upon personal heritage and its preservation for future generations, digital volunteers will engage community volunteers to capture and upload stories. A photographic story from an individual who drove buses in the 1960s, could then be connected to DM/LS holdings related to buses and be tagged by others.

The need for an archive stands alone but, in parallel, this is an opportunity to ‘people’ the DM and, potentially, Local Studies Library (LS) collection records and ensure the histories of migration to Derby from the 1950s are more deeply understood and recorded. South Asian communities have had little engagement historically with DM/LS collections. We want to learn new methods for shaping archives for the future and supporting new ways of working that are community-led.

1. **Project aims**

Develop an online archive, that meets NLHF digital requirements, of photographs and accompanying stories that are currently in private collections. The archive will connect to those of DM/LS enriching and contextualising their collections with the personal images and histories that are often lacking.

Offer opportunities for intergenerational dialogue and exchange through different generations being enabled to help source and detail content for the archive. Bring new voices and perspectives into our interpretation, making us more relevant to a wider range of people and deepening understanding across communities of the histories of migration.

Recruit and train a community of volunteers to codevelop and maintain an archive. We will prototype to test approaches, responses and ensure we have the right methods, structures and framing in place to manage the assets, data protection, copyright and ethical issues. We want to explore opportunities for crowdsourcing responses and tagging, whether these be DM/LS images and objects or from personal archives.

Develop an exhibition entry for the International Photography Festival FORMAT in Spring of 2023 potentially for exhibition at Museum of Making.

Mix regular face to face working with community volunteers to build relationships and trust with flexibly trying and testing new digital tools and ideas.

**We want to learn together how to:**

* Co-collect stories in an appropriate, ethical and accessible way, whilst also creating an archive that is fascinating, valued and has the potential to be expanded and maintained in a way that is community-led and controlled. Develop practical, replicable and sustainable methods, which can be easily transportable to community-based locations.
* Learn with communities to support their archiving and storytelling, ensuring their heritage is better identified and explained.
* Ensure the aspects of personal stories that individuals choose to share are thought through in a structured way, so that volunteers are empowered to ‘reveal and conceal’ what they deem to be appropriate. This is particularly relevant for an archive that will be online and publicly accessible.
* Share archive, photography, collections care and oral history skills with and between community members whilst developing opportunities for individuals to voice their opinions to Derby Museums and feel pride through the creation of the archive and its exposure online and through connected activities/displays.
* Share learning outcomes with the wider heritage and arts sectors

We want our project evaluation to explore the following questions:

* How have participants perceptions of heritage, the value of heritage and the heritage in their personal collections changed during the project?
* Do participants in the project and audience members deepen their understanding of the heritage and its value through their engagement?
* Do participants feel more confident that they can support in maintaining their heritage after the project? And that they have learned skills to help them?
* What are the key learnings regarding how to co-develop and co-deliver an archive project of this nature?
* What worked in terms of the co-production methods of the project, and what didn't and why?
* How have the project partners managed challenges?
* What is the difference between the varied experiences of participants, from hearing about the project, engagement in an aspect of the project (such as taking part in a workshop, developing skills, supporting archive development) and having their images and stories captured as part of the project?
* What are the key learnings regarding the safeguarding, crediting and copyrighting the images and stories of community members – how do projects like this need to approach making publicly accessible the stories of participants, and ensuring the correct permissions are in place for archiving and making available photographs online.
* How to we ensure participants feel safe and valued?

We will evaluate the exhibition from multiple perspectives: participant, staff, volunteer, peer and visitor evaluation. We will use the ACE Culture Counts platform and guidance for exhibition outcomes, which can connect to the independent evaluator 's research.

We have the support of the University of Derby, as student visitor research placements will support course outcomes.

**4. Summary of evaluator consultant services**

As a new and ambitious initiative, on-going evaluation throughout will be essential to ensure the programme is meeting its aims and having a genuine impact for both organisations, the audiences they serve and their wider sectors.

In order that evaluation is at the heart of the programme and built into every stage effectively, the Project leads will work with a freelance evaluator throughout the programme delivery. We want to co-produce the evaluation methodology together. The brief for the evaluator will be to:

* Offer guidance on measuring the progress of each aspect of the programme.
* Advise on what quantitative and qualitative information will be most relevant.
* Suggest processes for collecting both quantitative information and qualitative feedback across the project.
* Determine effective and accessible mechanisms for soliciting responses from all involved beyond standard feedback forms etc.
* Produce evaluation materials that are easily adaptable for dissemination and advocacy purposes.
* In line with the programme schedule, regularly analyse data and report on the progress and learning of the project.
* Introduce the process of evaluation to staff, volunteers and participants to support learning and a greater understanding of the evaluative process.

**5. Key dates**

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| **Key dates** | **Activity** |
| June 2023 | Deadline for tender submission |
| July 2023 | Co-produced development of evaluation plan |
| September 2023 | Evaluator assesses data and begins data collection |
| March 2024 | Exhibition at DM |
| July 2024 | Data collection phase ends Analysis |
| August 2024 | Final report drafting |
| September 2024 | Final report |

**6. Budget**

Total budget for the evaluation: £9,000

**7. Proposal format**

* A brief written response to the programme overview provided
* An introduction to, and credentials of, your organisation
* Examples of relevant projects you and/or your organisation have
previously undertaken
* Details of the personnel proposed to carry out the work
* Details on how you would propose to satisfy the requirements of the brief
* Reference of how you propose to deliver this work (frameworks, methodologies
and approaches)
* Budget breakdown for the project, including any VAT expenditure required.
* A statement of the number of days each team member will work on the project along with their job title and daily rates
* Details of other costs, including travel. These should be described in sufficient detail to allow assessors to consider the reasonableness of the costs and more generally the efficacy of the proposed approach
* Ability to meet the timescale outlined
* Two References