



CHESTERFIELD  
BOROUGH COUNCIL



## A SENSE OF CHESTERFIELD: EVALUATION CONSULTANT BRIEF

# KEY DETAILS

**Fee:** £5,000 + VAT (estimated at a minimum of 15 days)

**Timeframe:** June 2025 - October 2026

**Deadline:** Midnight - Monday 16 June 2025

### 1. SUMMARY

The project titled 'A Sense of Chesterfield' has received £77,421 of funding from The National Lottery Heritage Fund with additional funding from Chesterfield Borough Council's Animate Chesterfield programme to create a tactile heritage trail with new heritage information boards, digital content and public artworks.

We are seeking an Evaluation Consultant to provide evaluation consultancy services for this exciting new project to inform the iterative roll out of the programme, assess impact and share learning.

### 2. PROJECT OVERVIEW

**About 'A Sense of Chesterfield':** The project will focus on celebrating the heritage of Chesterfield in unique and engaging ways in public spaces as part of the regeneration of the town centre. People will learn more about heritage through researching their place,

collecting stories and then sharing these with a wider audience. It will be led by Chesterfield Borough Council, guided by a Project Steering Group and project managed by Beam.

The project will develop a fun multisensory, accessible heritage trail across Chesterfield town centre incorporating display panels augmented by digital interpretation enabling visitors to explore well known and lesser known heritage stories. The arts trail will be enhanced by a range of public art interventions that express a contemporary interpretation of the heritage stories.

*A Sense of Chesterfield is made possible with The National Lottery Heritage Fund, with thanks to The National Lottery players.*

The overall aim is to help raise the profile of heritage in the town by providing physical permanent interventions, which form a distinct trail, to enable people to interact with heritage as part of their everyday lives. Locating these physical interventions (e.g interpretation panels and public artworks) in public places, the heritage of the town will not only exist online or behind closed doors, but will be highly visible and will act as a catalyst for people to discover more about the heritage of their place.

**About Animate Public Art Programme:** The vision for Animate is one of dynamism, playfulness and exploration. Communities will be at the heart of the programme and will shape, influence and participate throughout all commissions, ensuring that they are an authentic celebration of the place. All commissions will be developed to act as creative catalysts to enhance a sense of place.

With a strong history of public art in the borough, this programme will look forward and explore what brave public art should look like now and how it can support the vibrant future of the town, connecting with the forthcoming public realm improvements.

**Animate Aims:**

- Engage communities at the heart of all commissions in impactful and meaningful ways.
- Build a creative buzz through creative animation in the town centre, increasing footfall and dwell time.
- Employ the skills of artists to support the process of change happening in the town, for the benefit of communities and businesses.
- Reimagine the town centres visually demonstrating the borough's growing reputation as a place which supports innovative cultural and creative activity.

### **3. PURPOSE OF ROLE**

- To develop an evaluation framework and associated action plan designed to effectively evaluate the project against the original aims and objectives.
- Project evaluation will focus on qualitative and quantitative data that can be collected throughout the project.
- The Evaluation Consultant will identify clear methodologies and create a range of tools that can be implemented by the project team to gather data and will carry out an interim assessment.
- The report from this assessment will be presented to the team during a mid term review including recommendations for any changes that need to be made to have the maximum positive impact on participants and on the outcomes and outputs of the project.
- The Evaluation Consultant will undertake a final review upon completion of the project shared via a written report and a presentation to the project team to provide a point of reflection and foster learning for future projects.

### **4. REQUIREMENTS**

- To engage with the team to inform the development of an evaluation framework and manageable action plan.
- To provide detailed methodology of how to implement the framework providing any supporting materials/tools to capture evaluation.
- Lead on the gathering of quantitative and qualitative data, including methods such as activity logs, reflection workshops, participation questionnaires, and feedback forms, etc.
- To undertake a mid term review, written report and presentation to the team including recommendations for any changes to project delivery.
- To undertake a final review, written report and presentation to the team. This will include 121 informal interviews with key project team members and representation from the volunteers / participants.
- Ensure evaluation of the project utilised guidance on evaluation from The Heritage Fund and reports comply with their requirements.
- To develop a case study to share learning from the project.

### **5. INDICATIVE TIMELINE**

- June 2025 - Develop evaluation framework and action plan
- July 2025 - September 2026 - Implementation of action plan

- November 2025 - Interim review and meeting
- October 2026 - Final review and report

## 6. FEES

£5,000 + VAT (estimated at a minimum of 15 days)

- This fee is inclusive of all artist fees, expenses, materials and equipment required to achieve the requirements set out in **Section 4**.

## 6. APPLICATIONS

**Deadline: Midnight - Monday 16 June 2025**

**Please send a cover letter (Up to x10 sides of A4 saved as a PDF) to [kate@beam.uk.net](mailto:kate@beam.uk.net) addressing the following:**

- Contact details
- Outline how your experience, skills and knowledge will enable you to meet the brief
- Outline your methodology and approach to meeting the brief
- Provide an indicative breakdown of the fee
- Examples of up to 4 relevant projects including weblinks
- Two Referee contact details (References will only be sought for the applicant before contracting)
- Please attach a copy of your CV

*If you feel that it would be beneficial to your application, you can also share a short video or audio recording to accompany your application (max 5 minutes).*

**Completion of anonymous Equality and Diversity Monitoring form** (this is optional) via this [link](#).

*Applications will be appraised on the following:*

- *Relevant skills and experience;*
- *Understanding of the brief;*
- *Quality of method statement and approach.*

## 7. CONTACT DETAILS

For all enquiries please contact:

Kate Watson, Principal Consultant, Beam

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