

CROYDON MUSIC AND ARTS: Place Partnership Evaluation

Tender for Evaluation Support

Key Facts

Budget: £8000

Timeline: Tender by 7th January 2025, Interviews 23rd January 2025, Place Partnership project ends 31st March 2025, Evaluation deliverables by 30th June 2025 (full timeline below).

Introduction

Croydon Music and Arts is seeking an evaluation partner to work with us on evidencing the impact and sharing learning from the delivery of our Place Partnership funding.

Croydon Music and Arts is the lead partner for a two-year Place Partnership grant of £547,750 from Arts Council England, along with BH Live, Fashion Meets Music, Finesse Foreva, Stanley Arts, Talawa Theatre Company, Turf Projects and Zoo Co, to deliver a Croydon-wide collaboration, transforming cultural participation and arts sector capacity, for the long term. Led by NPOs & cross-sector partnerships, it is delivering a sustainable, dynamic & inclusive cultural ecosystem via a step-change in support for young people & emerging artists. The grant coincided with Croydon's year as London Borough of Culture (*This is Croydon*), and much of the first year's activity was also part of *This is Croydon's* programme.

Background

Croydon Music and Arts

A thriving Music Education Hub that serves the Borough of Croydon's schools, Libraries and centres at Oasis Academy Shirley Park. We have recently become a part of the South West London music hub partnership. We provide affordable access to the Arts for all young people in Croydon through subsidised music, dance and drama classes. Croydon Music and Arts is part of Croydon Council, and the successful supplier will be contracted by Croydon Council.

This Is Croydon – London Borough of Culture (LBOC)

[The Mayor of London's Borough of Culture](#) award seeks to bring Londoners together, putting culture at the heart of local communities, shining a light on the character and diversity of London's boroughs.

In 2020 the London Borough of Croydon (LBC) was successful in bidding for the London Borough of Culture award to deliver a yearlong programme of activity intended to bring a lasting legacy of creative opportunity and sector development for people in Croydon. Despite the intervening pandemic, and three section 114 notices (sometimes described in the media as bankruptcy for councils), *This is Croydon* delivered a broad and rich programme, involving over 2750 artists and creatives, attracting audiences of over 650,000 and creating over 16,000 hands on opportunities for young people to be involved. You can read the full impact report here:

<https://www.culturecroydon.com/impact/>

Our Place Partnership

This bid was developed and awarded in the context of *This is Croydon*, and supported a number of projects which were part of that programme, as well as a number which were not.

The following organisations worked to make the intentions of this bid a reality:

BH Live – is the operator of Fairfield Halls, Croydon's largest performing arts venue and home to resident companies Talawa and the London Mozart Players

Fashion Meets Music - is a community interest company that takes up residencies in unused spaces, creating retail experiences using creativity as a tool to engage underrepresented communities in enterprise, education and employment.

Finesse Foreva - is a record label, Production House & management company based in South London, Croydon. They are also community activists in the borough of Croydon as they provide training & free course opportunities for the youth that are hard to engage, young creatives and future music industry execs.

Stanley Arts – Local NPO Arts Venue providing the local community with a vital home for cultural expression and discovery. As a radically inclusive space they seek to foreground under-represented voices, providing artists of colour and LGBTQ+ creatives with a platform to reach out to audiences across South London and beyond.

Talawa - is the UK's outstanding Black British Theatre Company (and an NPO). Their purpose is to champion Black Excellence in theatre; to nurture talent in emerging and established artists of African or Caribbean heritage and to tell inspirational and passionate stories, reflecting Black experiences through art.

Turf Projects - Founded in 2013 by Croydon locals, Turf Projects is Croydon's homegrown artist space and the first entirely artist-run contemporary art space in the borough. Based in Whitgift shopping centre they provide affordable artists studios and put on free exhibitions and affordable activities for the public and became an NPO in Spring 2023.

ZooCo - is a multi-award winning theatre company based in Croydon. They became an Arts Council NPO in Spring 2023. They make innovative, bold, electric live theatre for audiences across the UK and around the world, with a deep expertise in working with Deaf and disabled artists and audiences.

Our Programme

The Place Partnership bid was to support a number of organisations to give Croydon's arts sector the capacity & autonomy to steer our future culture, taking us to new levels of access, participation and contribution made to local job prospects, mental and physical health.

It aims to provide strands of work across different organisations, creating lasting partnerships, and coherent development paths for young people and emerging artists in Croydon.

Key delivery elements are:

BH Live

BH Live employed a community producer during the London Borough of Culture year to support community programming and engagement in the venue.

Croydon Music and Arts

CMA is a project hub, and also provides routes into arts and culture for children and very young people.

- Young Creative Lead employed for *This is Croydon* and its legacy year.
- Young Producer Programme currently being delivered
- Drama and arts classes delivered in a library based cultural programme for out of school learning
- Music Heritage trail themed music classes for schools, connecting to *This is Croydon* programme.

Fashion Meets Music

FMM work with young people across fashion and music, and focussed on mentoring young people alongside a showcase event.

- Training and mentoring for emerging fashion and music entrepreneurs, focussing on young people out of education and training, and experiencing significant disadvantage.
- Reuse and Recycle Programme and fashion show in Centrale with sessions on how to upcycle garments

Finesse Foreva

Finesse Foreva joined the programme part way, to take over delivery of elements supporting young adults (especially Black) entering the music industry

- Organised and ran NXTGEN Croydon; a conference and training event for emerging artists and music professionals.

Stanley Arts

Stanley Arts are one of the project's hubs, providing focussed support to Queer artists and creatives, and development opportunities for theatre and performing arts

- Community Producer employed
- Supported the Queer Arts Advisory group to develop the Queer Croydon web platform and community: <https://queercroydon.com/>
- Croydon Chronicles digital dance programme: <https://stanleyarts.org/videos/croydon-chronicles-volume-2/>
- Artist development programme commissions

Talawa

Talawa focussed on the well-being of Global Majority creatives and participants working in the context of systemic racism.

- Wellbeing programme for global majority participants created, connecting to wider LBoC programmes
- Drama therapist employed

Turf Projects

Turf are the visual arts hub of the programme.

- Community Producer employed
- Hybrid (on and offline) after school visual arts classes for school aged young people

Zoo Co

Zoo Co are the access leads in the partnership, building up Croydon's capacity to support Deaf and disabled artists and audiences

- Arts Access Resource Manager employed
- Suite of access training and online resources created: <https://accessartscroydon.co.uk/>
- Set up and maintained a FREE library of access resources for Croydon creatives: <https://www.wearezooco.co.uk/access-support/access-resource-library>

Tender opportunity

As the project enters its final quarter, Croydon Music and Arts is seeking to contract an evaluation partner with experience of Arts Council England reporting. We are looking for someone who can work with all bid partners to deliver an on-time evaluation that shows the fullness of this complex project.

This will involve:

- Utilise project documentation including the original bid, the evaluation framework and progress reports to demonstrate the impact of the project against the required outcomes.
- Review existing data and reporting from *This is Croydon* and the individual strands of the project.
- Collate and analyse existing data, and identify gaps and remaining opportunities to fill them.
- Work with project partners to design any final surveys or collection tools for the partners to deliver.
- Apply qualitative evaluation practices to explore and capture the experience of partners and participants (and make use of existing qualitative material).

- Conduct any necessary interviews, focus groups, or other qualitative fieldwork.
- Produce a final evaluation report, framed in the context of Croydon's and Arts Council England's priorities with allowance for one round of major edits and two rounds of minor edits.
- Provide clean datasets and interview writeups (if applicable) that can be referenced in future to inform further developments of the work.
- Work on site in Croydon as needed to meaningfully engage with the project participants, audiences and team members.

Key Deliverables:

- Evaluation report, signed off by Croydon Music and Arts
- Arts Council England Grantium final narrative report
- Clean datasets and research notes for reference

Requirements

We are seeking someone with experience evaluating projects in an arts and culture setting, funded by Arts Council England. Excellent writing and communication skills are essential along with the ability to work flexibly, independently and collaboratively with the team. Experience of working with a local authority, and with multiple partners, is preferred.

Resources available

The following resources and support will be made available to the successful candidate:

- Access to raw evaluation data and reports from This Is Croydon
- Introductions to the key programme partners and oral briefing on the project background.
- Workspace and meeting space in Croydon Council offices for the purposes of this commission
- Budget to offer reasonable stipends for participants to engage with evaluation interviews / group discussions in line with *This Is Croydon* evaluation practice (this is in addition to the budget for this tender).
- Design, images and print for the final report will be commissioned separately

Timeline

7th Jan- submission deadline

23rd Jan- interviews

15th Feb- inception meeting

31st March - delivery of Place Partnership programme ends.

15th May- first draft of evaluation report

30th May – second draft of evaluation report

13th June- evaluation report to designer

30th June- final signoff of designed report, and clean datasets and writeups.

31st July- all internal and funder reporting completed (some queries may arise in July).

There is a budget of up to £8,000 available for this work.

All sub-contractors, where relevant, shall comply with all applicable employment legislation including the payment to their employees of a London Living Wage, disability discrimination legislation; data protection legislation; health, safety and fire legislation; and all codes of practice made under such legislation.

Any travel and expenses should be included within the fee.

Proposal submissions

You are invited to submit a proposal for your approach to this brief including:

- A high level approach for developing the evaluation methodology and measuring the impact of the project as detailed above
- At least two examples of past work which demonstrates the relevant skills and experience needed for this project
- Outline CVs of any team members who will be delivering the work
- A budget providing breakdown of fees and expenditure
- Details of two referees

The selection process is outlined below. To ensure that submissions are evaluated on a consistent basis it is essential that the required information for assessment is submitted. Failure to provide the required information may lead to the submission being rejected.

Submissions will be evaluated against the criteria listed with their relevant weightings, the information supplied will be evaluated and points given to each element using the scoring system as illustrated. From the submissions, a shortlist will be made and informal interviews will be arranged to discuss the proposals further.

The purpose of the interview will be to:

- Confirm that the contents of the submission are accurate.
- Assess the suitability of the candidate.
- Clarify any uncertainties and /or anomalies in the submission.

Interviews will likely be held online and we will seek to award the contract as soon as possible thereafter.

Information required	Weighting
Full budget breakdown offering value for money	30%
Outline approach for delivering the brief; including timescales and tools available to you	30%
Examples of past work (min. 2 examples) including relevance to this programme.	15%
Experience of team members/consultant delivering the programme – Max 2- page CVs or biographies should be provided	25%

Proposals should be submitted by email to Isabel.Fixter@croydon.gov.uk no later than 7th January 2025.