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**NLHF Project Evaluation Sefton Park & Palm House**

**Consultant Liverpool, L17 1AP**

**Summary**

 The Sefton Park Palm House Preservation Trust (SPPHPT) and Liverpool City Council (LCC) are working together to deliver a National Lottery Heritage Fund (NLHF) funded Signage & Interpretation Project for both Sefton Park and the Palm House. which started in April 2021 and is to be completed in March 2023, a NLHF Engagement & Project Coordinator has been appointed, to manage the project and ensure that it achieves its agreed strategic objectives and activities as defined in in both the NLHF application and the Signage & Interpretation Plan and prepare monitoring and reports for the NLHF as required.

**Overview**

LCC and SPPHPT are inviting tenders for an evaluation consultant/team to support our partnership project, the Sefton Park and Palm House Interpretation Project, funded by the NLHF.

The main purpose of the evaluation is to assess the impact of the project on park users and Palm House visitors, enabling us to provide robust and accurate evidence of the impact of the project to the SPPHP Board of Trustees, LCC, who are the accountable body for the project, and our funder NLHF. This should include surveys of Palm House visitors to establish a robust and reliable updated baseline understanding of our audience profile, and visitor experience of the Palm House.

At the same time, the Palm House is in the early stages of exploring how we can assess our social impact and we would like the consultant/s to work with us as an advisor to identify appropriate ways to evidence and measure our social impact.

**Timescales**

 2nd May 2022 Tender return deadline

 9th May 2022 Evaluation consultant interviews

27th May 2022 Draft Evaluation framework and methodology design

 3rd June 2022 Completed Evaluation framework and methodology design.

31st October 2022 Midterm evaluation report including baseline visitor profile for the

 Palm House

4th April 2023 Final evaluation report

**Background**

Sefton Park is a 235 acre park in South Liverpool, listed as Grade 1 in the Register of Historic Parks and Gardens. The Palm House is a Grade 2\* listed Victorian glasshouse located within Sefton Park. The Palm House re-opened in 2001 after a long and passionate public campaign to save it from dereliction. Funding support for this restoration was provided by the NLHF and English Heritage.

Today, the Palm House and the botanical collection it houses is owned by LCC and operated via a licence agreement by the SPPHPT. The Palm House grounds also contain an interesting collection of sculpture including eight bronze statues of world explorers and scientists, and a bronze statue of Peter Pan by Sir George Frampton.

The Palm House is open to the public free of charge. A wide range of events, performances, artisan markets, wellbeing and community activities take place there and it is a popular wedding venue. The Palm House has a café which serves locally sourced light refreshments and an outdoor kiosk which is popular with park visitors and dog walkers.

**The Project**

LCC was awarded £250,000 from NLHF in March 2020.

The project will deliver a Signage and Interpretation Plan for Sefton Park Palm House. This will:

* create a better sense of arrival for visitors
* improve orientation around the Palm House site and the wider park
* improve interpretation of the Palm House’s architecture, and collections of botanical plants and sculpture
* develop learning and community engagement activities
* attract new audiences.

The plan includes a number of physical and digital interventions to provide information to visitors, including:

* Large display panels and smaller plant labels and information panels within the Palm House
* Additional information about the Palm House and its collections provided through digital interpretation using Vis-Box technology
* New wayfinding and interpretation signage, improvements to bin provision, and better lighting of key routes through Sefton Park

In addition, a number of learning and community engagement activities will be developed:

* An activity table for family visits to the Palm House, and development of learning resources for schools
* Delivery of projects to support community engagement including oral history collecting, temporary exhibitions and events delivered in partnership with local community groups.

The NLHF Engagement & Project Officer has been engaged to deliver the project and ensure that local community audiences are involved in the project as it develops, with the aim of increasing levels of visiting to the Palm House from local audiences. Target audiences for the project are families, young people, older people, people with disabilities, and people from BAME communities living in the three Council wards adjacent to Sefton Park.

**Evaluation Objectives**

The aims of this evaluation are to:

* Assess the success of the project in meeting the aims outlined in our NLHF application
* Support us to develop an updated baseline understanding of the Palm House’s audiences – their demographic profile and postcodes, their motivations for visiting us, and how regularly they attend.
* Enhance our understanding of levels of visitor satisfaction with the Palm House and wider park, and whether/how these have changed as a result of the project.
* Identify any positive learning or social outcomes resulting from new family activities, schools programmes and other events.
* Support the Palm House to identify ways to describe and measure its social impact, within and beyond the timescale of the project.

The contract includes:

* Development of an evaluation framework and methodology design
* Creation of data collection templates and training/support to the Palm House staff and volunteer team to collect data from general visitors, event attendees and participants in learning and community programmes
* Delivery of qualitative research methodologies such as focus groups to improve our understanding of project impacts and the visitor experience
* Data entry and analysis of quantitative data from visitor surveys
* Provision of advice and support to the Palm House to support them to describe, evidence and measure the social impact of the Palm House and its programmes
* Reviewing project delivery with staff and key stakeholders to identify lessons learned and make recommendations for the continued development of learning and community engagement activity
* Creation of mid-point and final evaluation reports for submission to National Lottery Heritage Fund.

We are open to consultants suggesting the approach and methodology they feel would be best suited to this evaluation.

Required skills

The successful bidder will demonstrate:

* Experience of devising methodologies for heritage and well-being based evaluation
* Experience of National Lottery Heritage Fund (formerly Heritage Lottery Fund) supported projects
* Strong quantitative and analytical skills
* Excellent presentation, written and verbal communication skills
* Experience of undertaking evaluation for multi stakeholder partnerships
* Robust project management skills
* A strong commitment to equality and diversity when conducting evaluations
* Excellent verbal and written communication skills with the ability to write a clear report in plain English.
* Ability to work collaboratively with clients
* Ability to take initiative and work independently
* Ability to attend key dates throughout the contract which could include weekends and evenings where necessary

How to apply

Please send a CV or biography document plus a proposal setting out:

* Why you are interested in this evaluation
* Your suitability for the role and examples of previous relevant work
* Your suggested approach to the delivery of the evaluation
* Details of two referees we can contact.

Deadline: 27th May 2022

Tenders should be submitted by email to:

Roy Boardman, Director, SPPHPT.

roy.boardman@palmhouse.org.uk

Budget

Our budget for this piece of work is £8,000 excluding VAT.