



Social and economic impact assessment

Sefton Park Palm House wish to commission a social and economic impact assessment from suitably qualified organisations and / or consultants. The purpose of the report is to:

- create a social and economic impact report for the Palm House (based on Financial Years 2021-2022/ 2022-2023/ 2023-2024, mostly on existing data but with some potential for delivery of fieldwork with community partners/participants during the timescale of the work)
- work with the Palm House to develop a longer-term evaluation and monitoring strategy for social and economic impact which can be embedded in our future planning
- create a baseline against which the Palm House can measure progress towards its strategic aims.

Background and context

Sefton Park Palm House Preservation Trust was established in 1996 as a registered charity to manage the Palm House. It grew out of a campaign by residents to save the Palm House from dereliction. Liverpool City Council owns the building and collaborates with the Trust who occupy and manage the building and its programmes.

Following many years of campaigning and fundraising, the Palm House reopened to the public in 2001 and has since enjoyed over 23 years of providing magical experiences for residents.

Sefton Park Palm House Preservation Trust has a successful track record in income generation, through a successful programme of commercial activity through its Trading company. Private hires, particularly the development of a wedding business, has been a particular element of this success, and has enabled the Trust to self-fund its core charitable activities.

In recent years, the Palm House's reputation for its community work has grown significantly thanks to dedicated programmes and collaborations with and support from local community organisations. A recent joint project with Liverpool City Council, funded by National Lottery Heritage Fund, demonstrated the effectiveness of the Palm House in engaging with local communities and the further potential that the Palm House could have.

Charitable purpose and mission

The objects and activities of the Palm House are:

1. To preserve for the public benefit of the people of the County of Merseyside and of the nation at large, the building known as Sefton Park Palm House, Sefton Park, Liverpool.
2. In the interests of social welfare to provide or assist in the provision of facilities for recreation and other leisure time occupation for the public at large with the object of improving their conditions of life.

The Board of Trustees, CEO and staff team of the Palm House recently defined a new mission for the Palm House as “rooting for people, plants and place” . Our key strategic aims, by 2030, are to:

- Improve the wellbeing of local residents
- Build understanding of the value of plants
- Provide opportunities for education & skills development
- Support pride in place
- Improve inclusion and representation of local diverse communities
- Sustain and diversify income

Scope of work

We are delighted to be inviting expressions of interest from suitably qualified Social Impact Assessment practitioners to explore the impact the Palm House is making. The scope of this work is to:

- Provide the Palm House with the ability to evidence the benefits and outcomes that it has on its local communities, through its provision of a free, open visitor attraction.
- Provide the Palm House with the ability to evidence the benefits and outcomes that it has on local communities, through its wellbeing, community, volunteering and education programming.
- Demonstrate the economic impact of the Palm House as an iconic visitor and tourist attraction within the Liverpool City Region.
- Review the benefits and outcomes of the Palm House against local key priorities for local people e.g. such as those outlined in Liverpool City Council’ s Council Plan.
- Demonstrate the economic impact of Palm House collaborations with and support for local businesses and start-ups.

- Demonstrate the economic impact of the Palm House' s activities, particularly through its successful private hires and wedding business, concerts and music programme, food and beverage offer, and filming location.

The outcome of this work will be to:

- Directly inform the future objectives and activities of the Palm House
- An advocacy document / tool which can be shared with our stakeholders and communities
- Inform grant applications and fundraising activities to enable the Palm House' s strategic aims to be fulfilled
- Provide valuable insight, both internally and externally, to what the Palm House is achieving

Person Specification

We are looking for a social and economic impact specialist with:

Skills:

Ability to analyse data

Effective communication to share findings in a meaningful and useful way

Knowledge of SIA methods

Experience:

Working in cultural, heritage or charity sector.

Budget

We have a budget of £8,000 to deliver all the work outlined above, and it must be completed by 21st March 2025.

How to Apply

If you would like to apply, please send:

- A statement of how you would approach the social impact study of the Palm House, outline your approach, methodology, timeline
- A breakdown of costs, including day rates for any members of the team.
- A short biography for each member of the team that will be working on this project.
- Examples of your previous work. Please provide links if this work has been published.
- Two references who we may contact if we ask you to deliver your proposal

If you would like to call for an informal discussion about this opportunity, please call Kate Johnson, CEO or Kate Martinez, Head of External Relations, at the Palm House on 0151 726 9304, or email kate.johnson@palmhouse.org.uk or kate.martinez@palmhouse.org.uk.

Expressions of Interest should be submitted by email, for the attention of Kate Martinez, no later than 9am on Monday 16th December 2024 to kate.martinez@palmhouse.org.uk