

**Invitation to Tender:**

**Evaluation Consultancy Services**

***Cutty Sark* Learning Programme**

1. **Background**

The *Cutty Sark* re-opened in April 2012, beginning a new chapter in the extraordinary life of the last surviving tea clipper, the fastest and greatest of her time. She is a living testimony to the bygone, glorious days of sail and a monument to those that lost their lives in the merchant service. Originally built in 1869, you can venture aboard and beneath one of the world’s most famous ships, walk along the decks in the footsteps of the merchant seamen who sailed her over a century ago and explore the hold where precious cargo was stored on those epic voyages.

In 2019, Cutty Sark will be celebrating her 150th birthday and we want to place audiences at the heart of our programme development, creating a legacy for the next 150 years. There is a plan to look at the interpretation on the ship during 2019, with work being carried out in 2020.

Cutty Sark is part of Royal Museums Greenwich, a world-class museum campus situated at the heart of Maritime Greenwich UNESCO World Heritage Site. This includes the National Maritime Museum, the Queen’s House and the Royal Observatory Greenwich. Together our sites tell epic stories of sea and space exploration, pioneering architecture, art and British history.

1. **Learning Programme at the *Cutty Sark***

**Family Programme**

Families make up a large portion of our visitor numbers, with family membership being extremely popular. Family events take place throughout the year, with crafts, stories and daily live interpretation. School holidays are packed with activities and special family-fun weekends take place on the first weekend of every month. The *Cutty Sark* is a popular site amongst under 7s. The family programme has been in place since the ship re-opened in 2012, with additions being made subsequently. The current programme also includes a free self-directed stamper trail, free backpacks and a weekly Toddler Time session.

**Schools Programme**

The *Cutty Sark* has an award-winning schools programme. School visits make up a large portion of our visitor numbers and many of the schools book workshops year on year. The existing programme has been in place since September 2012, with both facilitated and self-guided visits available. There are self-guided resources available to download on the website and cross-site visits are also possible with the National Maritime Museum, the Royal Observatory and the Queen’s House. Key curriculum links are history, geography and literacy, EYFS-KS2. There is also an adaptable SEND workshop and a new KS2 STEM workshop. A decision was made not to offer any workshops at KS3 level from September 2016. Schools can still book self-guided visits. The Learning Team delivers the majority of workshops, so there is a high degree of flexibility.

**Access Programme**

* Quarterly BSL Tours – delivered by a BSL tour guide
* Audio-Described Tours – trained visitor assistants and staff to deliver these tours with Vocal Eyes. Due to staff resource the regularity of these tours has decreased over the last two years.
* Annual BSL Family Day – craft activities, storytelling, Cutty Sark character performances, with activities either BSL-led or supported by BSL interpreters.

1. **Aims and outcomes**

The aim of this evaluation is to evaluate the current learning programme at the Cutty Sark, identifying areas for improvement and development in line with our key target audiences. We envisage this work will be conducted through a combination of formal evaluation and consultation.

**Objectives**

* To evaluate the quality and success of the programme in line with the Museum’s core objectives and audience development priorities
* To determine whether learning outcomes are being met for sessions and programming as a whole
* To identify potential areas of growth and improvement within the programme and produce recommendations accordingly.

**Outcomes**

* To observe learning activities and review offer for target audiences, and determine any areas of improvement based on the needs and expectations of the audiences
* To produce a report including evaluation outcomes and recommendations to create a robust and high quality offer
* To identify potential for partnerships and development areas
* A presentation of findings to staff and stakeholders at Royal Museums Greenwich

**How the programme fits with RMG strategic aims:**

Vision: By 2023 Cutty Sark will be the UK’s most visited historic ship offering an award-winning visitor experience.

* Put audiences at the heart of everything we do: We will ensure our learning programme is relevant to the lives of our audiences, and our local community.
* Value our heritage: We will ensure our high quality programme provides the opportunity to step back in time to experience ‘living history’ and the daring and adventure of life on board, as well as the ship and her stories.
* Extend our reputation and reach: We will ensure our programming is relevant and accessible to our local and regional audiences, as well as overseas and domestic tourists and one-off visitors, and we will ensure this is visible on local platforms.
* Strengthen our Organisation: We will ensure the learning programme offered is high-quality and first-class, and that it is relevant and inclusive to all of our visitors.

1. **Evaluation consultant**

We are seeking a consultant with proven experience of delivering evaluation in a museum and gallery learning context. The consultant will work with the Cutty Sark Learning Manager and Cutty Sark Learning Officer to carry out evaluation of the learning programme at the Cutty Sark. Evaluation will meet the aims, objectives and outcomes listed above, to ensure the project meets its targets and maximises impact.

**Skills and experience**

* An excellent understanding of audience development in museums
* Experience of creative evaluation with family and formal audiences
* Excellent data collation and analysis skills
* Ability to use different evaluation presentation methods according to the audience being presented to
* Experience of working with hard to reach audiences
* A thorough understanding of learning and participation in the museum context
* An excellent understanding of the challenges and opportunities faced by national cultural institutions
* Excellent people skills
* Able to be proactive and work self-sufficiently

1. **Timeline**

Tender response deadline: Friday 22 March 2019

Interviews: week commencing 1 April 2019

Start date: week commencing 29 April 2019

Final report to be produced and presented to Museum: End of June 2019

1. **Budget**

The Cutty Sark has a fixed fee of £3000.

1. **Submission**

Please submit the following

* A proposal outlining your approach to the evaluation and methodology for delivery of the evaluation
* A resource and time allocation
* A budget/fee breakdown and proposed payment schedule
* A recent CV with two referees who the Museum may contact on receipt of your tender
* A covering letter stating your interest in this project and how your experience equips you to undertake the work (max. 1 A4 side)

Please submit the above via email to: Sharondeep Jawanda, Cutty Sark Learning Manager, [sjawanda@rmg.co.uk](mailto:sjawanda@rmg.co.uk)

Deadline: Friday 22 March 2019

Please submit any questions via email by Monday 18March 2019