



## Procurement of External Evaluation Consultant for Crafting Cultures: Reviving Calverley Old Hall

### **Introduction**

The Landmark Trust is the UK's second biggest historic buildings charity. It rescues extraordinary historic buildings from dereliction and gives them a vibrant new life as places everyone can enjoy for short breaks. Each year some 40,000 people stay in our buildings, and another 10,000 visit them on public open days or through our educational programmes. <http://www.landmarktrust.org.uk/>

Calverley Old Hall's exceptional potential has languished unfulfilled for decades. This outstanding medieval manor house, listed Grade 1, is now on the Buildings at Risk Register. In the 1980s, when the Landmark Trust acquired the property, one element, the 17th-century Lodging Block, was restored as a holiday let for 5 and the rest was made safe while life tenancies within the subdivided building concluded. These ended in 2001 and much of the building has remained unoccupied and deteriorating. The Lodging Block is a popular place to stay, but other than this, and occasional public open days, there is no engagement by people with the site today.

In 2017 we held an architectural competition to revitalise the site, selecting an architect to work with us on a new and ambitious revival. Responding to a fresh Options Appraisal in 2018 (see Viability Appraisal), a preferred option emerged for a financially sustainable, mixed-use solution that conserves, and internally transforms the building.

This proposes to:

- creatively adapt the derelict Hall, Solar and Parlour block into new Landmark holiday accommodation for 10 people, employing the highest conservation standards alongside the latest green technologies;
- change the use of the Lodging Block from a single holiday let house over two floors, to form a new residential tenancy on the first floor and
- offer flexible new community space for hire on the ground floor, a contemplative, multi-faith space in the Chapel, and a community garden growing medieval herbs.
- create opportunities for training and creative engagement with the project both during and after the contract works.

### **Project activities**

This project is about two fractured entities: a semi-derelict medieval manor house and a series of disparate and mutually wary communities in the Leeds/Bradford corridor. It will use each splintered element as the means to heal and bind the other to uplifting and inspirational effect.

The principal elements:

- The restoration of this fascinating but little known grade-1-listed medieval house, largely hidden behind boards and broken windows, into a sustainable multi-use new future.

- Vibrant and uplifting community programme focussed on bringing together local residents, refugees, disenfranchised young people and the heritage world
- A beautiful and original design approach to re-inhabiting a complex historic site that will win awards and influence the sector.
- The creation of a Landmark Trust house for 10, available to all, a community base and garden, and a residential flat.
- A highly managed craft training programme giving a series of individuals a life-changing opportunity to learn skills that will set them on a new life path.
- The rebirth of a historic place which will elicit real pride, in those who use and visit it, those who have participated in its revival and those for whom it has been a stepping stone to new skills, knowledge and relationships.

## **Evaluation Consultant**

As a requirement of our funding, the Landmark Trust is commissioning an experienced Evaluation Consultant to act as the independent evaluator. They will be responsible for evaluating the project, supporting key staff, and writing interim and final evaluation reports in line with current National Lottery Heritage Fund (NLHF) guidance. They will work closely with the Landmark Trusts project team, including the Project Manager and Engagement Manager who are responsible for monitoring the individual evaluation activities, collecting the relevant data, producing summary reports and updating the Evaluation Consultant with progress.

The contract will begin in January 2021 with the Development Phase and (Delivery Phase funding pending) will last until the end of the Delivery phase in February 2026, with the work split over this period (see breakdown in the scope below). Suppliers responding to this opportunity should carefully consider how their response can align with the Landmark Trusts priorities of engaging with local people, including the refugee and asylum seeking communities and delivering high quality heritage craft training on site.

## **Scope of Work**

The Landmark Trust is seeking to commission an experienced Evaluation Consultant to evaluate the Crafting Cultures: Reviving Calverley Old Hall and write the final evaluation report in line with current NLHF guidance. The scope of the work includes formative as well as summative evaluation. The project is divided in to two phases – Development and Delivery.

### **Development Phase**

Development Phase activities will be evaluated at the end of the development period after which the Evaluation Consultant will work with the project team to review and develop the scope of the rest of the project. The Evaluation Consultant will write an evaluation plan for submission with the Delivery Phase application. This will need to take into account individual evaluations of the project outcomes, and provide the evaluation tools and processes needed for Landmarks project team to complete evaluation activities.

### **Delivery Phase**

During the Delivery Phase It is envisaged the Evaluation Consultant will work with Landmark to review milestones during the development phase and write an interim report in February 2024 to coincide with the opening of the building. The Evaluation Consultant's involvement will mostly focus on this phase, continuing thereafter until 2026 to review all post restoration activities.

The split of work across the project is anticipated to be 18% (year 2021), 7% (year 2022), 5% (year 2023) and 40% (year 2024), 5% (year 2025), 25% (year 2026).

The Evaluation Consultant will undertake the following:

### **Development stage**

- Participate in at least two planned activity sessions during the development phase
- Evaluate the Development phase activities and submit a short report
- Create an evaluation plan for submission with the Delivery Phase application, with target audiences, partners, methods, outcomes and outputs including plans for tools and data collection

### **Delivery Phase**

- Within the framework, produce evaluation tools and resources, with guidelines on their use with different audiences
- Provide support to staff and volunteers to help them carry out the evaluation
- Carry out some fieldwork with the project team (for example interviews and discussion groups) with members of target groups, partners, staff, volunteers, and key stakeholders
- Participate in at least two project meetings at key points during the project
- Produce an interim and a final summative evaluation report on the project for internal use and to submit to the NLHF.

### **Key dates (subject to change pending funding outcomes)**

- Appointment: January 2020
- Review of Delivery Phase: September 2021
- Submission of Delivery Phase application: November 2021
- Initiation of Delivery Phase: March 2022
- Interim report: February 2024
- Final report: Feb 2026

## **Reporting**

The Engagement Manager will be the main contact for this commission. Other key members of staff with whom the Evaluation Consultant will have regular contact are Landmarks Head of Development and the Project Manager. The contract will be with the Landmark Trust.

## **Requirements**

We are looking for a consultant with experience of:

- using a theory of change or performance story to identify what new data and evidence is needed;
- developing and implementing evaluation and monitoring methodologies in response to these needs; and
- analysing quantitative and qualitative data in order to draw meaningful conclusions.

You should also demonstrate:

- experience of working on a heritage restoration and conservation project of a listed building
- a commitment to inclusive working with young people and adults from a range of backgrounds, including those with experience of homelessness or those seeking asylum.

## **Tender response**

Please ensure your application includes the following:

1. A statement demonstrating the understanding, knowledge, skills, training and competencies you have to deliver this project
2. An outline of case studies of previous relevant projects
3. A completed Fee Pricing Schedule, to include all travel and expenses
3. Profiles of key staff

The tender will be judged on both quality and price in the following split:

30% Quality of submission

50% Price

20% Interview

The deadline for responses is 12noon on Friday 18<sup>th</sup> December. Interviews, most likely via Zoom will take place on Friday 15<sup>th</sup> Jan.

**Please return all tender documents to: [calverley@landmarktrust.org.uk](mailto:calverley@landmarktrust.org.uk)**

### Fee pricing schedule

All fees must include travel and expenses.

			Hours/Days	Rate	Total
	<b>Development Phase</b>				
1.1	Participate in at least two planned activity sessions during the development phase	Fixed fee			
1.2	Evaluate the Development phase activities and submit a short report	Fixed fee			
1.3	Create an evaluation plan for submission with the Delivery Phase application, with target audiences, partners, methods, outcomes and outputs including plans for tools and data collection	Fixed fee			
	<b>Delivery Phase</b>				
2.1	Within the framework, produce evaluation tools and resources, with guidelines on their use with different audiences	Fixed fee			
2.2	Provide support to staff and volunteers to help them carry out the evaluation	Fixed fee			
2.3	Carry out some fieldwork with the project team (for example interviews and discussion groups) with members of target groups, partners, staff, volunteers, and key stakeholders	Fixed fee			
2.4	Participate in at least two project meetings at key points during the project	Fixed fee			
2.5	Produce an interim and a final summative evaluation report on the project for internal use and to submit to the NLHF.	Fixed fee			

