

Invitation to Tender

Evaluation of Horizon: Economic Impact

Introduction

Horizon is a two-year programme of visual arts events in Plymouth with a focus on significant sector step-change, creative talent development and community engagement. It is funded through Arts Council England's strategic grant programme, Ambition for Excellence, and is led by Plymouth Culture with support from Plymouth University. Horizon will deliver four major arts events:

- **We The People Are The Work**, a multi-site exhibition working closely with diverse communities and developed by Plymouth's leading galleries (Sept - Dec 2017)
- two editions of the **Plymouth Art Weekender**, a citywide festival of arts exhibitions and events which involve over 500 artists across over 90 events, making it the largest festival of its kind in the UK (Sept 2017, Sept 2018)
- **The Atlantic Project**, an international public art festival across the city (Sept - Oct 2018)

Running alongside these headline events are two developmental areas of work:

- a two-year **skills development programme** for organisations and artists, led by Visual Arts Plymouth
- a two-year **community development programme** with a focus on developing new models of commissioning artwork with communities. This will work directly with the major events.

Since the city hosted the British Art Show 7 in 2011, Plymouth's art scene has developed rapidly into an emerging arts destination with 42 active organisations and events currently operating across the city. Horizon presents the opportunity to turn this growth into major step-change on a national scale as the city prepares for the Mayflower 400 commemorations in 2020 (Plymouth is the UK lead city for the 400th anniversary commemorations of the Mayflower sailing to Massachusetts). The city capital infrastructure is also growing with a £34M redeveloped Museum and Gallery (opening in 2020), Ocean Studios (artist studios) opened in 2015 and a new Digital Creative Centre (The Market Hall) opening in 2018.

Horizon is being delivered by multiple partners across the city which include Plymouth Culture, Plymouth University, Plymouth City Council, Plymouth Arts Centre, Visual Arts Plymouth, KARST and Plymouth College of Art. Events will be held in various venues across Plymouth including galleries, public realm and non-gallery spaces.

For more information on Horizon, please visit <http://plymouth-horizon.co.uk/>

Our Requirements

Plymouth Culture is seeking to appoint an evaluation partner to independently assess and evaluate the economic and infrastructural impact of the Horizon programme.

A methodology of data collection is in place to collect key data over the course of the programme. However, there is a general lack of historical data on some of the events and venues participating in Horizon due in part to the city's rapid cultural growth. We are keen to work with the selected evaluation partner to build an effective evaluation framework which covers our key aims.

Research Aims and Objectives

Measurement:

- the impact on the city's regional and national arts profile
- the economic impact, including visitor spend

Understanding:

- identify the regional, national and international profile and reach of Horizon
- gather feedback on the artistic programme from attendees and key stakeholders
- identify the extent to which sector-change has been achieved in Plymouth's visual arts sector
- understand the impact of the talent development programme on local artists and arts organisations

Recommendation:

- identify areas of improvements needed in the delivery of future large-scale cultural events
- identify areas of development needed for delivering future international events (such as Mayflower 400)

Conditions

Horizon is a collaborative programme with many partner organisations delivering aspects of the overall programme. Each delivery partner will be producing their own evaluation for their individual projects. The overall Horizon evaluation should inform the process of collating data across the individual projects, and make use of the individual projects' evaluations.

- Visual Arts Plymouth Talent Development Programme - Lead Partner: KARST
- Plymouth Art Weekender - Lead Partner: KARST
- We The People Are The Work - Lead Partner: Plymouth Arts Centre
- The Atlantic Project - Lead Partner: Peninsula Arts (Plymouth University)
- Community Development - Lead Partner: Plymouth Culture

Considerations

Horizon aims to create a step-change in the ambition, skills and large-scale project delivery in Plymouth. The evaluation should consider the wider cultural opportunities and delivery methods of this work, especially as the city moves to develop international-scale cultural projects for Mayflower 400.

The methodology should cover the impacts and benefits for artists, arts and cultural organisations, Plymouth's regional & national cultural profile and the visitor economy.

Timescale and Process

Submission deadline	25th August 2017
Interviews with shortlisted evaluators	W/C 11th September
Appointment made and project commenced	September
Consultation and methodology design completed	tbc

Plymouth Art Weekender 2017	22/23/24 September 2017
We The People Are The Work	22 September - 18 November 2017
Plymouth Art Weekender 2018	21/22/23 September 2018
The Atlantic Festival	September - October 2018
Headline figures produced	For 2017 events - November 2017 For 2018 events - November 2018
Draft report submitted	November 2018
Final report submitted	December 2018

The selected evaluator should work with Horizon and our delivery partners to:

- develop a costed framework for the evaluation
- agree methodology
- agree the format for the final report

Submission

Please email a brief written submission to dom@plymouthculture.co.uk that includes:

1. An outline methodology, showing how the Horizon evaluation aims could be explored within the available budget, timetable and conditions
2. A statement setting out your experience and skills.
3. A organisational or individual CV
4. An indicative budget breakdown
5. The contact details of two previous clients, with the name of the project on which you worked with them
6. Examples of at least two previous pieces of work (which will remain confidential)

The ideal evaluator would have the following characteristics:

- experience in evaluating large scale projects with a variety of partners
- knowledge of current best practice in arts and cultural evaluation
- a positive attitude which includes challenging in a supportive manner
- expertise in both qualitative and quantitative evaluation
- an ability to produce clear, well written reports which are suitable for sharing publicly
- excellent knowledge of arts practice in the UK
- experience in evaluating place-shaping cultural programmes

Fee

The overall fee (to include VAT and expenses) is £7,500. We anticipate this piece of work should take no more than 30 days to complete.