



Scope of Works: Freelance Evaluator

Contract Dates: August 2026 to October 2026

Closing date for submission of quotation: 12 noon, 29 July 2026

Showtown (Blackpool Heritage & Museum Trust) is seeking quotations for an **Evaluator with proven experience** to support the evaluation of the “**Legacy of Laughter: Unlocking the Charlie Cairoli Collection**” project.

The Commission: Unlocking Collections Evaluation

“Legacy of Laughter: Unlocking the Charlie Cairoli Collection” is a major Arts Council England-funded project focused on unlocking access to Showtown’s collections through **digital transformation, community co-production, and new interpretive approaches**.

The project includes:

- Upgrading the museum’s collections management system and migrating collections to the cloud
- Creating a **searchable online collections portal and interactive digital content**
- Conserving and displaying key circus heritage objects
- Delivering **co-produced activity with local communities and creative practitioners**
- Developing new approaches to engagement, research, and sustainability

Showtown is seeking an evaluator to **design and deliver a robust evaluation framework** that captures the **impact of digital access, community engagement, co-production, and organisational learning**.

The evaluation should support both **internal learning and future development**, as well as the ability to share insights with funders and the wider sector.

Purpose of the Evaluation

The evaluation should:

- Measure the **impact of unlocking collections digitally** on access, engagement, and research
- Explore the value of **co-production and community engagement activity**, with particular focus on confidence, skills development and civic pride
- Evaluate **organisational learning**, including skills development, partnerships, and new ways of working
- Capture insights into **audience behaviours and digital engagement** (e.g. platform usage, reach, interaction)
- Support **evidence gathering for Arts Council England outcomes and reporting**
- Generate **practical recommendations** to inform future collections, digital, and community-focused work

Contract Value

The cost of the total project is £5,000 which includes all expenses.

Payment terms:

- 50% upon appointment
- 50% upon completion of the scope of works and delivery of report

The Brief

The contract is to run from July to October 2026

Scope of Works

The evaluator will:

- Work with Showtown staff to **develop a bespoke evaluation framework**, aligned with project aims and outcomes
- Design a **mixed-method evaluation approach**, likely including:
 - Surveys (online and in person)
 - Qualitative interviews and focus groups

- Observation of activity
 - Analysis of digital analytics (e.g. usage, dwell time, engagement)
 - Review of visual documentation (film/photography)
- Establish **baseline data and success measures**
- Attend key meetings and selected project activity to understand delivery in practice. Some meetings can be attended virtually if required but there is an expectation that the evaluator will be available to attend some sessions in person.
- Evaluate:
 - Digital collections access and platforms
 - Community co-production (e.g. Claremont group, Funny Bones residency outputs)
 - Audience reach and inclusivity
 - Organisational change and staff learning
- Provide **ongoing feedback points** to inform project delivery (not just final reporting)
- Deliver a **final evaluation report**, including:
 - Analysis of outcomes and impacts
 - Case studies and qualitative insights
 - Alignment with Arts Council England outcomes
 - Clear, actionable recommendations for future work
- Provide outputs suitable for **external dissemination** (e.g. reports, presentations, or summaries for sector sharing)

Person Specification

We are looking to appoint an individual or organisation with:

- Demonstrable experience of **evaluation in the cultural, museum, or heritage sector**
- Experience of evaluating **digital engagement and/or collections-based projects**
- Strong understanding of **community engagement and/or co-production and participatory practice**
- Experience designing and delivering **mixed-method evaluation frameworks**
- Ability to translate findings into **clear, practical recommendations**
- Understanding of **Arts Council England frameworks**, including outcomes and reporting requirements
- Strong communication and facilitation skills

How to apply

- Your submission must include:
- A proposal (maximum 2 sides of A4) outlining your **approach to delivering the brief**, including methodology and relevant skills
- Examples of **previous relevant work** or two referees
- A clear **cost breakdown**

Assessment Criteria:

Submissions will be assessed on:

- Quality and robustness of the proposed approach
- Relevant experience and track record
- Understanding of the sector and project context
- Ability to deliver within timeframe and budget
- Clarity and practicality of proposed outputs

Please send your proposal to: Belinda Scarlett, Collections Manager,
belinda.scarlett@showtownblackpool.co.uk by **12 noon** on 29 July 2026. For further information on the project or any enquiries regarding the role please contact Belinda on the email above.

This project is funded by:



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