



## Consultancy Brief (Monitoring and Evaluation)

**Role:** Monitoring and Evaluation Consultant

**Reporting to:** Culture House Operations Director

**Contract Time: May 2024- December 2029**

**DURATION:** (Y1 12 days, Y2 7 days, Y3 12 days, Y4 7 days, Y5 15 days)

### 1. Executive Summary

As part of the Culture House project, The Anti-Tribalism Movement is seeking to appoint a consultant to conduct monitoring and evaluation for our project on a yearly basis to assess if we are achieving set aims and objectives.

### 2. About the Anti-Tribalism Movement

The Anti-Tribalism Movement is a non-profit organisation committed to tackling tribal discrimination and promoting fairer and more equitable societies. We work towards this mission through three thematic priorities: fostering tolerance, producing leaders, and undertaking community research to influence institutional policies and practice.

### 3. The Project

The Culture House (CH) will identify, preserve, and explain to the public, tangible and intangible Somali cultural assets. Through its activities, it will illuminate the complex experiences and evolving identities of the British Somali community. It will present narratives of origin, displacement, migration, and new belongings through exploring the deep cultural significance embedded in British-Somali heritage assets.

## 4. The Commission Brief

The Culture House is seeking an experienced monitoring and evaluation consultant to do the following:

- Design an evaluation framework and plan for Culture House in order to assess the impact of Culture House on an on-going basis and make recommendations for improvement.
- Train and work with the project team throughout the 5-year project to implement the Monitoring and Evaluation framework and plan.
- Design, coordinate, and carry out meetings for M&E, such as inception workshops, focus groups, and stakeholder meetings.
- Prepare independent monitoring report external project partners as required.

### 4.2 The scope of work

#### Monitoring and Evaluation Methodology (Brief)

- Based on the existing M&E framework for the project as submitted with the project bid, develop it further and flesh it out into a concrete M&E implementation plan.
- Assess the impacts based on the SMART targets and KPIs for the project as detailed in the funding bid and suggest any modifications if relevant.
- Develop creative ways of engaging audiences or conducting monitoring.
- Review existing project documents.
- Set up quantitative and qualitative methods and mechanisms to monitor impact. Indicators may include visitor numbers (online and physical), loan requests, partnerships with other heritage institutions, improved staff skills, feedback mechanisms (online and in-person), bookings data, and revenue changes. Methods will include Key Informant Interviews, visitor measurement tools, focus groups, analysis of media coverage, visitor interviews, etc.
- Brief ATM team about M&E findings on an on-going basis.
- Contribute to meetings with National Lottery Heritage Fund to report M&E findings, if requested.
- Develop methodology to share and disseminate M&E findings more widely with stakeholders, and to share and showcase successes and good practice.
- Produce M&E reports for Culture House on an on-going basis – schedule to be established at the start of the consultancy.

### 4.3 Outputs

ATM will require the final documentations to include:

- a) Comprehensive Monitoring and evaluation framework and operational plan, including methodology, timelines, impact measurement matrix, and templates for report formats.
- b) Electronic copies of all final documents in PDF and Word formats, with detailed appendices.
- c) electronic copies of any presentations
- d) Interview recordings and/ or transcripts.

Final reports should be succinct with clear and explicit data presentation and analysis directly linked to project outcomes and impact. Reports should specify how well each project outcome is/ is not being met and should make recommendations what improvements can be made to improve impact. The consultancy will assign the copyright of all outputs to ATM for use in connection with its operations. The consultancy must clear the copyright for any images, illustrations or other material used.

## 5. Tender Requirements

The tender should include the following:

- a) Proposed methodology and timescale in detail, including audience and other stakeholder engagement and feedback mechanisms.
- b) Details of relevant experience especially in project M&E and NLHF funded projects if any.
- c) A budget, in line with rates below.
- d) Confirmation that the consultant has the capacity to complete the work within the brief and to the agreed timescale.

## 6. Timescale

Evaluation expert fees £500 per day including VAT (Y1 12 days, Y2 7 days, Y3 12 days, Y4 7 days, Y5 15 days)

Year 1	Year 2	Year 3	Year 4	Year 5
12 days,	7 days	12 days	7days	15 days
6000	3500	6000	3500	7500
<b>Total Grant</b>				<b>£26,500</b>

## 7. Tender evaluation / weighting

The chosen consultancy will be selected based on:

- a) Proven experience of similar work (20%)
- b) Methodology and assessment of key issues to be addressed and how objectives will be met (40%)
- c) Value for money (10%)
- d) Interview (20%)
- e) Tender price (10%)

## 8. Budget

The budget is £26,500 inclusive of all expenses, over 5 years. The consultant(s) will be responsible for all taxes on income.

## 9. Management of the commission

The main contact will be the Project Operations Director.

The commission will be managed by Culture House Operations Director.

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Tenders must be marked “Culture House Consultancy Tender”.  
Short-listed candidates will be invited to make a presentation to ATM, and attend an interview, as part of ATM’s Procurement process.

## **10. Deadline**

Deadline for brief closing date- 26<sup>th</sup> April 2024