

# WallCAP Evaluation Brief

## 1. Introduction

The Hadrian's Wall Community Archaeology Project (WallCAP) at Newcastle University wishes to appoint an individual or team to design and build an evaluation program for data gathering and analysis of WallCAP activities, as well as completion of an evaluation report of WallCAP suitable for submission to National Lottery Heritage Fund (NLHF).

The evaluation will be used to support an ambitious program of research, communications, and community engagement.

## 2. Brief for Consultants

WallCAP, based in the McCord Centre of Newcastle University, is funded by the National Lottery Heritage Lottery Fund (NLHF) to deliver a three-year project linked to capital investment in the conservation of heritage for the Hadrian's Wall World Heritage Site and complete a program of activities to better research and understand the monument in the landscape. The activities focus on developing an improved awareness and involvement of existing and new audiences on the changing, sometimes fragile state of heritage and how heritage is incorporated into their own communities. The majority of activities are planned around three major strands: Heritage At Risk (HAR); Stone Sourcing and Dispersal (SSD); and WallWatch. These strands are supported by secondary strands consisting of training activities, public events and engagements, and development and use of digital resources. Full details of these strands, target audiences, and planned activities can be found in the Activity Plan, which can be provided on request.

To enable the project to be effectively monitored and evaluated it will be divided into distinct units of project implementation. The boundary between each stage/strand provides a natural decision point for feedback and review and is consistent with the reflective process of progressive problem solving and organisational learning known as action research.

Each element of the project has its own timetable of evaluation in line with the timescales laid out in the master Project Schedule. Most strands run across the full life-cycle of the project, and this is reflected in the evaluation timetable.

Key project outcomes include:

a. Heritage Will Be Better Managed

- HAR fieldwork will gather new data pertaining to management;
- SSD fieldwork will gather new data pertaining to management;
- The WallGIS will collate information, improving information access that supports management;
- Reports will be provided to professional and research audiences that will disseminate project results to those in positions to shape and implement policy and practice;
- WallWatch will provide a volunteer-led monitoring scheme to contribute to management during and beyond the life of the project.

b. Heritage Will Be In Better Condition

- Consolidation and repair works undertaken through HAR activities;
- New information will be gathered that will enhance assessment and understanding of current conditions, enabling informed decisions to be made about future management for improved conditions;
- It is anticipated that at least 3 sites will be removed from the *Heritage At Risk* register.

c. Heritage Will Be Better Interpreted & Explained

- Completion of a general events program open to the public making experts and new information available;
- Training in interpretation will be provided to volunteers, disseminating skills to a broader audience and locating those skills in local communities;
- Reports on all work undertaken by volunteers and the project will be available on the project website and provided to professional bodies;
- Results events will be held following fieldwork at specific sites;
- There will be 3 exhibitions associated with WallCAP, which the general public can visit;
- WallCAP will produce a monograph at the end of the project.

d. People Will Have Developed Skills

- Participants will have plenty of opportunities to develop a range of skills in archaeological fieldwork, heritage management and interpretation through engagement with academic and professional practitioners;
- Volunteer skills development will be monitored through a volunteer management framework that incorporates best practice in a governance structure with reference to nurturing interpersonal, group and organisational relationships, sustainability for the future, and the responsible treatment and presentation of information in traditional and digital forms;
- Our digital Volunteer Portal will provide volunteers with a record of participation and skills development, which will be particularly useful for anyone wishing to undertake future volunteering opportunities or engage in professional development.

- e. People Will Have Learned About Heritage
  - Participants will learn about aspects of the heritage from professionals and will directly participate in work that will generate new information about the WHS;
  - The project will also present results of fieldwork to wider audience using traditional and digital publication, social media, and a program of events.
  
- f. People Will Have Changed Their Attitudes or Behaviour
  - Involvement in WallCAP activities will contribute to changed attitudes and/or behavior of volunteers;
  - Participants will also benefit from improved awareness of the state of heritage in the WHS, and what WallCAP will achieve through the contributions of volunteers;
  - Results from the SSD strand will help link communities to their deep history through helping them understand when their communities were built, and where building materials came from.

### 3. Outputs

The consultant will work with the WallCAP team to develop:

1. An evaluation framework, methodology, and three-year plan, which complies with National Lottery Heritage Fund's Evaluation Guidance as a minimum, while also providing evidence suitable for the Research Excellence Framework (REF) Impact agenda. For further information see:  
<https://www.heritagefund.org.uk/publications/evaluation-guidance>  
<https://www.ref.ac.uk/publications/panel-criteria-and-working-methods-201902/>
2. Maintain regular contact with the WallCAP team, including an annual meeting to review data-collection methodology and the data.
3. An annual evaluation report at the end of Yr 1 and Yr 2 to inform annual stage reviews and reports to funders and partners, particularly the National Lottery Heritage Fund.
4. A final summative project report that will encapsulate and develop previous annual evaluation reports and future actions in the National Lottery Heritage Fund's required format (see Evaluation Guidance).

### 4. Budget and Indicative Timescale

A budget of not more than **£10,000** (excluding VAT) is allocated for this contract, including reasonable expenses. Payments can be scheduled according to an agreed timetable, but the client will withhold the final 25% until satisfactory completion of the contract.

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|-----------------------------|---------------|
| • Issue of brief            | 24 April 2019 |
| • Appointment of consultant | 10 June 2019  |

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|---------------------------------|----------------|
| • Evaluation framework in place | July 2019      |
| • Evaluation systems check      | August 2019    |
| • Annual stage review           | January 2020   |
| • Annual stage review           | December 2020  |
| • Annual stage review           | August 2021    |
| • Final report                  | September 2021 |

The consultant should indicate how many site visits/meetings/contributions to activities will be necessary to complete the work in addition to the start-up meeting.

## 5. Project Management, Communication, and Resources

The consultant will need to liaise with the WallCAP Project Manager, Volunteer Coordinator, and Project Support Officer and other WallCAP team members as required. Activity plans will be made available to the consultant as well as data collected from activities and events held throughout the duration of the project.

## 6. Publication and Copyright

The consultant will give WallCAP and Newcastle University the copyright for the final report. WallCAP and Newcastle University and the consultant will have equal publishing rights.

## 7. Bidding Requirements, Process, and Award

Consultants interested in the project should submit the following:

1. An outline of the proposed approach.
2. Track record of the bidder delivering similar or related work.
3. Outline of proposed key milestones for the project.
4. Details of key personnel to be involved (including CVs).
5. Costs to be charged (excluding VAT) and day rates of all personnel involved.  
Additional charges, e.g. for accommodation and subsistence, should be itemised.

WallCAP and Newcastle University will award this contract according to the following criteria:

- Price (30%)
- Experience (30%)
- Approach and methodology (30%)
- Adherence to University tender terms and conditions (10%)

Consultants are referred to the University's terms and conditions:

<https://www.ncl.ac.uk/media/wwwnclacuk/business/files/terms-conditions-purchase-services.pdf>

Bids will only be considered if they are received by email by the WallCAP Project Manager, Rob Collins, not later than **5pm Friday 31 May 2019**. Emails should be marked "WallCAP Evaluation Consultancy".

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Newcastle University  
Newcastle upon Tyne NE1 7RU

Email: [robert.collins@newcastle.ac.uk](mailto:robert.collins@newcastle.ac.uk)

Informal enquiries can be made to Rob Collins via email or telephone.  
Tel: 0191 208 3125

## **8. Payment**

25% of the consultant's fee will be payable on commission. A further 50% will be paid at agreed stages of the evaluation and 25% on acceptance of the consultancy and related reports.

**9.** This brief can be made available in alternative formats if required.