



## Masefield Matters

### RFQ Evaluation

#### Introduction to the project

Everyone read John Masefield in the 1920s, he was a best-seller. His inspirational life and work have now faded from view. The 150<sup>th</sup> anniversary of his birth in Ledbury in 2028 is an opportunity to rectify this. Through a programme of activity exploring the things that mattered to him - people and place, the countryside and the sea, seafaring life - the community will become reconnected with the Ledbury Poet and their newly gained insight will be harnessed in the co-development of a memorial to him. What form the memorial will take – a trail featuring his words, a sculpture of running wolves, a digital rendition of the poem Everlasting Mercy – will be decided by the community.

#### Description of the project

The aim of the project is to create a memorial to the Ledbury poet and writer, John Masefield, informed by the views of and in partnership with local people, particularly groups underserved by heritage including young and old.

As John Masefield is now largely forgotten in the town of his birth, the project will achieve this through a phased approach -familiarisation, consultation, commission. The community will be an active participant throughout.

**Familiarisation** will take the form of a series of six projects with community and other groups supporting people under-served by heritage to explore different aspects of Masefield's life by a public events programme (12 months). The projects will run over an average of six weeks/sessions, each producing an output that can be shared with other groups (and the wider public). This phase will be led by project-funded staff (Project Coordinator and Project Assistant, the latter a paid intern aged under 25).

**Consultation** will bring participants in the community projects together to share their new insight and views on Masefield and discuss what form a memorial should take; to assess options against the NLHF's four Investment Principals, aspirations of the project board, potential locations and the available budget. (Complemented by hands-on consultation activities in local schools to explore what a memorial is and what form this one might take). The output for this stage will be a report with two to three recommendations on what the memorial should be and elements to be incorporated into the brief for the maker. This phase will be led by a specialist practitioner supported by the Project Coordinator and will last for 3 months.

**Commission** Participants in the above will remain actively involved in the commissioning process -being involved in decisions about the selection of the maker / producer for example. It is envisaged that production will take 12 to 16 months, with a launch event in June 2028. The specialist leading on the consultation phase will continue to support participants during this period.

#### The work required

The evaluation should address the following questions (in no particular order):

- 1) To what extent have we succeeded in involving the community, a diverse group of residents including those under-served by heritage, in the decision-making process regarding the memorial for John Masefield?
- 2) Has each phase of the project effectively informed and under-pinned the next as planned?
- 3) Has the project raised awareness of John Masefield – his life and work - in Ledbury and do people feel any differently about him?
- 4) Has the project raised awareness of the local countryside and wildlife that inspired much of Masefield’s writing?
- 5) Do the people involved in the project – freelancers, partner organisations, project staff, participants and so on - say they have benefitted from involvement? If yes in what way, if no, what should we have done differently?

## Methodology

We anticipate this will include;

- A review of existing data and information useful to the evaluation
- Consideration of the best tools to capture (and share) evaluation data and analysis
- Benchmarking at the outset of the project
- Leading on data and evidence gathering and supporting staff and freelance contributors to assist with the collection of the data required

## Outputs

The expected outputs are:

- An evaluation framework including measures of success, KPIs and milestones
- Training session / evaluation workshop for people supporting evaluation
- Outline reports prepared at key milestones (which we anticipate will include at the end of each phase of the project), presented to the project board
- A final evaluation report of the whole project that will be shared with the National Heritage Lottery Fund

## Timetable

It is anticipated that the evaluation specialist will be involved throughout the project, key dates are:

TBC

January - February 2025	Recruit evaluation specialist
March 2025 to June 2028	Evaluation in progress
March 2026	End of familiarisation phase
June 2026	End of consultation phase
June 2028	Memorial launch
End of August 2028	Final reports to the NLHF

## Budget

The budget for the evaluation is £8,000.

## Submission details

Closing date for applications: 21st February 2025:

Your proposal to undertake the project should:

- Describe the methodology you propose, explaining how it meets our aspirations for the project
- Provide an outline programme for the work you propose
- Explain how you would allocate the available budget to support the different elements of the evaluation. This should include number of days, day rates and other fees
- Provide 2-3 examples of your experience of evaluating similar projects

Please provide details of two referees for whom you have done similar work.

## Award criteria

Criterion	Weighting
Quality	65%
Price	35%

Quality	
Sub-criteria	Weighting
1. Methodology	25%
2. Programme	25%
3. Resourcing	25%
4. Track-record	25%

In assessing responses a normalised scoring methodology will be used, with each response being given a score of 0-3 in line with criteria set out within the table below.

<b>0</b>	<b>Unacceptable</b>	The response to this question indicates significant shortcomings with insufficient or missing information available to enable a score to be allocated.
<b>1</b>	<b>Satisfactory</b>	The response generally meets requirements.
<b>2</b>	<b>Good</b>	The response fully meets requirements.

<b>3</b>	<b>Excellent</b>	The response fully meets requirements and exceeds some in a manner which will provide additional unforeseen benefits to the council.
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Where a bidder fails to achieve a minimum score of 1 in relation to any of the sub-criteria the council reserves the right to set the quotation aside and not assess it any further.

If you have any questions regarding the role please contact: Angela Price at [clerk@ledburytowncouncil.gov.uk](mailto:clerk@ledburytowncouncil.gov.uk)

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