



Job Title: Freelance Evaluator, LOWRY TURNS 25

Location: Various locations around Salford

Budget:

There is a total budget of £12,000 available for this project to cover all costs, including:

- Evaluator fees
- Survey and data collection resources or tools
- Digital design of pdf of the final report
- Staff/Volunteer training sessions for evaluation implementation

Job Type: Freelance contract between April 2025 – March 2026, days to be mutually agreed.

About Lowry: Lowry offers a diverse programme of theatre, opera, musicals, dance, music, comedy, and visual art. Located at Salford Quays, it is the most visited attraction in Greater Manchester, featuring theatre spaces and art galleries with works by LS Lowry and contemporary artists.

Next year Lowry celebrates its 25th birthday having opened to the public in April 2000.

As part of this we will hold a year of celebration with various events and activities marking the occasion.

Lowry Turns 25 is made possible with The National Lottery Heritage Fund. Thanks to National Lottery players, we will deliver an ambitious heritage project celebrating Lowry's 25th anniversary, bringing local histories to life, and exploring L S Lowry's legacy as a champion of working class and industrial heritage.

We are recruiting an Evaluator to lead the evaluation of the "Lowry Turns 25" programme, which includes:

One Lowry, Many Stories: An oral history project recording memories of Lowry and the transformation of Salford Quays, culminating in two art installations, a digital archive, and a curated public playlist.

Together We Create: Commissioning 10 community organisations to create responses to the heritage of Salford Quays and Lowry, presented at Lowry and community venues.

Lowry and his Legacy: A series of lectures, curator talks, and community-led workshops exploring LS Lowry and his legacy.

The project aims to:

- Preserve and share memories of Lowry and the surrounding Salford Quays area, and what it means to local people.

- Create a lasting physical and digital legacy of the transformation of the area and the impact Lowry has had on local people.
- Foster a deeper understanding of Salford's unique cultural and social heritage amongst those that live, work, or visit here.
- Support Salfordians from a range of different backgrounds to engage with local heritage and record their place within it.
- Give a chance for people to express their own culture and heritage in the ways they choose.

Brief: Lowry are looking to appoint an experienced evaluator to deliver a comprehensive evaluation, which is to include:

- Development of a monitoring and evaluation framework for Lowry Turns 25 which connects to current Lowry processes. This should set out the outputs and outcomes that will be monitored, procedures agreed upon for data collection, indicators and identifiers for different types of evidence, and a reliable framework for measuring the impact of the whole project and smaller projects within.
- Clearly communicate the evaluation process, including how data will be used and shared, to all stakeholders.
- Plans for how evaluation will be rolled out through the project manager, delivery team, partners and collaborators, so that the evaluator and wider team can confidently gather data from a range of activities. This will include qualitative and quantitative data and a variety of data gathering techniques that are suitable for Lowry Turns 25.
- The evaluation will be in line with the current National Heritage Lottery Fund guidance on evaluation (<https://www.heritagefund.org.uk/funding/good-practice-guidance/evaluation>).
- The evaluation must be an honest and accurate assessment of the project. Collaboration with the project team, partners, participants and volunteers will be needed in preparing the final report.

Timeline: The evaluation will be conducted over the project's duration, with key milestones aligned with project activities:

Phase 1: Creation of Evaluation Framework and Baseline Data Collection (April – May 2025)

Develop specific evaluation tools and create the evaluation framework.

Gather baseline information prior to project activities.

Plan the methods and rollout of evaluation activities and train/update appropriate teams

Phase 2: Ongoing Data Collection and Interim Reporting (May – December 2025)

Collect data from observations, attendance records, ongoing participant feedback, surveys etc.

Implement post-project surveys, focus groups, and interviews.

Present a mid-project overview.

Phase 3: Final Data Collection, Analysis, Case Studies and Reporting (February – March 2025)

Compile the evaluation report. Brief design of pdf for dissemination.

Skills and Experience Required:

The evaluator will be expected to have:

Previous experience of writing and or/coordinating final evaluation reports for NLHF or similar funded projects

Proven track record of providing evaluation services to the Voluntary, Community, and Social Enterprise sector

An understanding of Heritage and Arts projects and organisations

Experience in reviewing stakeholders, volunteers and community work

Excellent communication skills and the ability to work with a wide range of people

Submitting Your Tender: Submit the following to getcreative@thelowry.com by Tuesday 25th March Midday:

CV

Cover letter detailing how you meet the skills and experience required

Outline of intended evaluation methodology/approach to the brief 1 or 2 pages of A4.

Budget breakdown

Examples of previous evaluation reports that are in the public domain

Two references

Timeline:

Deadline: Tuesday 25th March Midday

Interviews: Thursday 3rd April in person at Lowry

Initial Meeting: w/c 14th April

Final Report Deadline: 30th April 2026

For questions or additional support, contact us at getcreative@thelowry.com ?