Evaluation consultant

Art UK’s The Superpower of Looking learning programme

About Art UK

Art UK is an arts education charity on a mission to make the art in UK public collections accessible to everyone – for enjoyment, learning and research. We enable global audiences to learn about the nation’s art collection by digitising artworks, telling the stories behind the art, and creating exciting opportunities for public interaction with art – both online and offline.

Over 80% of the nation’s art is not on public view and until Art UK started its work, much of this art had not been photographed. Our work is helping to radically change this, making what is publicly owned, publicly accessible – to anyone, anywhere. Originally focused on oil paintings, our scope has widened to include many mediums, from prints, drawings and watercolours to sculpture and photography.

We play a major role in supporting public art collections by improving their accessibility and sustainability. Art UK currently shows over 300,000 artworks by over 53,000 artists. It is an ambitious collaboration between 3,400 institutions, making it one of the largest arts partnerships in the UK. No other country in the world has a resource like Art UK.

Art UK’s The Superpower of Looking Learning programme

The Superpower of Looking is a new vision for learning. It aims to give every schoolchild the essential life skill of visual literacy, together with the visual intelligence to navigate and thrive in our image-saturated world.

The programme, delivered by the art education charity Art UK, puts critical observational skills centre stage. It aims to make every child visually literate by 2030, while supporting primary school teachers – through tailor-made resources and teacher training – to deliver it within the Art & Design curriculum.

The Superpower of Looking is taught through a set of inspirational films and lively, guided schoolroom discussion exploring individual artworks. But it is not about formal visual analysis, or the history of art – it is about learning how to read and interpret visual information and sharpen powers of observation. These skills dramatically increase the brain’s capacity for memory and attention to detail. The programme creates confident, capable, and empathetic citizens, and ensures that ‘cultural capital’ is not the preserve of the few.
Format and funding

The Superpower of Looking is a tried and tested format, with two successful pilot programmes in 70 schools in England and Scotland already complete, along with two evaluation focused upon the pilot programme both generously supported by the Freeland’s Foundation.

The programme’s concept was created by Alison Cole, Editor of The Art Newspaper and art historian, who worked closely with teacher and author Penny Huntsman to develop a simple and engaging teaching methodology, encompassing inspiring short films, an open question format and a toolkit to aid analysis, for teachers and pupils alike.

The Freeland’s Foundation is now providing landmark funding for Art UK to roll out the programme over five years in all UK primary schools, beginning in autumn 2023. The programme is a new vision for learning, foregrounding the role of the visual arts and visual media in a way that aspires to provide a paradigm shift in education – as well as the means to make art an integral part of children’s lives.

Project evaluation

Art UK’s project evaluation will:

- ensure clear robust data gathering, collation and analysis for the project using theory of change evidence framework for Art UK to utilise in collecting data from the Teacher Champion Scheme and associated activities
- ensure the staff and teachers involved with the project understand the aims of the evaluation and why it is being undertaken
- inform the early stages of the projects as to where any changes need to take place to achieve the project aims and objectives
- use the evaluation process to ensure that project aims and outcomes are met
- adapt the project in response to the evaluation

The consultant will work with Art UK to produce an evaluation toolkit using the theory of change model to elicit robust, evidence-rich information in accordance with the Freeland’s Foundation guidelines. Also, they will produce instructions on how to share evaluation results, including recommendations for channels and methodologies to reach relevant stakeholders.

All project areas will be monitored to ensure that the full potential of the project is achieved across the Freeland’s Foundation outcomes.
The Superpower of Looking evaluation brief

We are seeking a skilled creative evaluator to work with us to evaluate the impact of the project using theory of change methodology.

Working with Art UK’s Head of Learning and Project Coordinator, the evaluation will seek to explore these key areas and potential project outcomes:

Students

- an improvement in students’ visual literacy skills
- an improvement in students’ ability to examine evidence, to think analytically and to give an informed opinion confidently
- an improvement in students’ enjoyment in looking at art and talking about it using knowledgeable subject-specific vocabulary
- an improvement in students’ interest in visiting galleries

Teachers

- an improvement in teachers’ confidence to deliver the Art and Design curriculum through collaboration and co-creation with learning resources and Art UK learning team
- an improvement in teachers’ knowledge of visual literacy pedagogy
- an improvement in teachers’ engagement with artworks, artists and galleries/museums

Art UK

- the effectiveness of the Teacher Champion scheme
- the effectiveness and reach of differing marketing initiatives (Masterpieces in School events and biggest-ever virtual school trip) throughout the rollout to inform subsequent activity
- the quality, relevance and impact of The Superpower of Looking resources developed in the national roll-out

Working with Art UK’s Head of Learning and Project Coordinator, the evaluation will seek to explore these key areas and potential project outputs:

- 300 teacher champions
- 420 school classes
- 11,213 pupils

As the project progresses, Art UK will share the project evaluation results with stakeholders, funders and interested parties within the education, heritage and museums sector. Staff from Art UK will attend UK conferences to share information on the project. Stories and articles, written by project staff, volunteers and partners, will also share best practice and lessons learned, and celebrate project participants.
Evaluation consultant

Art UK is seeking an experienced consultant to develop, implement and review the evaluation programme for the Art UK Superpower of Looking schools project.

The consultant will be engaged to produce an evaluation framework for the learning programme at the end of year one along with a further report at the end of year two and a final full evaluation report at the end of year three. The consultant will also undertake some of the more specialist evaluation, such as liaising with teachers, working closely with the project staff by submitting an interim report for each year.

The consultant will be required to:

- help staff to develop evaluation processes appropriate for the evaluation of the different elements of the project, including online and in-person engagement, resources, teacher and pupil outcomes
- use theory of change, collecting accurate evidence of what Ark UK has done, the difference Art UK has made and how Art UK might improve
- work with staff to develop the tools to collect and collate data
- produce an evaluation framework for reporting and creating a theory of change model in year one
- produce a report of evaluation findings and recommendations for The Superpower of Looking programme at the end of year two of the project
- support with two interim reports of evaluation findings and recommendations for the learning programme, assessing the success of the project activities and advise on any improvements needed to ensure project impact
- produce evaluation in line with Freelands Foundation evaluation guidance
- at the end of year three, produce an end-of-project evaluation report, including a final review of all project activity and evaluation, identifying what impact the project has had. The report will assess the success of the project activities against a set of key outcomes, review the project’s original aims and objectives, and assess if these have been met
- produce evaluation in line with Freelands Foundation evaluation guidance

The consultant must have:

experience in developing and implementing monitoring and evaluation systems using theory of change

- experience of analysing monitoring, evaluation and impact assessment data to draw meaningful conclusions and reports
- experience of working with schools
- excellent IT skills
- experience of training and supporting others
- first-class written and spoken communication skills and the confidence to engage effectively with a range of people
- self-motivation and reliability
- experience of working on funded educational or activity projects
Proposal to tender

The consultant’s proposal to tender for this work should be no longer than four pages of text (not including a CV, which can also be attached).

The tender should include details of:

- a methodology explaining how the brief requirements will be delivered, as per the theory of change model
- relevant experience and competency possessed by the consultant and other personnel who will work on the project
- previous experience relevant to this contract – examples of at least two specific projects should be cited giving reasons why this experience is relevant. Demonstrating any experience of similarly funded projects would be desirable
- two references from clients of similar work
- information on the consultant’s professional indemnity insurance

Payment terms

The budget for this work is £6,500 (+ VAT), inclusive of expenses.

Payment dates within each project year will be agreed upon with the appointed consultant.

Appointment terms

The consultant will be appointed for the full project term of three years.

Delivery period

August 2023 to August 2025

Applications

The deadline for applications is 12 noon on Friday 7th July 2023.

Applications should be addressed to Katie Leonard and sent via email to katie.leonard@artuk.org with the subject line ‘The Superpower of Looking Evaluation Proposal’

For an informal conversation prior to applying, please email katie.leonard@artuk.org to arrange an online call.
Projected timeline

Closing date for receipt of proposals – 12 noon on Friday 7th July 2023

Shortlisting notification – Friday 14th July 2023

Successful applicant/organisation notified and contracted – Friday 21st July 2023

Contract begins – from 1st August 2023

Delivery period – September 2023 to September 2025

Completion – Monday 1st September 2025