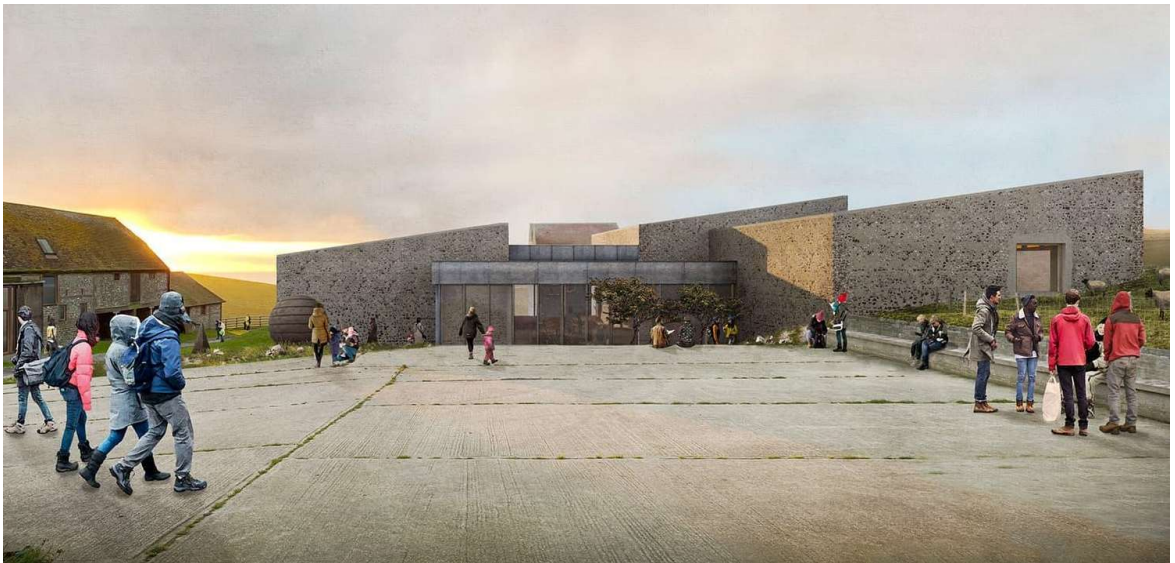


TOWNER

Towner Seven Sisters

National Lottery Heritage Fund
Development Phase

Brief for Evaluation Consultant





1. Introduction

Towner is seeking to appoint an experienced Evaluation Consultant for The National Lottery Heritage Fund (NLHF) funded Phase 2 development of Towner Seven Sisters at Black Robin Farm. The evaluator will develop a comprehensive Evaluation Framework and Plan for both the Development and Delivery Phases and provide evaluation services throughout the project. This work will help us capture learning against the agreed project outcomes and support our Delivery Phase Stage 2 application to NLHF.

Please note there will be a contractual break clause between the NLHF Development and Delivery Phases, as evaluation of the latter will be dependent on the successful outcome of the Stage 2 application and performance.

2. About Towner

Towner has been collecting and exhibiting contemporary art for more than 100 years. The gallery sits where the coast and the South Downs meet and presents exhibitions of national and international importance for audiences in Eastbourne, the UK and beyond, showcasing the most exciting and creative developments in modern and contemporary art.

Towner develops and supports artistic practice and collaborates with individuals, communities and organisations to deliver an inclusive, connected and accessible public programme of live events, film and learning. Towner's collection of almost 5,000 works is best known for its modern British art – including the largest and most significant body of work by Eric Ravilious – and a growing collection of international contemporary art. Towner Eastbourne was Museum of the Year 2020 and host of the Turner Prize in 2023.

3. The Project

Towner Seven Sisters at Black Robin Farm will be a bold new cultural destination near the chalk cliffs of Seven Sisters in the rolling hills of the South Downs National Park. This extraordinary site of an historic Sussex farmstead set in unique chalk grasslands will act as a

new eastern gateway to the national park connecting local communities and international audiences to the land, its stories and its future. Perched above Eastbourne and framed by the iconic coastal landmarks of Beachy Head, Birling Gap and Cuckmere Haven, Towner Seven Sisters will animate this landscape in new and powerful ways. Through artist commissions, outdoor sculpture, exhibitions, workshops, creative learning activities, sustainable food and walking experiences, it will celebrate and protect the beauty, heritage and ecological significance of the South Downs.

Background to the Development Phase

With £11.75 million already secured from the UK Government and Arts Council England for the Phase 1 Capital Development, Towner was awarded £550k from NLHF in March 2025 to develop plans for a Visitor and Heritage Centre and the cultural, learning and heritage programmes. The wider project aims to create a world-class cultural and environmental hub by 2030, celebrating the centenary of the Downland Estate which came into public ownership in 1929.

The project will deliver a new gallery building, which aims to be the first carbon neutral building of its kind, and bring over 2000m² of existing agricultural fabric into use with spaces for learning, exhibitions, public programme, events and commercial activities including a restaurant.

The Development Phase of the project will see full planning permission, the finalisation of key documents including a Business Plan, Conservation Management Plan for the site, an Audience Development Plan and Activity Plan. It will culminate in a Delivery Phase Stage 2 application submission to NLHF in May 2027 with the aim of realising £5M in Delivery Phase funding.

4. Scope of Work

Towner is looking to appoint an experienced External Evaluator with a proven track record of working on NLHF projects. The Evaluator will take a formative and summative approach and work collaboratively with the Towner team, external consultants and key stakeholders to capture data, learning and impact, in line with project outcomes and NLHF's evaluation good practice guidance.

Evaluation Aims

1. **Evaluate** the Capital Project and the development and delivery of a realistic, inclusive and sustainable Activity Plan at Towner Seven Sisters.
2. **Assess** how engagement with communities, partners and stakeholders is shaping audience understanding, programme development and decision making.
3. **Capture** data and learning from both phases to demonstrate impact and inform future programme development and delivery across both Towner sites.
4. **Strengthen** Towner's evidence base, evaluation tools and readiness, embedding best practice in evaluation as a legacy of the project.

These will ensure that the project delivers against the NLHF project's Approved Purposes, Investment Principles, Towner's strategic and audience priorities, inform our programme and offer at Towner Seven Sisters, and factor lessons learned into the NLHF Delivery Phase application.

The work is in two parts:

Part One

Deliverables for Development Phase

(September 2026 – March 2027, or until Towner submits its Delivery Phase Stage 2 application)

The Evaluation Consultant will:

- Conduct an audit of existing data collection methodologies.
- Establish a robust baseline dataset relevant to NLHF project outcomes using a range of quantitative and qualitative methodologies.
- Work collaboratively to produce a comprehensive Evaluation Framework for the project that can be taken forward into the Delivery Phase, linking capital and programme activities, outputs and expected outcomes.
- Produce a practical, accessible Evaluation Plan to guide monitoring, data collection, analysis and reporting across both Capital works and activity.
- Coordinate with the Activity Plan Consultants to ensure evaluation methods are embedded into the Stage 2 Delivery Phase Activity Plan.
- Evaluate Development Phase Capital project designs including assessing strategic alignment, key milestones and financial viability.
- Evaluate Development Phase programme activities, distilling learning and recommendations into a final evaluation report aligned with NLHF guidance.
- Share interim findings and insights with the project team through timely feedback loops, supporting reflective practice, continuous learning and informed decision making as the project progresses.
- Attend Project Board and other relevant meetings as required to report on evaluation activity and progress.
- Ensure the evaluation is conducted in line with NLHF good practice guidance, using ethical, inclusive and GDPR compliant approaches to research and data handling.

Key Deadlines

Activity	Due by
Appointment	September 2026
Delivery Phase Framework (in accordance with NLHF guidelines & Approved Purposes)	December 2026
Development Phase evaluation report due by	End February 2027
Delivery Phase submission	May 2027
Delivery Phase application outcome	September 2027

NB: There will be a contractual break clause between the NLHF Development and Delivery Phases, continuation will be pending the outcome of the Stage 2 funding application and subject to performance.

Part Two

Deliverables for the Delivery Stage

(From autumn 2027 for a maximum of 5 years)

These will include:

- The full evaluation of the Delivery Phase in accordance with the agreed Evaluation Framework and Plan, across both capital works and activity plans.
- Produce a range of evaluation resources and support the team in ensuring robust implementation of the plan.
- Share interim findings and insights with the project team through timely feedback loops, supporting reflective practice, continuous learning and informed decision making as the project progresses.
- Produce a final evaluation report and shareable assets:
 - Infographics.
 - Case Studies.
 - Visual and accessible presentation/s sharing key recommendations and findings.
- Attend Project Board and other relevant meetings as required to report on evaluation activity and progress.
- Ensure the evaluation is conducted in line with NLHF good practice guidance, using ethical, inclusive and GDPR compliant approaches to research and data handling.

5. Essential Requirements

- Be fully versed in the latest NLHF Evaluation good practice guidance ([Evaluation good practice guidance | The National Lottery Heritage Fund](#)) and have detailed understanding of NLHF's four Investment Principles that are detailed within [Heritage 2033](#), their 10-year strategic plan.
- Significant practical knowledge and experience of evaluating NLHF projects from inception to completion.
- Experience of evaluating projects involving a wide range of audiences and of evaluating activities for disadvantaged groups and those who may find it difficult to access or benefit from heritage, culture and/or nature projects.
- Strong understanding of equality, diversity, inclusion (EDI) and access, in relation to all aspects of the project in line with Towner's audience development planning.
- Capacity and flexibility to commence the assignment in September 2026 ideally following appointment and to successfully complete the assignment by May 2027.
- Ability to commence part two of the assignment in early autumn 2027, subject to successful award of funding by NLHF.

- The consultant will be required to have their own, up-to-date public liability and professional indemnity insurance.

6. Fee for this Brief, and ways of working

The budget available for this assignment is up to **£22,000** including expenses and excluding VAT. The fee is split as follows:

£7,000 in the Development Phase

£15,000 in the Delivery Phase, continuation subject to funding and performance

The terms for payment will be staged and paid in arrears. Schedule for these will be discussed and agreed with the awarded party.

The consultant(s) must be able to work flexibly, in a hybrid fashion, with work being adjustable to accommodate any change in project deadlines or meeting schedules.

7. How to Apply

Please send a written response (maximum 6 sides) setting out how you meet the essential requirements to fulfil the aims of this brief. Responses will be evaluated using the criteria and weighting below.

Please also submit a copy of your CV(s), of max. 2 sides (per CV) and include details of 2 referees for relevant projects you have worked on in the past 3 years.

	Criteria	Question	Weighting
1	Your interest in working with Towner	Please explain why you want to work on this project at Towner including any credentials that you feel are relevant.	5%
2	Skills, knowledge, experience	Illustrating relevant projects from the last 3 years, please provide details of clients, dates, services provided and approximate contract value. With reference to these projects, please detail the skills and experience you will contribute to the delivery of the project evaluation. Please include your experience of: - Delivering impact evaluation on people centred activity-based projects - Working on NLHF funded development projects	30%

		- Writing comprehensive evaluation frameworks and plans to NLHF guidance - Understanding of the processes involved in Capital development projects - Driving internal culture change to embed evaluation into everyday life	
3	Approach and methodology	With reference to recent experience of delivering comparable projects, please outline how you will approach the provision of evaluation consultancy throughout the project. Please include specific reference to methodology, timetable, consultation process, lessons learned, liaison with the team, reporting to key partners and delivery of the project outcomes.	30%
4	Team	Please outline the profile of proposed team members, highlighting what specific relevant individual skills and experience each will bring to the project. Please attach full CVs of all proposed team members demonstrating relevant skills, experience and qualifications.	10%
4	Fee proposal	Please specify your day rate, expenses and allocation of time spent, demonstrating how you will deliver value for money.	25%

Completed tender documents should be emailed to Michele Monteith at michele.monteith@townereastbourne.org.uk

8. Tender Timeframe and Process

- Tenders to be submitted by **midnight on Thursday 6 August 2026**
- Interviews will take place on **Thursday 13 August 2026**
- **Contract length– Development Phase**
Start September 2026
End May 2027
- **Contract length – Delivery Phase**
From Autumn 2027 up to a maximum of 5 years

9. Decision and Award

Towner reserves the right to negotiate with their preferred bidder and to award all, part or none of the contract.

10. Copyright

The copyright of any materials produced during the contract will remain with Towner Gallery Eastbourne.

11. Confidentiality

All information contained in this Brief, along with any related materials provided by Towner or prepared by Proposers for Towner, is confidential. Proposers must not disclose this information to third parties or use it for any purpose other than preparing and submitting a proposal. Proposers must also ensure that their employees, consultants, and agents comply with these confidentiality obligations.

12. Further Information or Queries

If you require further clarification about the scope of the project, please contact Michele.Monteith@townereastbourne.org.uk