

## BRIEF FOR EXTERNAL EVALUATION - THIS IS ME (CREATIVE LONDON)

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### BACKGROUND

The youth project, **This is Me (Creative London) [TIS]**, is a new approach to storytelling encompassing multiple themes of people and places, community and industry, inclusion, issues around employability, wellbeing, environment, and inter-generational concerns. TIS is private sector funded and seeks to diversify the industry by empowering missing voices to play a part in the cultural industries. It will also seek to increase access to work and livelihoods in the target communities.

To create the pathways to deliver a widening of participation will require the delivery team to develop community-led and industry-informed learning. This will take the form of non-formal learning opportunities alongside accredited and non-accredited courses.

Our targets for this training is to bring voices to life from what are often termed multiply disadvantaged communities in London. These include: young people aged 16-24 (70%), people aged 25 to 30 (30%), BAME communities (60%), women (55%) LGBT (10%), as well as NEET or at risk of becoming NEET, under-employed/low waged, economically inactive/unemployed. Typically their stories have been invisible from the mainstream media and we will work collaboratively in partnership with Bauer Media to look at addressing this void. We will build on lessons learned from Making Creativity Work, creative skills training and employability programme which we have already jointly worked together on, and help to improve the livelihoods of the target groups.

To enable the stories to be brought to life, we will provide bespoke training in areas like film, music and live events, radio, creative writing, theatre, social media and marketing, gaming design and coding, etc, developing skills, industry links, and improving their progression and access routes to employment (full time, part time, contract, apprenticeships), self-employment or starting a business, further or higher education or other learning opportunities, volunteering, work placements, etc.

A number of products and materials will be created that will be showcased through live events, digital media platforms and print. Where possible, we will be working with live briefs linked to a wide range of industry and community clients to expand the reach of the project. Clients such as publishers, venues and local authorities expecting professional work and real deadlines. This will produce work ready, diverse young people and adults that the growing creative and cultural industries need.

## PROJECT OBJECTIVES AND OUTCOMES

GOAL: To improve the ability of disadvantaged groups – such as BAME young people (especially NEETs/those at risk of NEET), LGBT,+ and economically inactive women – to gain access to the creative industries, and thereby to (i) reduce worklessness in the target communities, and (ii) to increase diversity in the UK's creative industries.

### HARD OUTPUTS/OUTCOMES BY EACH PARTNER:

We will achieve the following hard outputs/outcomes:-

- 100 participants will enrol
- 90 (90%) will complete the programme
- 60 (60%) will secure work or begin self-employment
- 100 (100%) will benefit from mentoring
- 36 (50%) will retain their employment for 90+ days

Note: Apprenticeships & Employment split - Of the 60 employment outcomes we aim for 12% in apprenticeships, we will be pushing to over-achieve on this target through our work with ITV and internal apprenticeship [needs a definition] positions. We are continually working with external clients on apprenticeship provision and are actively encouraging organisations to utilise the ability to transfer 12% of their Levy to encourage more apprenticeship positions in what has been a changing landscape due to the introduction of the new Levy system and funding for apprenticeships coming directly via Employers.

### SOFT OUTCOMES: We will also achieve the following soft outcomes

- 100 participants (100%) will report becoming more confident & knowledgeable about looking for work [should this be the 90?]
- 75 (75%) will report feeling more positive about their prospects
- 75 (75%) will report feeling less lonely & isolated

IMPACT: This project is designed to reduce worklessness in disadvantaged communities, and increase diversity in the creative sector.

### OUTCOMES: The key outcomes achieved by this project will be:-

- The percentage of participants who report improved confidence
- The percentage who secure work or begin self-employment
- The percentage who retain their employment/self-employment for at least 90 days.

### SUCCESS INDICATORS:

- Improved confidence: Target 100% of participants reporting greater self-confidence, measured using a distance travelled questionnaire at the beginning and end of their engagement
- Starting work/self-employment: Target 60% of participants starting employment or commencing trading within 3 months of leaving the project
- Retaining work: Target 50% of participants retaining work for at least 90 days.

## AIMS OF THE EVALUATION

The evaluation will review the project outcomes for appropriateness, sector relevance and potential for future development and impact. The external evaluation will be a vital component that contextualises the work of the project within the sector at a national level. In doing so, the evaluators will reflect and feedback on the work, and extend the external dissemination and impact of the project.

A programme of regular evaluative visits will be arranged during the project lifetime, to ensure that the final evaluation is fully informed, and the lessons collected during the course of the project. The evaluators will review the project to clarify objectives and project plan. They will then visit the project periodically to ensure that the information kept is suitable to inform evaluation and to make recommendations of any additional data to collect.

The first task is the production an Interim Evaluation Report, drawing conclusions on the success of the project from November 2018 to July 2019 – this will retro-fit a baseline and build recommendations for improvements for the remainder of the project. The second major outcome shall be the Final Evaluation Report by July 2020.

The external evaluation for the project is being commissioned by Collage Arts and partner, Bauer Media Academy, funded by JPMorganChase Foundation which is the funder of the programme.

The overall objective is to evaluate the TIS, in particular, we want to focus on:

- Quality and relevance of the training
- Impact on participants/young people; peers and professionals working with young people; employers and businesses – the journey travelled
- Quality of the produced creative media outputs and projects including films, showreels, events and other storytelling aspects
- Feedback from employers and commissioners of trainees in the programme.

We would like the both the interim and final reports to include a summary and recommendations for future youth provision in terms of employability, enterprise and upskilling programmes. We will use the report findings to form a basis to secure future funding for this type of social inclusion work and to encourage further investment in this area by other trusts and foundations.

## METHODOLOGY

We anticipate that the methodology will include:

- Initial briefing
- Review of project outcomes and outputs
- Interviews with each of the project partners
- Consultation with project participants
- Interviews with employers/businesses engaged
- Review of participant data and demographics
- Review of evaluative materials, participant feedback, case studies of participants

The interim evaluation report will be produced in September 2019 (around 20-25 pages) and would anticipate that it will include the following sections,

- Executive summary – written in a form that could be used in social media
- Introduction
- Summary of project beneficiaries by key demographics and artforms and a retrofitted baseline
- Case studies of participants programme participants
- What outcomes have been achieved by participants
- Have participants shown progression towards outcomes
- Findings from the qualitative research with participants
- Concluding comments.

We are open to innovative approaches and techniques that could draw out this content.

The final evaluation report will be a journalist style easy-to-read report, which is accessible, pertinent and current. It is envisaged that this will be around 20,000 words (ie: 45- 50 pages). The report will build on the interim report with clear findings for the key audiences noted below. We are keen to have a set of pull quotes and data-visualisation including visuals/infographics (Collage can provide input to and help with the graphic element of these).

The document will aim to address the following audiences:

- i) Creative and cultural policy makers at local, regional, national and international levels
- ii) Creative and cultural industries vocational employment training organisations
- iii) Creative and cultural industries employers
- iv) Organisations in field of community-based non-formal learning
- v) Creative people, trainers, youth workers, careers and enterprise advisors who train and mentor creative young people and support their personal, creative and career development.
- vi) Participants and their Peers

The external evaluators will be invited to attend the final project partnership meeting (date tbc) at which a draft of the document will be presented and discussed. In light of any stakeholder feedback, and of the feedback from partners, the evaluators will make final revisions to the document and a final version will be published on the website and disseminated by partners.

Completion date: 15 July 2020

#### **TIMESCALE**

August 2019 to July 2020

#### **BUDGET**

£12,000 split into:

First instalment £4,000 (October 2019) on completion of interim report

Second instalment £4,000 (March 2020) on completion of interviews and reviews

Third instalment £4,000 (July 2020) on completion of final report.