



**Title:** Roots & Branches - Evaluation Contract 2024-26

**Status:** Freelance Contract

**Fee:** £4,800

**Duration:** June 2025 to March 2026

**Closing date:** 12 noon Wednesday 20 May 2025

## 1. Project Background and Partners

Roots & Branches is an award-winning, environmentally-driven collaborative project between Museum Development England (MDE), The Carbon Literacy Project and Manchester Museum.

The 'Branches' of the project created an environmentally aware and active sector, giving museums the tools to respond to '[Let's Create](#)', Arts Council England's 10-year strategy in which environmental responsibility is at the core. A new Museum Carbon Literacy Toolkit was developed that is available to all museums to use to train their workforce. The toolkit was also used by Museum Development England (a network of 9 Museum Development teams across England) to train the workforce of regional museums across England.

By March 2024, 1,411 people had completed a Carbon Literacy course through the Museum Toolkit, 1,202 people were certified as Carbon Literate, 190 people attended a Trainer Support session to help them roll out the training themselves, and there were 299 attendees across the Seeds for Action Programme. The summary evaluation report can be found here: <https://www.museum.manchester.ac.uk/about/sustainableworld/>

As well as being accessed by museums across the UK, the Toolkit has been secured by other cultural organisations that have developed their own discipline specific Carbon Literacy courses. Over 3,000 from over 800 organisations have now completed Carbon Literacy training through a cultural sector Carbon Literacy Course.

From April 2024, Arts Council England's Museum Development Programme changed from nine regional providers to five Area providers. MDE are committed to continuing to deliver Carbon Literacy courses, Trainer Support Sessions and the Seeds for Action Programme for 2024-26.



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## 2. The Programme for 2024-26

Managed by Museum Development North (MDN) on behalf of MDE, the two-year Sector Training and Support Programme commenced in June 2024 and includes:

- Retention of the partnership with The Carbon Literacy Project ensuring the Carbon Literacy Toolkit is up to date, advocated for, free to access by non-national museums throughout 2024-26, with central coordination.
- Central coordination, strategic and operational management of the programme across England, including marketing and promotion: Open and bespoke Carbon Literacy Courses, Trainer Support sessions, Seeds for Action Programme, and data monitoring, collation, and impact reporting.
- External research and evaluation on the impacts and reach of programme for 2024-26 and recommendations for 2026+ programming and sources of external funding.
- Delivery of 10 x open Carbon Literacy courses and central certification administration.
- Carbon Literacy certification.
- Delivery of 5 x open Trainer Support sessions across England.
- Design and delivery of continued Seeds for Action programme: 10 x online Carbon Literacy Connect and Co-work sessions and 10 x themed Online Collective Workshop Sessions. Open to Carbon Literate delegates across England. Design and development of 10 x follow up digital Resources collating insights across the programme to be shared with wider sector.
- MD North ER strategic leadership; liaise with IPSOs and partners; respond to requests to support sector networking, conference and events on behalf of MDE; support new MDE trainers; work with The Carbon Literacy Project on Toolkit update.

## 3. The Evaluation Brief

MD North, on behalf of MD England are looking to appoint a programme evaluator to conduct research and evaluation on the impacts and reach of the programme for 2024-26, reflecting and building on the evaluation from 2021 to March 2024. The full evaluation report from the 2021 to 2024 programme will be made available to the successful consultant along with the original evaluation framework.

- Develop the evaluation framework for 2024-26 in reference to national ACE Museum Development KPIs
- Programme data analysis, compiled by MD North, from April 2024 to March 2026:
  - Seeds for Action Programme booking and evaluation data
  - Carbon Literacy courses booking, evaluation data and action forms
  - Trainer Support Sessions booking and evaluation data
- Research and map data showing the reach of the programme within the museum sector and beyond, liaising with The Carbon Literacy Project Culture team
- Liaise with area MD providers in England to compile information about wider Environmental Responsibility work for wider context of MD England programming
- Give recommendations for future programming for 2026-28 onwards for Museum Development providers to take forward nationally and in Area
- Produce a final evaluation report
- Attend MD North online event in quarter 4 of 2025-2026 to present highlights of the evaluation report

#### **4. Budget**

The value of the contract is £4,800 exclusive of VAT. The payments will be made in two instalments, £3,800 on signing of the contract and £1,000 on submission of the final report in March 2026.

#### **5. Project Management**

The contract will be managed by Ali Criddle, Museum Development Adviser: Environmental Responsibility, MD North: [alison.criddle@museumdevelopmentnorth.org.uk](mailto:alison.criddle@museumdevelopmentnorth.org.uk)

#### **6. How to apply**

Please submit tender by email to Ali Criddle, Museum Development Adviser: Environmental Responsibility, MD North: [alison.criddle@museumdevelopmentnorth.org.uk](mailto:alison.criddle@museumdevelopmentnorth.org.uk) by 12 noon on 20 May 2025.

Proposals should be no longer than 4 sides of A4 and include:

- Relevant experience and knowledge to meet the brief
- Outline of methodologies and plan to be used for delivering the contract brief
- A breakdown of your budget, including your daily rate
- Details of two recent referees (these can be for employed positions as well as freelance work). We will contact referees after interview

Successful applicants will be invited to interview on Thursday 22 May 2025.

If you have any questions about the project, please contact Ali Criddle.