



100 Year Heritage of Walsall Deaf Community

External Evaluation

Purpose:	To evaluate the impact and effectiveness of the “100 Year Heritage of Walsall Deaf Community” project by gathering feedback and insights through BSL video interviews and face-to-face interactions with the community and stakeholders.
Aim:	To provide a detailed evaluation report that highlights the successes and areas for improvement for the project, capturing valuable recommendations for future initiatives.
Terms:	Freelance contract, January 2025 - February 2026
Fee:	Between £3,500 to £4,000 inclusive of travel, equipment, expenses, and VAT
Location:	Hybrid - Walsall, West Midlands, and working remotely
Tender Deadline:	13th December 2024

1. Introduction

Zebra Access is a registered charity dedicated to ensuring that all Deaf, Deafblind and Hard of Hearing people, both adults and children, enjoy equal participation and access without communication barriers.

Zebra Access is a Deaf led charity that aims to develop opportunities for Deaf, Deafblind and Hard of Hearing people to have better chances in life by providing access to a range of activities. These include training and workshops to improve their life skills through provision of support, education and advice. Zebra Access also aims to promote and advocate healthier lifestyles by raising and improving awareness of available activities and other health choices.

Alongside this, Zebra Access aims to raise awareness and improve accessibility to technology, services and facilities. Zebra Access supports and promotes a strong community ethos by encouraging Deaf, Deafblind and Hard of Hearing people to become active within their communities and to work together to tackle common problems, as well as advocate a wider social cohesion. Additionally, Zebra Access also leads and manages a bi-annual Film and Arts festival, Deaffest, which allows Deaf performers, communities and film directors to showcase their talents to a wider audience.

2. The Brief

Zebra Access is looking for an experienced evaluator to document and analyse the impact of the “100 Year Heritage of Walsall Deaf Community” project. This project, funded by The National Lottery Heritage Fund, commemorates the legacy of Walsall’s Deaf community from 1919 to 2019. The two-year initiative involves extensive research and personal interviews with Deaf, Hard of Hearing, Deafblind, and Deafened people and their families/friends. The evaluator will conduct a thorough assessment using both BSL video interviews and face-to-face sessions to ensure accessibility and authenticity in capturing community’s insights.

Evaluation Role Responsibilities

The evaluator will be responsible for:

1. Develop an evaluation framework
 - Work with Zebra Access to outline key evaluation metrics and outcomes.
 - Conduct a series of BSL video interviews and in-person conversations with community members, capturing diverse voices and perspectives.
 - Engage with the community to collect feedback on the project’s cultural and emotional impact.
2. Data analysis and reporting
 - Organise data from video and in-person interactions to identify key themes, community reflections, and project impact.
 - Generate insights on the cultural significance of the project and its role in preserving Deaf heritage.
 - Develop actionable recommendations to guide future heritage and community-focused initiatives at Zebra Access.
3. Report preparation and presentation
 - Provide a detailed written report and a BSL video summary outlining findings, insights, and recommendations.

- Present evaluation results to Zebra Access’s Project Officer and the Steering Group.

Evaluator Skills and Experience

The selected evaluator should demonstrate:

- Proven experience in evaluating community or heritage projects, ideally with Deaf communities or minority groups
- Proficiency in British Sign Language (BSL) and cultural competence in Deaf culture
- Strong experience in conducting interviews and analysing data
- Expertise in synthesising community feedback into clear and actionable recommendations

3. Timetable

The evaluation will proceed in three key phases:

Phase 1: January 2024 - April 2025	Project orientation, development of evaluation framework, and initial BSL video interviews and in-person engagements.
Phase 2: May - November 2025	Ongoing data collection through BSL video interviews and face-to-face interactions. Quarterly updates to the Project Officer.
Phase 3: December 2025 - February 2026	Analysis and reporting including drafting of final report and BSL video, incorporating feedback from the community, the Steering Group and Zebra Access.

Milestones:

Bi-monthly check-ins	Bi-monthly meetings with the Project Officer to discuss progress and address any issues.
Quarterly updates	Provide updates to the Steering Group and incorporate their feedback.

Final Review meeting	Present the completed evaluation to the Steering Group and community members.
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4. Legal and compliance requirements

As a freelance evaluator, you must:

- Comply with procurement guidelines from The National Lottery Heritage Fund and Zebra Access.
- Ensure informed consent for interviews and adhere to GDPR guidelines for data handling.
- Obtain necessary permissions for any third-party materials.
- Comply with all health and safety regulations when working on-site in the Black Country.

5. How to apply

To apply for the external evaluator role for the ‘100 Year Heritage of Walsall Deaf Community’ project, please submit the following:

1. Your CV detailing your relevant experience, skills, and qualifications.
2. Your portfolio or examples of previous evaluations.
3. A brief proposal (maximum 2 pages) to outline your approach to evaluate the project.
4. Detail fees and expenses within the £3500 - £4000 budget.

Please send your application materials to Robyn Swannack at robyn@zebra-access.com by **13th December 2024**.

6. Contract award criteria

To ensure a fair and transparent selection process for the external evaluation role in the ‘100 Year Heritage of Walsall Deaf Community’ project, submissions will be evaluated based on the following criteria:

Criteria	Description	Weighting	Evaluation questions
Understanding of the brief	Approach’s relevance and	40%	Has the freelancer demonstrated a clear

	depth of understanding		<p>understanding of the project's objectives and requirements?</p> <p>Is the proposed methodology suitable for the project's needs?</p>
Value for Money	Assessment of the proposal's cost-effectiveness relative to the scope of the work.	30%	<p>Does the proposal offer a reasonable budget for the scope of work?</p> <p>Are the costs justified and transparent?</p>
Relevant Experience and Expertise	Evaluation of the freelancer's previous experience and expertise relevant to the project.	30%	<p>Does the freelancer have experience with similar projects?</p> <p>Is the portfolio / examples relevant to the project?</p>
Evaluation Questions	Specific questions to consider during evaluation		<p>Has the freelancer provided all the information requested in the brief?</p> <p>Does the freelancer have the required experience and expertise?</p> <p>Is the proposed methodology or approach appropriate?</p> <p>Does the proposal offer value for money?</p> <p>Will the freelancer work well with the team?</p>

7. Contact Details

For any questions or further information regarding the external evaluation role for the '100 Year Heritage of Walsall Deaf Community' project, please reach out to Robyn Swannack at robyn@zebra-access.com.