

Manchester City of Literature

Manchester City of Literature: brief to develop Theory (or Story) of Change for Community Champions programme

Manchester City of Literature (MCOL) wishes to appoint a consultant to work with Reece Williams, MCOL Community Engagement Manager, to develop and embed a Theory of Change/ Story of Change evaluation methodology in its Community Champions programme 2020-21 in order to measure social impact.

The Community Champions programme will seek to engage communities which are not accessing literature on their terms. These are communities where educational attainment is low, there are few extra-curricular programmes for literature, and people are not engaging with literature for leisure. The reasons for this are thought to be:

- Where literature programmes have taken place, they may have been 'parachuted in' with relatively little involvement from local people to design programmes 'in their terms';
- People in these communities may not see themselves reflected in the literary activity and literature they see;
- There are high levels of inequality and deprivation in these communities.

MCOL has designed the Community Champions programme, drawing on examples from other parts of the cultural sector including The Agency (Battersea Arts Centre, Contact Theatre and other partners) and participatory arts practice. In this initial year, there will be three Champions working in Rusholme, Harpurhey/ Moston; and a third community in Manchester, to be confirmed. Champions will be recruited who are based in those communities and/ or have a strong relationship with the particular communities. They will act as a bridge between the communities and literature in its broadest sense, and will seek to co-design programmes with communities.

The consultant will:

- Draw on existing good practice in this area
- Develop a robust framework and Story of Change for the Champions programme
- Develop detailed methods to chart the 'journey' for Champions and participants
- Design and facilitate three workshops with the Community Engagement Manager and Champions:
 - an initial workshop to introduce the framework and methods;
 - an intermediate workshop to review and refine methods;
 - a final workshop to collect evidence, reflect on findings and draw out learning for any future programmes.
- Present a report and recommendations for how the programme might be developed and duplicated – both in other parts of the city region, and potentially in other Cities of Literature.



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Timeline for the consultant:

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| <i>Community Champions begin work</i> | <i>February and March 2021</i> |
| Invitation to submit expression of interest: | by Friday 26 February 2021 |
| Online Interviews: | Wednesday 3 March |
| Appointment confirmed: | by Monday 8 March |
| Commissioning meeting: | TBC |
| Workshops with team: | TBC |
| Report submitted: | by end January 2022. |

Fee:

£5,000 including all expenses but excluding VAT.

Registering your interest:

Please submit an expression of interest by Friday 26 February 2021 to Reece Williams, reece.williams@manchester.gov.uk

Please limit your Expression of Interest to four pages and include:

- relevant experience;
- your intended approach this work;
- an indicative breakdown of tasks and schedule.

If you have further questions, please contact Reece at the email address above.