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**ENGLISH RIVIERA UNESCO GLOBAL GEOPARK**

**COMMISSIONING BRIEF:**

**Title:** Evaluator & Critical Friend

**Project:** TerraFirma

**Commissioner:** English Riviera UNESCO Global Geopark

Closing date: 8 August, 5pm

Client Contact: Melanie Border, Coordinator English Riviera UNESCO Global Geopark

**Overview: About the English Riviera UNESCO Global Geopark**

The English Riviera UNESCO Global Geopark (ERUGGp), the Geopark, is one of Earth’s extraordinary places, covering the whole of the unitary authority of Torbay. The Geopark, incorporating the three towns of Torquay, Paignton and Brixham, celebrates, conserves, enhances, and protects the unique and diverse natural and cultural heritage of this naturally inspiring area of South Devon. Working with multiple local and regional partners it is a driver for community education and engagement, expansion of the tourism offers, and sympathetic regeneration through sustainable social and economic development.

The Geopark aims to reconnect human society at all levels to the local area, to the wider environment, and to celebrate how Torbay’s 400-million-year long history has shaped every aspect of our lives and our societies - past, present and future. Mindful of the climate and ecological emergencies, it seeks to raise awareness and lead by example, supporting our communities to value, protect and engage with our natural environment.

The Geopark encompasses a landscape of international geological significance, holistically managed across protection, education and sustainable development. It is one of 213 UNESCO Global Geoparks across 48 countries (9 in the UK). 46% of our Geopark is undeveloped, incorporating the whole of Torbay: 64.2km2 of land and 42.5km2 of marine environment. The designation is based upon the international importance of 32 geosites and their significant historical contributions to geological and archaeological sciences. Designated collections at Torquay Museum, alongside finds held in National collections, evidence earliest modern humans in north-west Europe; human settlements shaped by geological foundations, natural harbours leading to growth of fishing industries, providing safety for naval fleets, a catalyst for building Napoleonic Forts at Berry Head; extensive sandstone and limestone quarrying, marble and terracotta industries. Built heritage assets, many hewn from extraordinary coastal and inland quarries, are testament to Torbay’s diverse geology, cultural past and inhabitants. The landscape has shaped intangible heritage that root the collective past through stories, memories and ways of life.

The English Riviera UNESCO Global Geopark is not a standalone organisation. Its activities are delivered collaboratively by Core Partners and supported by Associate Partners, a combination of public, private and voluntary organisations. The English Riviera Geopark Organisation Ltd (ERGO Ltd) is the overarching body responsible for the management of the Geopark. All Core Partners have a seat on the Geopark Management Group (GMG) - the decision-making body. The Geopark has a ten-year Management Plan 2023-2033 with five key objectives:

1. Ensure compliance with UGGp Statutes and Guidelines for the retention of the UNESCO recognition for Torbay
2. Review and act to focus the effectiveness of operations, partnerships, and programs to meet the vision
3. Broaden the reach of the ERUGGp in order to maximise the benefit of the designation to the local area socially, economically and environmentally
4. Increase opportunities for public awareness and involvement
5. Embed the principals of the Sustainable Development Goals and support Torbay’s ambition to be Carbon Neutral by 2030

The full, two part Geopark Management Plan is available [here](http://englishrivierageopark.org.uk/section_sub.cfm?section=5211&sub=121) which provides further detail of the ERUGGp’s governance and management structure, funding, partners, activities and operations.

**About the Project**

Project TerraFirma is made possible with The National Lottery Heritage Fund. Thanks to the National Lottery Players we will be able to strengthen the foundations of the English Riviera UNESCO Global Geopark to achieve a more resilient organisation, creating a clear roadmap and delivery structure, robust business model and effective leadership for a 20+ year vision, within the framework of the Geopark Management Plan.

The project is an in depth analysis of the Geopark and how it can become effective to support the local community and partners. It will also address new engagement strategies and resources including: website development, volunteer engagement, education provision, interpretation tools, each informed from in-depth analysis and feasibility work.

TerraFirma will include three key strands of work:

1. Organisational Resilience

* Design and implementation of a new governance and management framework;
* Establishment of the new leadership group, diversifying and upskilling the Board;
* Financial modelling to analyse and articulate the true cost and value of the Geopark;
* Review/recommendations on diversifying and growing the income portfolio towards financial sustainability.

1. Engaging Communities & Audiences:

* Development of a new website with pathways accessible for general/educational audiences and scientific community;
* Social media campaign work to grow and diversify audiences;
* An Education & Interpretation Strategy with Enabling Toolkit, focusing on youth & underserved communities, with a pilot engagement phase prior to implementation.

1. Developing People & Partnerships:

* Give & Gain analysis to inform a roadmap for sustainable volunteer engagement;
* Volunteering & Skills Coordination, embedding engagement, skills & opportunities;
* Fundraising support to secure key roles/activity beyond project duration;
* Opportunities for practice exchange with UNESCO partners and global comparators;
* Rigorous, transparent, inclusive evaluation, feeding into network learning.

**About the Commission: Evaluator & Critical Friend**

The successful consultant will have extensive experience in evaluation & impact measurement ideally with projects and organisations serving a public benefit remit over natural and environmental heritage. Ideally they will have proven experience in evaluation of National Lottery Heritage funded projects and knowledge of the evaluation requirements of the NLHF Heritage Places scheme. They will be able to demonstrate a successful track-record of supporting project teams to reflect on delivery, designing methodologies and tools to ensure that quantitative and qualitative data is captured in ways that are meaningful, proportionate, and promote stakeholder engagement in the evaluative process. We are keen to promote an approach where all those involved are open and curious about the successes, challenges and opportunities that emerge from the project.

The Evaluator & Critical Friend will work with the Project Manager to design an evaluation methodology to capture and interpret qualitative and quantitative data for learning and impact measurement. We want to ensure that evaluation is not a distant process, and that ongoing review can inform the project throughout, allowing us to make informed adjustments to maximise benefit and outcomes. Through establishing a suitable evaluation methodology and tools, the Evaluator will enable the delivery team to gather appropriate data through for example: partner/leadership health-checks and feedback routes, engagement surveys, digital engagement capture, income/fundraising progress, data on value/perception linked to ‘pride in place’, qualitative engagement and output data. Where viable, we are also keen to capture ‘unintended outcomes’ drawn through partnership wide (core and associate) reflection sessions on a 6- monthly basis.

The Evaluator & Critical Friend will be responsible for providing an interim evaluation review at mid-point through the project and final written evaluation report at project close (May 2027) aligned to Heritage Places requirements.

We are keen to ensure that learning draws from and informs our wider partnership. ERUGGp comprises a complex network of local organisations and is located in Torbay as a Heritage Place. TerraFirma will benefit from opportunities to connect and exchange with UNESCO UK National Commission (including their Local to Global project), UNESCO SW partners (including sites exploring similar issues) among others including the wider UNESCO Global Geopark Network. The Evaluator & Critical Friend will be expected to engage with partners to draw out perspectives and learning.

We are committed to sharing our learning for the widest possible benefit. A network event is planned for the end of the project in March/April 2027 as an opportunity to exchange learning with comparator UNESCO sites, which may be live, online or hybrid as best meets the needs of the intended audience.

**Key Relationships**

To deliver the brief successfully, the contractor will engage with:

* ERGO Ltd board, Strategic Oversight board
* Geopark Coordinator
* Geopark Core Partners
* Geopark Associate partners, including ambassador artists
* Torbay Council, various Divisions/Service groups including: Destination Management Group; Principal Historic Environment Officer (Heritage Places)
* Geopark Management Group and any subcommittees
* UNESCO Global Geoparks Network, UNESCO UK, other UNESCO SW sites

**Scope of Activity**

The main tasks are:

* Ensure all research and evaluation reports are in full compliance with HLF’s broader evaluation framework.
* Design & delivery of an evaluation methodology to capture and interpret relevant outputs, outcomes and impacts of the TerraFirma project in line with the project’s aims and objectives.
* Design of accessible, enabling tools to enable the project team and partners to gather quantitative and qualitative data in ways that are meaningful, proportionate, and promote stakeholder engagement in the evaluative process.
* Acting as a Critical Friend for the project team and partners, supporting an approach that encourages reflection and learning from successes, challenges and opportunities that emerge from the TerraFirma project.
* Convening/attendance at evaluation sessions at intervals, engaging with some or all of the following: Project team & board, Geopark Management Group & associate partners, incoming Board, volunteers, and participants.
* Gathering, mapping and analysis of data and reflections to draw out impact, outcomes and themes.
* Production of an interim review (project mid-point) and final evaluation report suitable for dissemination.
* Attendance/presentation at final learning event at project close (Mar/April 2027) with invited partners and networks (live and/or online).

**Project Deliverables**

The key deliverables are:

* Design & delivery of an evaluation methodology to capture and interpret relevant outputs, outcomes and impacts in line with the project’s aims and objectives.
* Design of accessible, enabling tools to enable the project team and wider partnership to gather quantitative and qualitative data
* Production of an interim review (project mid-point).
* Production of a final evaluation report.
* Attendance/presentation at final learning event at project close.

**Contracts and Payments**

There is a total allocation of £9,000 inclusive of VAT and inclusive of travel and expenses.

The payment schedule will be:

|  |  |  |
| --- | --- | --- |
| **Estimated Date** | **Amount** | **Milestone/Deliverables required at payment point.** |
| September 2025 | 1500 | Evaluation methodology designed and agreed, with enabling tools for data capture provided. |
| October 2025 | 1500 | Methodology implemented, with partner/team support as per contract & through evaluative touch-points. |
| December 2025 | 1500 | Mid-point interim review submitted. |
| July/August 2026 | 1500 | Key themes/learnings and relevance identified through engagement with wider partners. Ongoing critical friend and evaluation activities with team and partners. |
| April/ May 2027 | 3000 | Final report submitted and learnings presented as part of learning event. |
| **Total** | **9000** |  |

The Contractor is required to have relevant insurances in place including Professional Indemnity and Public Liability Insurance to the value of £5,000,000 and, if appropriate, Employers’ Liability Insurance as required by law.

On appointment, the contractor will need to provide a statement about how they manage personal data to GDPR standards.

Please note, if they are unable to perform the services themselves, the successful contractor will be expected to provide (at their cost) a suitably skilled and qualified substitute to perform the services on their behalf to comply with the terms of the contract.

The substitute must be able to meet all the criteria of this brief and be approved in writing by the ERGO Ltd

The commissioning contract will contain the below clauses:

Copyright and Ownership

The copyright and all intellectual property rights in the works will remain vested in the contractor or the person responsible for the production (as the case may be).

The contractor grants to the Client a perpetual, irrevocable, non-exclusive royalty free licence to copy, use and to reproduce all the submitted proposals, designs and associated Intellectual Property Rights produced and/or provided by the contractor in the connection with the performance of Services for any purpose.

Digital Outputs must be shared under a Creative Commons Attribution 4.0 International licence or equivalent.

Insurances

Third Party Liability Insurance: The minimum limit of indemnity for insurance in respect of loss of or damage to property and liability for bodily injury to or death of a person (not an employee of the contractor) caused by activity in connection with this contract for any one event is £2,000,000 (two million pounds sterling) each and every claim or series of claims arising out of one occurrence.

Tax Liabilities

The Contractor will be responsible for all income tax liabilities and National Insurance or similar contributions relating to the Payments and Employees of the Supplier.

**Submission Requirements**

Your Expression of Interest should be sent as a PDF to Melanie Border, Geopark Coordinator via email by **5pm on Friday 8th August 2025**. The submission should include:

* An up-to-date CV for individual and/or team members allocated to the project.
* Proposed methodology for evaluation and your approach to the project.
* Statement confirming that you would be able to complete the project within the timescale stated and attend an interview on 19th August by Zoom/Teams.
* A cost/fee proposal with confirmation of the daily charge rate of individual staff involved.

**Award Criteria**

Criteria for selection will be:

1. Quality of previous work and relevant experience (40%)

2. Proposal outlining approach & working practice and how it addresses the project aims (60%)

**Procurement**

The procurement timetable will be:

|  |  |
| --- | --- |
| 8th August 2025 | Application deadline |
| 8th-12th August 2025 | Shortlisting |
| 13th August 2025 | Successful candidates invited to interview by |
| 19th August 2025 | Interviews held |
| 22nd August 2025 | Candidates informed of outcome |
| 1 September 2025 | Contract start |
|  |  |

**Contact details**

Sarah Cook, TerraFirma Project Manager

[sarahjanecook1@outlook.com](mailto:sarahjanecook1@outlook.com)

+44 7927431456

Melanie Border, Coordinator English Riviera UNESCO Global Geopark

[m.border@englishrivierageopark.org.uk](mailto:m.border@englishrivierageopark.org.uk)

+44 7767770452