Alexandra Reinhardt Memorial Award 2027

Brief for Freelance Evaluator

Fee: £4,000 (inclusive of VAT)

Engage, the professional body for art engagement in the UK, wishes to appoint a freelance evaluator to devise and deliver evaluation for the Alexandra Reinhardt Memorial Awards (ARMA) 2027, supported by the Max Reinhardt Charitable Trust.

ARMA is a bi-annual programme and award for art museums and visual arts organisations, who are selected to host participatory artist commissions for work with children and young peoples. Alongside our 2027 programme partner, Liverpool Biennial, four visual arts organisations have been selected for an award in 2027, these are Peak Cymru (Wales), Towner (England), Kettle's Yard (England) and the MAC (Northern Ireland). The evaluation would be conducted remotely.

A key priority for ARMA 2027 is to strengthen recognition of the artist's role within education and community settings - not as an adjunct, but as central to supporting young people's confidence, agency, imagination and critical engagement with the world. We are particularly interested in an evaluation methodology that incorporates participatory and reflective methods, such as the 'Most Significant Change' model.

At its core, ARMA is a learning-led programme. Its purpose is to support artists and organisations to develop meaningful, reflective participatory practice, with visibility emerging through strong documentation, storytelling, and shared resources.

The freelance evaluator will support Engage and MRCT to develop our understanding of ARMA's impact and outcomes, including:

- new and emerging practices in visual arts organisations' participatory activities with children and young people
- professional development of participatory artists working with children and young people.
- benefits and challenges of different artistic participatory approaches, mediums and pedagogies
- impact of these activities – particularly on young participants' wellbeing, but also across other outcome areas and on project partners, and teams.
- cross-sectoral knowledge exchange and peer-to-peer learning opportunities through cohort training and sharing events.

Evaluation purpose:

- To evaluate the extent to which the delivered projects align with the purpose of Alexandra Reinhardt Memorial Awards 2027.
- To support Award host organisations to develop and deliver their own robust evaluation methodologies that strengthen their shared understanding of project outcomes for children and young people, particularly in relation to wellbeing.

- To assess the experience of the visual arts engagement colleagues, participants, artists, learning settings and other project partners throughout the programme.
- To write a series of case studies drawing on each of the Award projects.
- To make recommendations for improvement which may inform future Alexandra Reinhardt Memorial Awards.
- To collaborate with the freelance ARMA Coordinator and Engage team to contribute materials for a final output (such as a document, film or display) that communicates the programme's impact and learning to a public audience.

To deliver this brief, the Evaluator will:

- Devise and agree on a methodology to evaluate ARMA 2027, building on the approach which has been used to evaluate the awards in previous years.
- Introduce the evaluation approach and methodology to all those involved in the delivery of the award-supported activity (delivery partners), including artists, staff from learning settings and visual arts organisation staff.
- Arrange online/telephone meetings with each Awarded organisation and remotely support them to collect evaluation data.
- Collect quantitative and qualitative data from the artists, participants, visual arts organisations, learning settings, funder and project partners, in relation to the participatory activities delivered.
- Attend/observe the online/hybrid training and sharing events for ARMA 2027.
- Analyse data and produce a concise Impact Report and series of case studies for Engage and MRCT.

Person Specification

- Knowledge and experience of participatory evaluation design and delivery
- Competence in handling both quantitative and qualitative research
- Excellent written and spoken communication skills
- Knowledge and experience of wellbeing evaluation, particularly with children and young people.
- Proven ability to produce evaluation reports for a range of stakeholders
- Commitment to ensuring that issues of access and inclusion are identified and addressed in the course of the evaluation process.
- Experience of working with artists and/or arts organisations.

The Evaluator will work remotely from their own home/office, supported by Creative Producer at Engage and the freelance ARMA Coordinator.Some expenses, such as essential travel may be reimbursed, with prior approval.

Fee
A total fee of £4,000 (inclusive of VAT) is available to complete this work by October 2027.

Payments will be due on completion of deliverables as set out below:

Payment 1:	Submission and approval of proposed evaluation methodology in December 2026	£1000
Payment 2:	Initial evaluation implementation, March 2027	£1000
Payment 3:	Successful implementation of methodology, July 2027	£1000
Payment 4:	Supply and approval of final report and case studies. October 2027	£1,000

Timeframe

Alexandra Reinhardt Memorial Awards 2024-25	**Deliverable**
November 2026	Develop evaluation methodology (previous evaluation reports supplied by Engage).
December 2026	Attendance at Planning and Induction Session Online
January -July 2027	Delivery of evaluation methodology, liaising with Awardees and partners to gather data.
September 2027	First draft of report submitted, materials shared with Coordinator.
October 2027	Final report and case studies submitted.

Appendix 1: Impact Report

The final Report, due in October, will comprise:

- An executive summary of the report's key findings and recommendations
- Clarification of the aims of the evaluation
- A brief description of the projects
- Key findings and recommendations
- Case studies for each project*
- Bibliography of external citations of project
- Conclusion

*It is envisaged that there will be a case study about each project, which will summarise the project aims, describe what happened and the outcomes and outputs of the project. Case studies might include quotations from participants, teachers, pupils, venue staff and creative writers; examples of writing; documentation of artworks made and of sessions taking place (photos, videos or sound clips). Each case study should be c.800-1,000 words long.

It is planned that the case studies will be shared through the Engage website. The full Impact Report will be made available to all stakeholders.

Appendix 2: Project Partners:

Background

The Alexandra Reinhardt Memorial Award was established in memory of the artist Alexandra Reinhardt and is supported by the Max Reinhardt Charitable Trust.

From 2005, artists undertook residencies in NHS hospitals through a programme co-ordinated by Paintings in Hospitals. From 2010, the artist residency programme was coordinated by The Art Room, an organisation that works with art and artists to support vulnerable young people. Engage, the National Association for Gallery Education is delighted to have been running ARMA since 2012.

Artist Elpida Hadzi-Vasileva was selected for ARMA 2013 at mima, Middlesbrough Institute of Modern Art; in 2014, Maria Zahle was hosted by New Walk Museum and Art Gallery, Leicester; Anne Harild, ARMA 2015 at the Bluecoat, Liverpool; Alison Carlier, ARMA 2016 at aspex, Portsmouth; Lindsey Mendick completed ARMA 2018 at The Turnpike, Leigh; and Beth Shapeero was selected for ARMA 2021 at The Tetley, Leeds. Following a break in the bi-annual Awards in 2023, ARMA was rescoped to comprise smaller awards for a cohort of artist participatory/education projects. In 2025, the Awarded organisations included Oriel Davies Gallery, Dundee Contemporary Arts, 20-21 Visual Arts, and Fabrica.

Engage

Engage is the leading charity for promoting engagement and participation in the visual arts. Through advocacy, research, and training we help ensure the quality, inclusivity, and relevance of engagement and participation opportunities across the UK. We are a UK-wide organisation with Wales and Scotland-based activities led through Engage Cymru and Engage Scotland.

You can find more information about Engage at www.engage.org.

Engage is supported by

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