

Freelance Project Evaluator, Writing on the Wall: 25 Years of Creating Change Through the Power of Words

Location: WoW office in Toxteth Library, Windsor Street Liverpool and various locations around Liverpool

Fee: £7000

Job Type: Freelance contract between September 2026 – August 2027, days to be mutually agreed.

Accountable to: Co-Directors – Madeline Heneghan & Mike Morris

Main Working Contacts: Freelance Heritage Project Coordinator, Freelance Archivist, Heritage Project Assistant.

About the Project

Since 2000, Writing on the Wall (WoW)- a National Portfolio Organisation of Arts Council England - has worked to uncover, preserve and celebrate the often-overlooked heritage of Liverpool's diverse communities. Our focus has always been on amplifying the lived experiences of marginalised groups – including Black, Asian, LGBTQ+, refugee and working-class communities – voices that are essential to understanding Liverpool's past and shaping its future.

At the heart of this work is our archive. It holds 25 years of creative, cultural and political memory – from our festivals and projects to the people who made them happen. The collection includes 22 storage boxes of publications, more than 80 books from our writing projects – anthologies, memoirs, novels and local histories – alongside photographs, posters, flyers, educational resources, and audio-visual material from WoWFEST and other public events. There are several physical installations, which document heritage and are artworks in their own right – tangible, visible connections to Liverpool's hidden histories. There is an unquantified number of digital files, including videos, images and documents.

Though the known archival materials are in overall good condition, it is essential now to capture how, through reading, writing, art, storytelling and debate, we've highlighted the heritage of, and provoked action and brought change in communities who may otherwise have never believed they had a voice. Examples of these are our unique Creative Heritage projects, run since 2011, bringing together professionals and community participants to document and reclaim their histories. In 2023, our Dorothy Kuya archive project was selected as one of ten exemplary projects in the National Archives' "Year in Archives" booklet. Our Creative Heritage Walking Tour Training Programme has been featured in

2024's booklet. We also have a 'living archive' of people, ranging from current and former staff and trustees, local, national and international writers, artists and creatives, freelance artists who we have developed, supported, and employed in our projects and featured in our festivals, project participants, volunteers and audiences, who WoW's heritage and impact through their memories, physical artefacts, and often life-enhancing and life-changing experiences through taking part in, and contributing to our work. In capturing their memories and voices, we will also develop a valuable resource for future research. Notable partnerships with organisations such as National Museums Liverpool, the University of Liverpool, and Liverpool Records Office reflect WoW's status as a leader in creative heritage practice. Our project aims to protect and extend the legacy of these materials, safeguarding them against potential loss and damage while enhancing public access.

Job purpose and brief

We are seeking a Freelance Evaluator to design and deliver an independent evaluation of the project in line with Heritage Lottery Fund guidance and best practice which will include:

1. Develop a detailed evaluation framework aligned with National Lottery Heritage Fund outcomes which connects to existing Writing on the Wall processes where possible. This should set out the outputs and outcomes that will be monitored, procedures agreed upon for data collection, indicators and identifiers for different types of evidence, and a reliable framework for measuring the impact of the project.
2. Clearly communicate the evaluation process, including how data will be used and shared, to all stakeholders.
3. Plans for how evaluation will be rolled out through the project manager, delivery team, partners and collaborators, so that the evaluator and wider team can confidently gather data from a range of activities. This will include qualitative and quantitative data and a variety of data gathering techniques that are suitable for the project.
4. The evaluation process will be in line with the current National Heritage Lottery Fund guidance on evaluation <https://www.heritagefund.org.uk/funding/good-practice-guidance/evaluation>

A final report for submission to NHLF and an executive summary suitable for public sharing should be produced.

5. The evaluation must be an honest and accurate assessment of the project. Collaboration with the project team, partners, participants and volunteers and attendance at selected events, workshops, or showcase events will be needed in preparing the final report.

Timeline:

The evaluation will be conducted over the project's duration, with key milestones aligned with project activities:

- Creation of Evaluation Framework (September – October 2026)
- Ongoing Data Collection and Case Studies during project delivery (October 2026 – June 2027)
- Final data analysis and reporting (June-August 2027)

Person Specification

Essential:

- Previous experience of writing and or/coordinating final evaluation reports for NLHF or similar funded arts and heritage projects
- Proven track record of providing evaluation services to the Voluntary, Community, and Social Enterprise sector
- Strong qualitative and quantitative research skills
- Excellent communication skills and the ability to work with a wide range of people
- Excellent report-writing skills, including the ability to present findings in an accessible and engaging format

Desirable:

- Interest in writing and creative approaches to heritage
- An appreciation of Writing on the Wall's ethos, including its commitment to social justice, inclusion and politically engaged creative practice.
- An understanding of the importance of Equality and Diversity to our organisation.

Equal Opportunities Statement

Writing on the Wall is committed to equal opportunities, anti-discrimination and anti-oppressive policy and practice. No one we have contact with may be discriminated against, either directly or indirectly, on the grounds of gender, race, nationality, religion, cultural group, marital status, sexual orientation, age, or impairment. The policies apply to job applicants, employees, volunteers, and service users.

Access

If you have any specific requirements or need additional support during the recruitment process, including anything you might need should you get called for interview (e.g.

interpreters, information in different formats etc.), or would like to discuss any aspect of the role in confidence, please contact info@writingonthewall.com

Please note, any information you provide around your access requirements for interview will not form part of the shortlisting process.

To apply:

If you have any questions about the role or application process, please contact info@writingonthewall.org.uk before 26th August to ensure that you receive a reply.

To apply, please send the following to info@writingonthewall.org.uk :

- a short statement (no longer than A4) outlining why you are interested in the position
- CV
- Budget breakdown
- Examples of previous evaluation reports that are in the public domain

The deadline for applications is **5pm on Monday 31st August**. Interviews will be held online on Friday 4th and Monday 7th September.