



## **BRIEF FOR THE EVALUATION OF JAZZ SOUTH**

Jazz South is a three-year development programme (March 2018-March 2021) being delivered by Turner Sims Southampton, the concert hall and live music-producing organisation at the University of Southampton. To familiarise yourself with Jazz South, please explore this website <https://jazzsouth.org.uk>

### **1. The Jazz South Team**

The Strategic Lead for Jazz South (for one day per week) is Kevin Appleby, Concert Hall Manager of Turner Sims Southampton. Tamsin Mendelsohn is the full-time Programme Manager. Jazz South has two Communications & Digital Marketing Assistants (working one day per week each) and has recently appointed a Communications & Digital Marketing Coordinator (two days per week for the final eight months of the programme only).

Two new members of the Turner Sims Strategic Board, with expertise in jazz, were appointed to support the delivery of the programme: Polly Eldridge, Co-Director of Sound UK and the musician Denys Baptiste, who until recently was a part-time Arts Council England Relationship Manager.

The Board is seeking an evaluator (or small team) to work with the Jazz South team to look at the extent to which the programme has achieved its objectives and to analyse and document the lessons learned. It will use the evaluation to help determine what happens next and to report back to Arts Council England, which has been supporting the programme with a grant from its Ambition for Excellence fund.

([https://www.artscouncil.org.uk/sites/default/files/download-file/Ambition for Excellence Guidance for Applicants.pdf](https://www.artscouncil.org.uk/sites/default/files/download-file/Ambition%20for%20Excellence%20Guidance%20for%20Applicants.pdf))

### **2. The evaluator of this programme will need to have:**

- Evaluated a substantial project or programme funded by a national Arts Council, Lottery distributor or grant-making trust.
- Enough knowledge of the jazz sector to make musicians and promoters feel they are speaking with someone who understands their working lives and can discuss it with them.
- Produced thoroughly researched, clearly written, informative reports from which the stakeholders in the evaluation can learn.
- Sufficient time to meet the timetable below, which is not negotiable.
- The contact details of two previous evaluation clients with whom we might speak.

**The deadline for emailed responses** to this brief is 9am on Monday 24 August 2020

**Interviews** will take place by video call the week beginning Monday 07 September

**The fee** including expenses and VAT is £7,500

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### 3. The Jazz South programme

In its first two years (to March 2020), Jazz South achieved the following:

- 3.1. Published the **Jazz South Audit** – the first comprehensive survey of the jazz sector in the south of England (outside of London).
- 3.2. Commissioned and launched the **Jazz South website** created our social media platforms (Twitter, Facebook and Instagram accounts) and other digital platforms (YouTube, Soundcloud and Spotify).
- 3.3. Provided **regular newsletters** to our subscribers (also shared on social media) outlining our programmes, external opportunities and highlights of jazz activity from across the region.
- 3.4. Launched the first edition (round one) of **Platform South**, selecting six high quality individual bands from an open call across the South, introducing them to promoters and supporting their performances across region.
- 3.5. Organised and led two **promoter network events** in Brighton and Exeter in December 2019. Each attracted a mix of promoters, artists, educators and agents, with the programme including guests from the Jazz Promotion Network and introductions to funding opportunities from ACE officers.
- 3.6. Trialled the **Jazz South Free Ticket Scheme** with Watermill Jazz in Dorking, the roll-out for which was stopped when venues had to close due to Covid-19.
- 3.7. Devised **Jazz South Commissions**, a new scheme for early career composers and supporting regional collaboration and touring. Due to launch in March 2021 this was paused due to Covid-19.
- 3.8. Held meetings about potential **Strategic Partnership Projects** with consortia in Dorset (including The Lighthouse in Poole), and East Sussex (including the De la Warr Pavilion in Bexhill).
- 3.9. Met with **Music Education Hub** leads across the region in February 2020 as part of their Music Mark regional gatherings to introduce Jazz South and listen to the challenges and opportunities around jazz and improvised music provision for young people. Hub leads were subsequently sent the original Jazz South Audit to complete in order to gather more detailed intelligence. Development of this dialogue has been disrupted by Covid-19 and will be put on hold until further notice.

Jazz South will reach the end of its Arts Council-funded period at the end of March 2021. In this final year, plans have been adjusted to take account of Coronavirus and a busy programme is scheduled. Full details are available, with objectives and KPIs for each activity. In summary, the programme to the end of March comprises:

- 6 commissions for musicians featured in Platform South (2019) to be premiered online in September 2020
- 10 Radar Commissions of short pieces to be premiered online from October 2020
- 4 Breakthrough Commissions for early career composers to be premiered online (and possibly live to a small audience) from January 2021
- At least 2 strategic partnership projects, delivering a jazz project devised by a local promoter or organisation and supported by Jazz South in cash and in kind.
- Sector development events
- An enhanced digital presence for Jazz South

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#### **4. The evaluation tasks**

Subject to discussion with the evaluator, the anticipated evaluation tasks are as follows:

- 4.1. An inception meeting with Kevin Appleby, Tamsin Mendelsohn and at least one trustee to agree the objectives of the evaluation, the priorities and the evaluation process.
- 4.2. The collation and analysis of data collected by the Programme Manager in the first two and a half years.
- 4.3. Collection and analysis of qualitative data on the different elements of the programme, using one-to-one interviews, group discussions and observation of on-line events.
- 4.4. Discussion and interpretation of the data with the Jazz South team and the drawing of conclusions about the strengths and weaknesses of the design and delivery of the different elements of the programme and identification of the outcomes of the programme so far.
- 4.5. Production of an interim report.
- 4.6. Production of first draft report, followed by discussion with the Jazz South staff and trustees.
- 4.7. Production of second draft.
- 4.8. Production of final report.

#### **5. Key dates**

01 December 2020: Progress report, with interim findings. The structure of the full report will be agreed at this stage.

1 March 2021: First draft of full report (with gaps, pending collection and analysis of data on the last of the programme's activities)

w/c 8 March 2021 Meeting to discuss first draft

12 April 2021: Second draft of full report

15 April 2021: Meeting to discuss second draft

26 April 2021: Third draft of full report

5 May 2021: Delivery of final report

Please only respond to this brief if your other commitments will allow you to meet this timetable.

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## How to apply

Please apply by sending the following information to Tamsin Mendelsohn at [manager@jazzsouth.org.uk](mailto:manager@jazzsouth.org.uk) by 9am on Monday 24 August 2020

- CV with covering letter in which you demonstrate how your experience and expertise match the job description
- Details of two referees (we will not contact referees without your permission)

Please use 'Evaluation Consultant' as the email subject header.

Proposals should reach Tamsin Mendelsohn at [manager@jazzsouth.org.uk](mailto:manager@jazzsouth.org.uk) by 9am Monday 24 August.

Please contact Tamsin for a full application pack. You are also welcome to contact Tamsin before this, if you have any questions.

**Tamsin Mendelsohn, Jazz South Manager, 03 August 2020**