



**Wensleydale Railway Association Trust  
Leeming Bar Station House Restoration Programme  
Phase 2 (2019-21)**

**Evaluation Consultant**

**Wensleydale Railway**

The Wensleydale Railway is a heritage railway, just over 22 miles in length, which runs from Leeming Bar to Redmire along the lower Wensleydale valley. The line was built between 1848 and 1878 and closed to passengers in 1954 and goods traffic in 1992. The line was reopened to the public for the first time in 2003 by the Wensleydale Railway PLC and the Wensleydale Railway Association, a charitable trust, and now carries around 40,000 visitors a year. The Railway is supported by a large and dedicated volunteer community, who work on a wide range of operational activities on a weekly basis.

**Project background**

As part of our National Lottery Heritage Funded restoration and redevelopment programme at Leeming Bar Station in North Yorkshire, we are delivering an exciting Education and Engagement Programme which seeks to engage new audiences with the station and the Wensleydale Railway through opportunities to explore and interact with the Victorian station setting and its fascinating heritage story. Due to the current Corona virus pandemic our engagement and education programme is adapting and where possible moving online and into other formats.

The restoration and programme delivery will include the redisplay of the station buildings and adjacent stationmaster's house, as they would have looked in the 1920s, complete with a Booking & Parcels Office, Ticket Office and Waiting Rooms. The stationmaster's house will include a redisplayed parlour and kitchen, which will tell the story of how the stationmaster and his family lived a century ago. All redisplayed spaces will include self-guided interactive activities, and a regular programme of family/community events will provide a wealth of opportunities for people to find out more about the station's story and explore the Railway's heritage. The evaluation process will inform our interactive and educational programmes and allow us to improve in response to our audiences. The restoration of the building and budget for heritage activities to be delivered from the buildings is over £440,000. The project began in January 2020 is planned to finish 31 July 2022.

Wensleydale Railways is supported by over 250 volunteers. Volunteers play a vital role in operating the railway, for which they have won two National Railway Heritage Awards for the quality of building restoration and a British Museum Award for best

volunteer contribution to museum interpretation. Our ambition is to win further awards for the quality of restoration of the station building and for the heritage activities we will deliver there.

The approved purposes of the grant are to:

- repair/replace/reinstate roofs, timber work, rainwater goods, doors/windows, pointing, brickwork, stone-columned portico, plasterwork, cornicing, fireplaces and paneling. Remove internal partitions and re-decorate in North Eastern livery.
- replace services including plumbing/toilets/drainage, electrics, gas and central heating,. Remove protacabin toilets and erect new brick-built toilet block.
- - restore the ground floor as a functioning station building and educational space, authentically fitted out circa 1920's and equipped with interpretation panels and interactive activities.
- Transform the Railway's headquarters, including renewed offices, toilet, tea making facilities, server room and secure collections store.
- external works to include new ramp access, cycle stands, boundary treatments and bin store.
- recruit and train 25 volunteers to participate in all aspects of activity delivery.
- undertake archive research and oral history interviews.
- deliver an activity programme in line with the Activity Plan.
- Develop comprehensive Business Plan and supporting Marketing Plan.

The project is managed by a Design Team which includes supporting groups delivering the procurement and delivery of services and a programme delivery group. Reports are provided to both company Management Boards (Wensleydale Railway Association Trust and Wensleydale Railway Plc).

### **Brief**

Wensleydale Railway is looking to appoint an experienced freelance evaluation consultant to lead the evaluation of the Stage 2 delivery phase of the Leeming Bar Station House restoration as funded by the National Lottery Heritage Fund. The key activities for the role are as follows:

- Reviewing the current evaluation framework
- Ensuring that baseline data is in place
- Making adaptations to reflect Covid-19 and the changes to the heritage engagement plan
- Working with the team to formatively test the interpretation
- Training /working with volunteers who will be able to help collect and collate data
- Developing a sample frame and feedback forms/ visitor questionnaire
- Feeding the findings back to WRAT to inform future activities
- To interview key members of the team including those involved in the restoration works.
- Analyse the economic impact
- Preparing a summative evaluation report in a timely fashion that meets the requirements of the National Lottery Heritage Fund. This should focus on the approved purposes of the award and stated heritage outcomes. The report

should span all aspects of the project including the capital works, project management, budget, fundraising, interpretation and heritage engagement activities and the impact of Covid-19 on the project. Progress reports to the Heritage Fund will be available to inform this, and qualitative and quantitative data collected during the project.

The successful candidate will have a background in evaluation of heritage projects including capital build, volunteer and community engagement, heritage education and an experience of evaluating digital engagement would be a benefit.

### **Timescale**

We wish to make an early appointment to the Evaluator role. The programme will run until June 2022.

### **Budget**

Fee: £5,000

Expenses: travel and subsistence as agreed

### **How to apply**

Please submit a tender document which:

- Demonstrates your experience and knowledge
- Clearly explains how you would approach the evaluation
- States whether VAT is chargeable.
- A reference of a past client for whom you have undertaken evaluation during the delivery of a National Lottery Heritage Fund or UK NGO project and a second reference for whom you have prepared a final summative evaluation report, both within the last 3 years.
- Evidence of public liability and professional indemnity insurance up to £1,000,000.

### **Deadline for submissions**

Please submit your tender including the information outlined above by email to [d.walker@wensleydalerailway.com](mailto:d.walker@wensleydalerailway.com) by 5pm on 02/11/2020.

### **Further Contact**

For further information or to arrange an informal discussion about the project, please contact Will Burnham (Community Engagement Officer) : [w.burnham@wensleydalerailway.com](mailto:w.burnham@wensleydalerailway.com)