



Invitation to quote for Evaluation Services: Music Generation – Arts Council Partnership

The Music Generation National Development Office invites quotations for the completion of an evaluation of the Music Generation – Arts Council partnership. It is anticipated that the evaluation will identify learnings from the partnership and will provide recommendations for the future. The evaluation will assist Music Generation in its planning and development for the future and will assist the Arts Council in planning future potential partnerships and investments in this sector.

1. OVERVIEW OF MUSIC GENERATION - ARTS COUNCIL PARTNERSHIP

- Following the establishment of Music Generation in 2011, a multi-annual strategic partnership between Music Generation and the Arts Council / An Comhairle Ealaíon was initiated in 2013. This partnership has developed in two phases: Phase 1:2013 – 2016; Phase 2: 2017 – 2022.
- **Phase 1 2013 – 2016:** The aim of Phase 1 was to create opportunities for a greater strategic alignment and synergy between professional musicians of outstanding calibre, and initiatives in music education, music development and performance. It was envisaged that through a flexible funding programme, opportunities for professional musicians and Local Music Education Partnerships (LMEPs) to work together in the development of a range of initiatives would be created, where the overall musical experience for children, young people and musicians would be enhanced through collaboration, interaction and engagement.
- It was also envisaged this could be realized through initiatives such as Ensemble-in-Residence programmes, the development of imaginative and ambitious performance projects of a high artistic standard, master-class programmes, the availability of the expertise of professional musicians to develop a particular aspect of performance music education, professional development opportunities for locally based music educators, collaboration between composers and children / young people in the composition and performance of new work, the formation of new youth ensembles such as choirs, bands, orchestras and groups led by the expertise of a professional conductor / ensemble leader, the initiation of a children’s music festival and / or the programming of a new dimension within an existing festival with targeted programming to enhance children and young people’s participation and engagement with live music performance.
- **Phase 2 2017 – 2022:** Building upon the learning from Phase 1, the purpose of the continued partnership in Phase 2 was to enable Music Generation and the Arts Council to deliver shared strategic priorities, underpinned by five key principles:
 - Ensuring high-quality outcomes for children and young people in performance music education
 - Extending the professional practice of performing and creative musicians working in a range of contexts
 - Additionality, including active links with Local Authority Arts services
 - Sustainability, derived from embedded local and national partnerships
 - Public engagement, via Music Generation’s growing spatial/demographic reach.
- Drawing on the successful first phase of the partnership, the second phase retained the focus on enabling high-level, enriched experiences for children/young people through engaging with high-calibre performing and creative musicians in a way that brought a new level of artistry to core programming.



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- The aim was to create active connections across the whole national Music Generation network, sharing the learning between the newly formed and the established LMEPs and ensuring that the Arts Council investment has a significantly expanded spatial/demographic reach by the conclusion of the second phase.

2. TERMS OF REFERENCE FOR THE EVALUATION

Purpose

- Evaluation of the partnership to date, with a particular aim to understand what has been learned from this joint initiative and what form future partnership might take. The evaluation will be useful to Music Generation for planning the development of artistic programming. It will be also useful to the Arts Council in planning for investments in the future in this sector.

Audience

- Primarily the Arts Council and Music Generation (National Development Office and LMEPs), but anticipating interest from other actors and stakeholders in the area (e.g. Department of Education, philanthropy, who also co-fund Creativity and Collaboration (CCF) projects¹).

Evaluation topics:

- Context and Background
 - Situating the partnership within the wider context, e.g. looking at the changing policy landscape in the arts, youth and education sector (e.g. Creative Ireland, arts practices and development at local level).
 - The partnership in Phase 2 in the context of the evolution of this relationship and work in Phase 1.
 - Discussion of the financial context, including the recognition of the role and contributions of other funders (e.g. Department of Education, philanthropy, LMEPs, and other Arts Council funding).
- The effects of the pandemic on the implementation of programmes in Phase 2 and any adaptations that were made.
- Inputs
 - Outline of financial inputs and expenditure, National Development Office inputs, other resources, staffing (Music Development Officers, Administrators, Resource Workers, Musician Educators), role of musicians (Musician Educators and visiting professional musicians) etc.
- Processes
 - Discussion of application, awarding of funding, and reporting processes.
 - Management of funding through the National Development Office.
 - Examination of partnership processes - how partnership working is conducted in CCF projects, e.g. through the production of case studies as part of the evaluation process.
- Outputs
 - Capture what happened in the partnership and activities
 - Examine reach and participation
 - Other outputs, e.g. artistic works
 - The qualitative impact of partnership.
 - Capture the learning from these programmes
 - How learning is shared.
- Outcomes
 - Qualitative impact of the programmes.

¹ The Creativity and Collaboration Fund (CCF) supports national, regional and local projects which provide children, young people and musicians with opportunities to come together musically. This fund is the mechanism through which Music Generation LMEPs apply for, and access, Arts Council funding.



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- For Music Development Officers in terms of their thinking about how these projects fit within and add value to their overall programmes, and in terms of planning and artistic experiences.
- Capture the experiences of the children and young people who have participated.
- Capture any learning and growth experienced by Musician Educators through CCF project participation.
- Examined in relation to the five Key Principles of Partnership in Phase 2 as set out in Appendix 1 of MoU:
 - *Ensuring high-quality outcomes for children and young people in performance music education*
 - *Extending the professional practice of performing and creative musicians working in a range of contexts*
 - *Additionality, including active links with Local Authority Arts services*
 - *Sustainability, derived from embedded local and national partnerships*
 - *Public engagement, via Music Generation's growing spatial/demographic reach*
- Examined in relation to the Phase 2: Structure and Outcomes original proposals:
 - *For Phase 2, it is proposed to retain the focus on enabling high-level, enriched experiences for children/young people through engaging with high-calibre performing and creative musicians in a way that brings a new level of artistry to core programming.*
 - *Given the forthcoming expansion of the Music Generation network, it is proposed to respond to developmental needs in a more flexible way going forward. Greater inter-MEP collaboration will be encouraged in designing 'developmental plug-ins' on a regional and national basis. The learning needs of both the children/young people and the professional musicians will be taken into consideration in carrying out projects/events across a range of learning/performing contexts.*
 - *This will create active connections across the whole national Music Generation network, sharing the learning between the newly-formed and the established MEPs and ensuring that the Arts Council investment has a significantly expanded spatial/demographic reach by the conclusion of Phase 2.*
 - *By the end of 2020 it is estimated that the Music Generation /Arts Council Partnership has the potential to engage with some 5,000 children/young people in up to 21 MEPs nationally, working with some 200 creative and performing musicians. This also brings increased public engagement, given the embedded community nature of MEPs with young musicians and their families.*
- Developing an understanding of the spirit and characteristics of the Music Generation Arts Council partnership.
- Exploration of any unexpected outcomes of the funded programmes.
- Recommendations and Conclusion
 - Highlighting the strengths of the partnership and key learning from same.
 - Highlighting areas for future improvement and practical change in any future partnership.
 - Staking out a vision of the role, function and purpose of any future partnership. Recommendations to include what could, and should, the future look like?

Format of Evaluation

- The intention is for the evaluation to be conducted in two stages. Music Generation and the Arts Council have partnered over time, with part of this evaluation based on retrospective activities, and part on current and planned activities.

Stage 1

The output for Stage 1 of the evaluation would be an interim report (a draft of which should be received by Music Generation in December 2022/January 2023). This report would primarily look at the partnership in retrospect, i.e.

- Context and Background



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- Inputs to date
- Processes used in past projects
- Case studies of partnership
- Outputs to date
- Evaluation of concluded programmes against Phase 1 and Phase 2 aims/principles of the Music Generation/Arts Council Partnership.

It is anticipated that Stage 1 will include both desk-based and field research.

Stage 2

Stage 2 of the evaluation would examine current and planned activities, e.g. projects in progress, through the lens of the topics covered in the Terms of Reference. Additionally, this Stage would consider the learning from both Stage 1 and Stage 2 to draw conclusions and make recommendations. The output for Stage 2 would be a final report, encompassing the Stage 1 interim report and the Stage 2 elements (a draft of which should be received by Music Generation in December 2022/January 2023).

It is anticipated that Stage 2 will include both desk-based and field research.

Outputs

- Monthly progress updates with Music Generation throughout the project.
- Draft evaluation reports for both phases (allowing scope for revisions).
- Report of interim findings (Dec 2022).
- Final Evaluation Report (June 2023).
- The interim and final reports should be presented to Music Generation and Arts Council executives. A presentation to the boards of both partners may also be requested.

3. SUBMISSION REQUIREMENTS

- Submissions should include all of the following:
 - A written proposal (no more than 2 pages) outlining your approach/methodology to the services required.
 - Examples of / links to relevant previous work.
 - Selected contractors will be required to provide the names and contact details of two referees who may be contacted prior to the signing of the contract for services.
 - A detailed CV of all nominated personnel, highlighting your expertise in the area of consultation and evaluation.
 - A quote for your fee, inclusive of VAT if applicable. (Please note that budget allocation for this service ranges from €15k to a maximum of €25k).
 - Confirmation of availability along with a proposed timeline to complete the work within the required timeframe. Proposed timeline to factor in a review of draft report by Music Generation and the Arts Council before sign-off.



4. ASSESSMENT CRITERIA

- Submissions will be assessed on the following criteria:

Criteria	Marks
Quality of proposal in response to the brief. This will be assessed on the basis of demonstrated understanding and the proposed methodology to deliver the services required.	100
Demonstrated track record of expertise in *consultation, programme evaluation and reporting, preferably in arts and cultural contexts. (*Experience of consulting with children and young people desirable).	50
Availability to complete the work within the period outlined. (Include a proposed timeline for delivery).	50
Value for money: (To be quoted in Euro only and on a <u>daily rate</u> . Please confirm if VAT will be additional and provide a breakdown of the costing in your quotation.)	100
Quality of previous work	50

5. QUERIES AND CLARIFICATIONS PROCESS

- All queries will be responded to by email only.
- Please email all queries to: info@musicgeneration.ie where they will be forwarded to the relevant person for clarification.
- Latest date for receipt of queries is Friday 29th July 2022.

6. CLOSING DATE

- The closing date for receipt of tender submissions is 17:00 (Dublin time) on Friday 5th August 2022. Submissions by email only to cathriona@musicgeneration.ie
- All submissions received will be acknowledged by email.

7. TERMS & CONDITIONS

- Late and/or incomplete submissions will not be considered.
- The selection panel will include representatives from Music Generation DAC and the Arts Council. The decision of the Board of Music Generation DAC is final.
- Contracting will be based on a Contract for Services issued by Music Generation DAC.
- Upon selection, the contractor may be required to provide Tax Clearance details.
- Music Generation DAC reserves the right not to award this Contract for Services and in this instance reserves the right to pursue other selection processes at its discretion.
- A shortlisting process may apply, and contractors may be invited to attend a meeting to further discuss their submission.
- Music Generation DAC will not be responsible for any costs, charges or expenses incurred in preparing a quotation.
- Nominated key personnel must be named in the submission. Selected Contractors may not sub-contract the role to third parties.
- Contractors may be required to attend meetings in-person from time to time.



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APPENDIX:

- **Music Generation** is Ireland's National Music Education Programme that transforms the lives of children and young people through access to high-quality, subsidised performance music education. Initiated by Music Network, Music Generation is co-funded by U2, The Ireland Funds, the Department of Education, and Local Music Education Partnerships (LMEPs) and is supported by the Arts Council as a programme partner.
- Music Generation was set up in 2010 by its parent company Music Network to establish infrastructure for performance music education. Its genesis stems from the combined philanthropic support of U2 and The Ireland Funds to seed-fund phased implementation of Music Network's Feasibility Study Report: *[A National System of Local Music Education Services](#)*.
- During the first wave of commencement (2010 – 2015), the programme was established in 11 LMEP areas.² A second wave commenced in 9 further LMEP areas in 2018.³ In December 2017, Government announced its commitment to support the roll-out of Music Generation nationwide⁴ by 2022.
- In 2021, Music Generation worked with 79,943 child and young person programme participants, engaging in music tuition and performance activities, generating over 440 employment opportunities across a range of artistic/managerial, musician and administration/support roles.
- To find out more about who we are and what we do, please visit www.musicgeneration.ie
- **The Arts Council /An Chomhairle Ealaíon** is the Irish government agency for developing the arts. The Arts Council works in partnership with artists, arts organisations, public policy makers and others to build a central place for the arts in Irish life. The Arts Council is guided by its Strategy **"Making Great Art Work"**.
- The Arts Council sets policy to ensure that all of its funding is spent strategically, that all of its actions reflect the long-term interests of the public and that all of its decisions are transparent and fair.
- The Arts Council aims to have policies which are current and relevant, and which reflect its role as an expert agency in the arts.
- For further information on the Arts Council, please visit www.artscouncil.ie



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Music Generation is Ireland's National Music Education Programme. A Music Network Initiative, co-funded by U2, The Ireland Funds, The Department of Education and Local Music Education Partnerships



An Roinn Oideachais
Department of Education



² Carlow, Clare, Cork City, Laois, Louth, Limerick City, Mayo, Offaly/Westmeath, Sligo, South Dublin, and Wicklow.

³ Cavan/Monaghan, Dún Laoghaire-Rathdown, Galway County, Galway City, Kilkenny, Leitrim, Roscommon, Waterford, Wexford,

⁴ Tipperary, Kerry, Meath, Kildare, Longford, Dublin City, Fingal, Limerick County, Cork County.