

## BRADFORD 2025 CREATIVE HEALTH EVALUATION

### Invitation to quote for evaluation work as part of the Bradford 2025 UK City of Culture Creative Health Programme

#### 1. Introduction

##### Background: Creative Health at Bradford 2025

As part of its commitment to inclusive cultural engagement, Bradford 2025 UK City of Culture is delivering a flagship Creative Health strand. This programme embeds creative and cultural approaches into local health and care systems, helping to address health inequalities across Bradford District and Craven.

Creative Health supports people to engage in arts and cultural activity not only as audiences, but as active participants in their own health and wellbeing.

The Creative Health programme includes three key components:

- **Social Prescribing Awards**
- **Creative Health Community of Practice**
- **Regional engagement** - Aligning Bradford's Creative Health agenda with the West Yorkshire Combined Authority's broader plans for reducing health inequalities and improving community wellbeing.

##### Social Prescribing Awards

In January 2025, 31 creative health projects were funded through a district-wide Social Prescribing award scheme, including:

- 22 small awards (up to £7,000)
- 9 medium awards (up to £30,000)

The programme includes a range of interventions, from visual arts and storytelling to nature-based (green) and water-based (blue) activities designed to improve mental, physical, and emotional wellbeing.

In May 2025, additional funding enabled the launch of 4 CAMHS-specific projects, supporting children and young people on mental health waiting lists bringing the total to 35 funded projects.

Collectively, these projects are rooted in local communities across Bradford District and Craven and respond to key health priorities:

- People with long-term health conditions
- Individuals facing mental health challenges.

- Refugees and asylum seekers
- Gypsy and Traveller communities
- People affected by dementia.
- People experiencing homelessness.

Many projects also integrate green and blue care approaches, using nature, waterways, and outdoor settings to enhance wellbeing.

### **Creative Health Community of Practice**

The Creative Health Community of Practice (CoP) is an active network that brings together artists, community organisations, researchers, and health professionals to strengthen and sustain creative health practice. The CoP supports:

- Training and CPD opportunities for practitioners
- Knowledge exchange and skill-sharing between sectors
- Collaborative problem solving and peer learning.
- A regular programme of themed gatherings and sector events

A mini conference is scheduled for June 2025, with further events and skills exchanges planned throughout the year.

### **Creative Health Steering Group**

The programme is guided by a cross-sector Creative Health Steering Group, which provides strategic direction, champions good practice and supports long-term sustainability. Membership includes:

- The Bradford 2025 Creative Health team
- Representatives from the NHS and public health services
- The voluntary, community, and social enterprise (VCSE) sector
- Arts and cultural organisations
- Social prescribing link workers
- Academics and researchers working in Creative Health

The group meets regularly to ensure that the programme aligns with district-wide health priorities, supports local delivery, and contributes to national conversations around Creative Health policy and practice.

## **2. Objectives of the Work**

Bradford 2025 UK City of Culture wish to appoint a consultant to undertake evaluation of the collective impact of the Creative Health Social Prescribing Awards, Creative Health Community of Practice and the Creative Health Steering Group.

The key evaluation questions we are seeking to answer are:

- What is the collective impact of the Bradford 2025 UK City of Culture Social Prescribing Awards on the individuals, communities, organisations and partners involved in the Creative Health programme?
- What impact have the Creative Health Social Prescribing Awards had on delivery and capacity to deliver creative health activity in Bradford?
- What impact have the awards had on individuals and communities taking part in Creative Health activity through Bradford 2025?

To include an in-depth review of:

- The Social Prescribing Awards process including the participatory grant making process implemented.
- Change in cultural participation contributed to the Social Prescribing Awards
- Additional barriers / opportunities created through the awards.
- Whether/how the awards enabled organisational capacity building around Social Prescribing
- Partnership working within the network.
- The benefits and impact of Creative Health Community of Practice on Creative Health delivery and the organisations taking part.
- Impact of the Social Prescribing Showcase event on awareness of the potential impact of social prescribing

## **Evaluation and Learning**

A dedicated internal evaluation team is in place until March 2026. Bradford 2025 is now recruiting a freelance evaluator/researcher to contribute to this work by:

- Supporting reflective learning across the Creative Health strand
- Capturing community and participant voice
- Helping to develop a sustainable legacy for Creative Health in the district

Key evaluation milestones include:

- A “Story of Change So Far” learning event, planned for September or October 2025, bringing together funded projects to share progress and learning.
- Final impact reporting between December 2025 and March 2026

Developing an approach / mechanism that the creative health team can adopt to capture insight in the longer term.

This insight will enable Bradford 2025 and our Creative Health partners to learn from the delivery of the Social Prescribing Awards, supporting future development and delivery of Social Prescribing and Creative Health work in Bradford and within other UK Cities of Culture.

Potential outcome indicators include:

### **1. Key Mechanisms and Effective Approaches**

- Identify the key mechanisms that have supported or limited the development of Creative Health delivery as part of Bradford 2025.
- Explore the specific approaches that have proven effective in enabling successful Creative Health activity, both at a community level and for individual participants.

### **2. Participant-Level Outcomes**

The evaluation should capture changes in participants' wellbeing, including improvements in confidence, self-expression, and social connection. It should also explore whether individuals feel more able to manage their health and wellbeing through creative activities, and whether participation has led to further engagement in cultural or community life. Feedback should be gathered on the accessibility, cultural relevance, and psychological safety of activities, particularly from those with lived experience or facing structural inequalities.

### **3. Community and System-Level Outcomes**

Examine whether the programme has contributed to stronger referral pathways between healthcare, the VCSE sector, and the cultural sector. Outcome indicators might include increased numbers and diversity of referrals into Creative Health activity, evidence of more effective cross-sector collaboration, and alignment with wider district strategies. The evaluation should also consider whether the programme has influenced local decision-making, commissioning practices, or policy development.

### **4. Organisational Development and Capacity Building**

Identify how funded organisations have grown or evolved as a result of their involvement in the programme. This could include strengthened delivery models, enhanced evaluation capabilities, increased partnership working, or improved approaches to co-production and inclusion. The evaluation should also assess whether Creative Health has been embedded into longer-term organisational planning, and if partners have adopted new practices, such as trauma-informed artist support or improved safeguarding measures.

### **5. Sector and Practice Development**

Assess the extent to which the programme has helped to develop and embed Creative Health practice across Bradford District and Craven. This includes documenting skill-sharing, peer learning, and CPD through the Creative Health Community of Practice, and tracking the involvement of new or previously underrepresented practitioners and organisations. The evaluation should also highlight the use of reflective practice, creative methods, and any tools, resources, or frameworks generated as part of the programme.

### **6. Legacy and Replicability**

Examine whether the Creative Health approaches developed through Bradford 2025 are likely to continue beyond the end of the programme. This includes the potential for replication or scaling of

successful models, how well they have been embedded into local systems or anchor institutions, and any evidence of long-term benefits for individuals or organisations. Particular attention should be paid to whether projects have leveraged their involvement in Bradford 2025 to apply for more ambitious or sustained funding, potentially in partnership with others to grow or deepen their Creative Health offer.

### **3. Scope and Methodology**

We welcome proposals that gather a range of qualitative insight from organisations and individuals involved in the Creative Health Social Prescribing Awards, using participatory and mixed-method approaches (e.g. interviews, art-based approaches, observations, ripple effects mapping).

In addition to original research, evaluators will have access to project-level monitoring and evaluation data already being collected by award holders. This includes standard indicators defined by the Bradford 2025 internal evaluation team. We expect the appointed consultant to make appropriate use of this data in shaping findings and identifying trends.

We are open to proposals that include creative or innovative methodologies, especially where they support co-production, accessibility, and engaging presentation of findings.

### **4. Outputs / Project requirements**

The successful consultant is required to produce the following outputs:

- A key findings report which responds to all the evaluation questions, highlighting successes and challenges of the Social Prescribing programme in an engaging and meaningful format.
- A series of Case Studies demonstrating:
  - organisational impact: to include as a minimum a grass roots example (small awards), larger organisation example (medium awards) and a network partner
  - participant impact (we're expecting a minimum of 350 individual participants)
- A technical/ methodology summary of the methods and approaches used.
- Raw data collected in an anonymised or pseudonymised format.
- Given the importance of creativity in this tender we welcome outputs that include presentation of findings through creative and visual means

Access and participation allowance within budget to compensate people with lived experience for their time and input.

### **5. Timescales**

The Social Prescribing Awards are currently in delivery and due for completion by December 2025, and we would like to identify a host for the COP for it to continue past 2025. We would therefore like the commission to commence as soon as possible and run through to End of January 2026.

Specific events related to the commission are due to take place on the following dates:

- The Social Prescribing Awards Showcase 'Story of Change So Far' event, planned for September or October 2025, bringing together funded projects to share progress and learning.
- Creative Health Community of Practice, events throughout the year (dates tbc)

*Other key dates:*

- Progress report by Friday 31<sup>st</sup> October 2025
- Final report by Friday January 30<sup>th</sup>, 2026

## 6.0 Selection Criteria

Your quotation will be assessed based on price and quality. 35% of the overall evaluation will be based on price, the remaining 65% will be based on the quality of your submission as detailed below:

Evaluation Criteria	Maximum Score
<b>Price</b>	35 points
<b>Quality – broken down by</b>	65 points
Understanding	10
Experience of delivering similar programme evaluations	20
Capacity to deliver to timescale and relevant track record	10
Chosen methodology to undertake the evaluation	25

We anticipate quotes between £10,000 - £12,000 (inclusive of VAT if applicable).

Please outline how you would undertake the work by providing specific responses for all the points. Without a specific response, your quote will be harder to score. The table above shows how these are scored:

- Understanding - Please outline any direct experience / knowledge you have in this area.
- Experience of delivering similar evaluation work - Tell us about relevant experience of delivering similar evaluations.

- Capacity & timescale for delivery - Tell us how you will resource the project to ensure the best result delivered efficiently and to the timescale.
- Chosen methodology to undertake the evaluation - Tell us how you propose to undertake the work – what methods you would envisage in order to successfully gather the data.

In addition, your bid submission should include the following:

- Costings for all elements of the project
- A proposed timeline
- A profile with relevant experience for those directly undertaking the work.
- Examples of relevant previous work undertaken
- Quality Assurance

### **Ethics, GDPR & Confidentiality**

Organisations providing quotations should be aware that information relating to this Contract will be subject to the provisions of the Freedom of Information Act. Any information which is supplied which is commercially sensitive and would genuinely fit within the exemptions set out in the Act should be marked as confidential information of this type and will not be disclosed to third parties without the consent of the organisation which provided it.

We expect suppliers to comply with ethical and GDPR regulations and to Market Research Society (MRS) standards. See [Code of Conduct | Market Research Society \(mrs.org.uk\)](https://www.mrs.org.uk) for full details.

Quality assurance – in your quotation please outline the quality assurance mechanisms in place.

### **How to complete the Quotation**

The quotation must be calculated with careful reference to the contents of this Invitation to Quote and Contract Conditions.

Organisations/Individuals must submit with their quotation:

- (i) details of two referees relating to service provision. Bradford 2025 may contact all referees as part of the evaluation process.
- (ii) if an organisation is an agent, details of its principal.

To make a valid quotation, you must complete the whole of the Quotation Form at Appendix 1, including providing answers to all the questions under the heading “Quotation Response”.

Any enquiries relating to the contract documents should be by email to [creativehealth@bradford2025.co.uk](mailto:creativehealth@bradford2025.co.uk)

Quotations must be sent by email to [evaluation@bradford2025.co.uk](mailto:evaluation@bradford2025.co.uk) with the title box stating, “Quotation Creative Health Evaluation.”

**The closing date for receipt of quotations is Monday, 21<sup>st</sup> July 2025**

### **Quotation Notes**

1. Persons quoting will not be allowed to alter their quotations after the date fixed for the receipt of quotations.
2. Bradford 2025 is not bound to accept the lowest or any quotation.
3. All persons quoting will be informed whether their quotation has been accepted or not within 15 days of the final date for receipt of quotations.
4. The successful contractor must provide evidence of Public Liability Insurance cover.
5. All Contractors must adhere to GDPR, Health & Safety regulations applicable to their particular method of operation. If risk assessments are required, they must be made available on request.
6. Once a quotation has been accepted, no allowance can be made for any errors, omissions, or misjudgements in providing quotations.
7. Bids are deemed to be inclusive of all overheads and are exclusive of VAT.
8. Before you complete the quotation please ensure that you understand clearly what the requirements are.

NB: You should only complete the quotation after you have read and fully understood all the contract documents.

### **Bradford 2025 Quotation Form**

To: [Evaluation@Bradford2025.co.uk](mailto:Evaluation@Bradford2025.co.uk)

1. We offer to undertake research and produce an evaluation report in accordance with the details set out in this quotation.
2. We agree that this quotation, together with the formal written acceptance, will constitute a contract.
3. We confirm that the prices set out in this quotation exclude VAT.
4. We certify that this is a bona fide quotation and that we have not fixed or adjusted the amount of the quotation in accordance with any arrangement with any third party.
5. We certify that we have not done, and we agree not to do at any time before the quotation closing date, any of the following:
  - (a) informing anyone of the amount or approximate amount of the quotation except where the confidential disclosure of the amount of the quotation is necessary to obtain insurance quotations required in connection with the preparation of the quotation;
  - (b) entering into any arrangement or agreement with any other person or firm that he/it should refrain from quoting or as to the amount of any quotation to be submitted; or
  - (c) offering to pay any sum of money or gift to any person or firm for doing any of the acts in (a) or (b) above.



Signed:	
Position:	
On behalf of:	
Address:	
Post Code:	
Telephone:	
Email:	

### Quotation Response

Please ensure that you include the following in your response:

1. Location - Please give the location of your Head Office and any Regional / Branch Office if relevant.
2. References - Please provide details of two referees relating to service provision.
3. Capability - Please outline your experience of providing survey projects similar to that required by Bradford 2025.
4. Quality Assurance - What quality assurance systems do you have in place and how would these benefit Bradford 2025.
5. Service - Please provide details of any warranties and/or guarantees that would apply, and relevant Public Liability Insurance cover.
6. Method statement - Please provide details of the methodologies to be used to complete the work and the timescale for doing so.
7. Fixed price proposal