



BRADFORD 2025
UK City of Culture



Invitation to quote for evaluation work as part of Bradford 2025 UK City of Culture heritage programme

1. Introduction

Background: Heritage at Bradford 2025

As part of its commitment to inclusive cultural engagement, Bradford 2025 UK City of Culture is delivering a flagship heritage programme funded by a range of partners including National Lottery Heritage Fund (NLHF). This programme explores and celebrates heritage in the Bradford District in a context that is relevant to people in Bradford, through the recording, celebration and sharing of cultural stories from the many and diverse communities which make up the Bradford District.

The heritage programme funded through NLHF has a range of key outcomes:

[Investment principles | The National Lottery Heritage Fund](#)

- Saving Heritage
 - Heritage is in better condition*
 - Heritage is identified & better explained*
- Inclusion. Access and Participation
 - A wider range of people engage in heritage*
 - The local area is a better place to live, work and visit*
 - People have greater wellbeing*
 - People will have developed Heritage Skills*
- Protecting the Environment
 - People will have learned about heritage leading to change in action/ideas*

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- Organisational Sustainability
The local economy is boosted

Evaluation and Learning

A dedicated internal Evaluation team is in place until March 2026. To enable a deeper dive analysis and evaluation of some aspects of our heritage work, Bradford 2025 is now recruiting a freelance evaluator/researcher to contribute to this work by:

- Gathering, capturing and creatively presenting a range of stories of individuals and communities taking part in the Bradford 2025 heritage programme

Key evaluation milestones include:

- Initial input to ongoing reports to NLHF (January 2026, March 2026)
- Final outcome reporting March 2026
- Ongoing support for capturing qualitative insight and stories in relation to the NLHF outcomes.

This insight will enable Bradford 2025 to tell the story and impact of the Bradford 2025 heritage programme from the perspective of those taking part, supporting future development of Heritage work and delivery in Bradford and within other UK Cities of Culture.

2. Objectives of the Work

Bradford 2025 UK City of Culture wish to appoint a consultant to undertake evaluation of specific aspects of the heritage programme.

The key evaluation questions we are seeking to answer are:

- What is the impact of the Bradford 2025 UK City of Culture heritage programme on the individuals, communities and organisations involved?
- What impact has the delivery of the heritage programme had on wider heritage sector across Bradford District and their ability/readiness to bid for future heritage focused funding?

To include an in-depth review of the following programme activity:

- Wild Uplands
- Elevate (Heritage Skills Training Programme)
- Meet our Mothers

Potential outcome indicators include:

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1. Key Mechanisms and Effective Approaches

- Explore the specific approaches that have proven effective in enabling successful heritage-based activity — both at a community level and for individual participants.
- Identify the key mechanisms that have supported or limited the delivery of Heritage based programmes across the district.

2. Participant-Level Outcomes

The evaluation should qualitatively capture changes in a participants’

- Engagement in heritage
- Perceptions that the local area is a better place to live, work and visit
- Wellbeing
- Heritage based skills
- Change in action / ideas in relation to heritage / the environment

3. Community and System-Level Outcomes

Evaluate whether the programme has contributed to the development of a stronger Heritage Sector in Bradford that is better placed to access future Heritage based funding through NLHF or elsewhere.

3. Scope and Methodology

We welcome proposals that aim to gather a range of qualitative insight from individuals and organisations involved in the Bradford 2025 UK City of Culture heritage programme, using participatory and mixed-method approaches.

In addition to original research, evaluators will have access to project-level monitoring and evaluation data already being collected by the Bradford 2025 Evaluation team. 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 in an engaging and meaningful format

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- A series of FIVE Case Studies demonstrating:
 - participant impact
 - Community level or organisational impact
 - Programme Impact
- 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

Please consider the inclusion of an access and participation allowance within the budget to compensate people with lived experience for their time and input.

5. Timescales

The Bradford 2025 Heritage programme is currently in delivery and due for completion by March 2026. We would therefore like the commission to commence as soon as possible and run through to the end of February 2026.

Key dates:

- Progress report by 19th December 2025
- Final report by 28 February 2026

6. 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 |
|--|---------------|
| | |
| Price | 35 points |
| | |
| Quality – broken down by | 65 points |
| Understanding | 10 |
| Experience of delivering similar programme evaluations | 20 |
| Capacity to deliver to timescale and relevant track record | 10 |

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| | |
|--|----|
| Chosen methodology to undertake the evaluation | 25 |
|--|----|

We anticipate quotes between £15,000 - £20,000 (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 show 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 and timescale for delivery - tell us how you will resource the project to ensure the best result delivered efficiently and to timescale.
- Chosen methodology to undertake the evaluation - Tell us how you propose to undertake the work – what methods you would envisage 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 evaluation@bradford2025.co.uk

Quotations must be sent by email to evaluation@bradford2025.co.uk with the title box stating "Quotation Heritage Evaluation"

The closing date for receipt of quotations is 10am Friday 24th October 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.

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Bradford 2025 Quotation Form

To: 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: | |

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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 (including VAT where applicable)

Questions can be submitted and viewed via the following link, [Heritage Evaluation Tender Q&A](#)
These will be reviewed and responded to on Mondays and Thursdays.