

# CROYDON COUNCIL

## ROLE PROFILE AND PERSON SPECIFICATION

**DIRECTORATE:**

Sustainable Communities, Regeneration and Economic

**DIVISION:**

Culture and Community Safety

**JOB TITLE:**

**Culture and Creative Health Evaluation Lead**

## ROLE PROFILE

<b>Job Title:</b>	Culture and Creative Health Evaluation Lead
<b>Directorate:</b>	Sustainable Communities, Regeneration and Economic
<b>Division:</b>	Culture and community safety
<b>Grade:</b>	Grade 12

**Hours (per week):** 36

Fixed term role to March 2028

**Reports to:** Creative Health Programme Manager

**Responsible for:** N/A

**Role Purpose and Role Dimensions:**

- To lead the evaluation function for London Borough of Croydon Culture and Creative Health teams. Be responsible for measuring and reporting programme progress and impact.
- To support, through an evidence-based approach, team planning and fundraising as well as culture change across the Council.
- To play a key role in the management of relationship with programme funders (internal and external).

**Commitment to Diversity:**

The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.

**Key External Contacts:**

- Partner organisations
- GLA
- External Funders
- Health and social care sector stakeholders
- Other local authorities
- Creative and cultural organisations

- Service providers and media agencies
- Third sector/voluntary organisations

**Key Internal Contacts:**

- Public Health Team
- Museum, Archive and Library Team
- Croydon Music and Arts
- All Council departments and services
- Senior Leadership
- Members
- Place department
- Schools

**Financial Dimensions:**

- To operate within the governance, financial and legal frameworks of the Council at all times.
- Project reporting on an annual c.£3million programme of cultural and creative health grants, events and activities.
- Sign off on the release of final grant contract payments with cultural and delivery partners.
- Reporting of spend to date and forecasting spend to the end of the programme to governance boards.

**Key Areas for Decision Making:**

- The post is a key part of the Culture Croydon governance structure, working with the Culture Programme and Creative Health Leads, the Head of Culture, Leisure and Libraries and internal stakeholders.
- To lead the evaluation programme and report management function for Culture and Creative Health programmes and be responsible for recording and communicating the identified programme benefits and signposting areas of development.

**Other Considerations:**

The ability to work occasional evenings and weekends, as the programme requires.

**Is a satisfactory disclosure and barring check required?**  
[\(click here for guidance on DBS\)](#)

No

**What level of check is required?**

**Is the post politically restricted**  
[\(Click here for guidance on political restriction\)](#)

No

**Is the post exempt from the Rehabilitation of Offenders Act (ROA) 1974**

**[\(Click here for guidance on ROA \)](#)**

Yes

**Key Accountabilities and Result Areas:**

**Manage the Culture and Creative Health evaluation processes**

**Key Elements:**

- Referring to research and best practice, developing methodologies to ensure the impact of Culture Croydon and Creative Health's programmes are captured and explored fully, both at delivery and organisational level.
- Creating a framework and an accompanying suite of tools (such as toolkits, surveys etc.) for internal teams and grantees to work within, to best capture impacts of work.
- Successfully implementing the resulting evaluation framework, both through direct delivery and supporting internal and external partners to effectively self-evaluate work.
- Providing training to internal and external partners where necessary.
- Overseeing collation and storage of qualitative and quantitative content from direct evaluation delivery, internal teams and delivery partners.
- Ensuring good processes are in place to protect project participants' and audiences' confidential information and data.
- Ensuring information is obtained, used and stored in accordance with Data Protection and Croydon Council policies and procedures.
- Proactively monitoring impact responses from audiences, artists and partners as collected, to highlight emerging themes, and identify any necessary changes to programmes or evaluation methodologies in good time.

- Analysing collected qualitative and quantitative data, assessing programme reach, impact and effectiveness against stated aims.
- Creating robust reports outlining key findings, implications and recommendations based on collected data.
- Working with any commissioned evaluation partners or project partners to generate quality case studies and qualitative/quantitative storytelling content.
- Where necessary, supporting commissioning processes to source any required evaluation freelance or agency support.

### **Support Creative Health and Culture grant-making programmes**

- Supporting grantees to carry out self-evaluation within the programme's evaluation framework. This may be through providing training, supporting successful grantees to develop feasible evaluation plans, and in some cases supporting data collection.
- Monitoring grantee reporting, ensuring it aligns with agreed requirements.
- Authorising the release of grant payments based on grantees' successful fulfilment of contractual obligations as related to evaluation.
- Alerting relevant programme Leads where grantees are not willing or able to meet contractual obligations and recommending appropriate recourse.
- Alerting programme Leads where grant performance impacts projected budgets.

### **Support management of funding received to support Creative Health and Culture programmes**

- Ensuring all agreed metrics are collected, analysed and reported as required by each funding stream.
- Supporting the successful management of key relationships with funding partners, including collation and reporting for external funders such as National Lottery Heritage Fund and Arts Council England.
- Managing reporting requirements to internal funders and governance boards, providing data in relevant and clear formats as required.

- Supporting internal and external funding bids by providing relevant data and evidence of previous impact.
- Supporting end of year and mid-year reporting as required.

### Contribute to the ongoing development of the programmes

- Highlighting key outcomes and learnings from Culture and Creative Health programmes to inform future strategic and delivery plans, advocate for continued support and contribute to sector legacy.
- Identifying gaps in reach or areas for improvement based on collected data.
- Supporting the dissemination of evaluation findings, in formats relevant to target audiences including Council colleagues, funders, sector partners and residents.
- Supporting with the delivery of events and activities to share the learning from the programmes.

### Confidentiality

- Treating all information acquired through employment, both formally and informally, in confidence. There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

### Data Protection

- Being aware of the council's legal obligations under the Data Protection Act 2018 (the "2018 Act") and the EU General Data Protection Regulation ("GDPR") for the security, accuracy and relevance of personal data held, ensuring that all administrative and financial processes also comply.
- Maintaining customer records and archive systems in accordance with directorate procedures and policies as well as statutory requirements.
- Treating all information acquired through employment, both formally and informally, in accordance with the **Workforce Data Protection Policy**.
- There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters

of concern regarding such issues as bad practice or mismanagement.

### **Contribute as an effective and collaborative team member**

- Working collaboratively with services, staff and managers to develop workable and innovative solutions to complex problems as a means of increasing efficiency, improving the delivery and reach of the programme to residents and partners
- Undertaking training as required for the role.
- Participating in the development, implementation and monitoring of programme plans.
- Championing the professional integrity of the service.
- Attend and contribute to team and service meetings
- Contribute to the wider delivery and success of Culture and Creative Health programmes

### **Equalities and Diversity**

- The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.

### **Health and Safety**

- Being responsible for own Health & Safety, as well as that of colleagues, service users and the public.
- Employees should co-operate with management, follow established systems of work, use protective equipment and report defects and hazards to management.
- Managers should carry out, monitor and review risk assessments, providing robust induction and training packages for new and transferring staff, to ensure they receive relevant H&S training, including refresher training, report all accidents in a timely manner on council accident forms, ensure H&S is a standing item in team meetings, liaise with trade union safety representatives about local safety matters and induct and monitor any visiting contractors etc, as appropriate.

## Person Specification

**Job Title:** Culture and Creative Health Evaluation Lead

**Essential knowledge:**

- Excellent understanding of the cultural sector, ranging from National Portfolio Organisations to voluntary artists and community groups, and the challenges that these types of organisations face.
- Excellent understanding of the Creative Health sector, from volunteer-led initiatives in community settings to clinically registered creative therapies, and the different evaluation needs and capabilities across settings.
- Excellent knowledge of evaluation methods relevant to a wide range of sectors such as regeneration, economic development, health and social care, and ways of implementing these or similarly acceptable methods within cultural settings.
- Good knowledge of culture, lottery and public sector funding and associated reporting obligations.
- Knowledge of local government and the wider public sector, including the context in which they operate.
- Good knowledge and experience of working alongside suppliers and other partners to achieve organisational objectives.

**Essential skills and abilities:**

- Knowledge of a range of evaluation management frameworks and different methodologies and when best to apply them.
- Ability to balance a varied and dynamic workload with multiple dependencies.
- Ability to analyse, manage, translate and effectively communicate data and statistics.
- Strong numeracy skills and financial literacy with experience of financial review and risk assessment.
- Ability to work in a collaborative way to support effective programme delivery including the ability to manage internal departmental relationships.
- Understanding of grant making, grant assessment and managing/monitoring.
- Ability to work effectively across a range of cultural disciplines and with a range of people.
- Commitment to the Council's core value and objectives.
- Excellent communication skills (written and verbal) in order to lead and motivate partners and to engage multiple audiences with clear and effective reporting/data.
- Belief and commitment in the value of cultural programmes to community and civic development, health and wellbeing.
- Be inquisitive about the impact of Culture and Creative Health programmes at organisational and operational level.

- Recognise and safely manage sensitive and confidential information.
- Be well-organised and able to prioritise, manage a busy and varied workload and work to set deadlines.
- Excellent attention to detail.

**Essential experience:**

- Significant experience of managing large-scale cultural programmes/project evaluation and/or grant programmes, preferably within a multi-stakeholder and multi-funder context
- Extensive experience of working with senior stakeholders to evaluate and report on complex cultural programmes.
- Up to date knowledge of the cultural and creative health Experience reporting to senior stakeholders from a wide range of sectors, including health, social care, regeneration and others.
- Experience of providing engaging and effective reports within a dynamic and changing environment.
- Experience of working in partnership with a wide range of internal and external stakeholders / bodies including suppliers and statutory and non-statutory bodies and organisations.
- Demonstratable experience in understanding and sharing impact to varied audiences.

**Special conditions:**

The postholder must be willing and able to work occasional evening or weekend hours as required by the programme

The postholder must be willing to undertake any other duties as required including responding to emergencies relating to collections