Immersive Innovation Programme

EVALUATION BRIEF

Screen Cornwall and Creative Kernow Associates are inviting applications from evaluators to work on its Immersive Innovation Programme (August 2024 – March 2026). The evaluator will help design and execute a framework for evaluation, interpret/present key information and produce a final report in line with the funder's requirements (See Appendix I on evaluation report requirement).

Date of Contract: April 2025 – March 2026

Location: This work can be largely delivered remotely but a base in Cornwall will be preferrable. A hot desk at Krowji can be available periodically.

Fee available: Maximum £8,000 including VAT payable in 2 instalments according to evaluation milestones.

About Immersive Innovation

The programme is made up of three parts:

Immersive Innovation Cohort (Nov 2024 – August 2025)

Screen Cornwall and Creative Kernow Associates have joined forces on a programme that incubates ambitious CreaTech and Immersive projects in Cornwall and the Isles of Scilly.

The aim of this programme is to build skills and networks in 360 production and other forms of immersive content, enabling those with project ideas to research, and develop them with support from mentors and their peers.

Between November 2024 and August 2025 and with support from our partner Real Immersive, a cohort of 8 Arts/Cultural organisations or freelancers and 8 Digital/Screen sector organisations or freelancers will have the opportunities to learn and explore through a tailored programme of workshops and mentoring, as well as opportunity to bid into a R&D grant to develop their ideas.

By bringing together visual cultural and heritage environments with screen and technical practitioners, we are aiming to help participants create new intellectual property and collaborations that will leverage future income for their work while developing knowledge around the value chain for immersive.

New 360 Film Commissions (Nov 2024 – February 2026)

We are also commissioning 3 new 360 immersive films on the themes of Planet, Place and People that are intended for global release to the dome market. The filmmakers have been selected through an open call and will be supported throughout Screen Cornwall and Real Immersive's infrastructure for film production & exhibition.

Imagination Unleashed event for industry & schools (10th & 11th February 2026)

This will be the fourth iteration of this event which takes place over two days at Hall for Cornwall. The intention of the programme is for lots of hands-on interactive exhibits that showcase new forms of tech to allow people a chance to play and be inspired, alongside workshops and keynote speakers who are working in interesting ways with creative technology. This will be the final showcase of all the R&D projects from the cohort and we would expect minimum 100 people attending on each of the days.

Evaluation Requirements & Expectations

We require an evaluation specialist to:

- develop and implement a programme-wide framework to monitor, evidence and evaluate the programme's outputs and outcomes;
- establish relevant baselines and source existing correlating data;
- lead on all evaluation activities throughout the lifecycle of the programme;
- support activity deliverers in the collection of relevant and vital data;
- ensure all M&E is compliant with and fulfils the funders' requirements and guidance;
- deliver a final Programme Evaluation Report;
- have a positive impact on the overall monitoring and evaluation process at Screen Cornwall.

Responsibility for monitoring the delivery of the programme will remain with Screen Cornwall but we will welcome the input from evaluator, and this will ensure that a robust Monitoring and Evaluation Plan is designed and implemented.

Outputs, Outcomes and Impact

Outputs and Outcomes

- No. of people attending training sessions
- No. of people reached
- No. of Tourism, Culture or Heritage assets created or improved
- No. of R&D Projects
- New or improved products, services or processes launched
- Expected new products, services or processes
- No. of businesses engaged in new markets
- No. of businesses receiving grants

- No. of new collaborations made as a result of this support
- Cluster network developed in region
- No. of products showcased on global stage
- No. of external commercial / funding connections made by Cornish businesses
- No. of businesses adopting new or improved products or services
- No. of businesses adopting new to firm technologies or processes
- No. of businesses engaged in new markets
- No. of businesses increasing their export capability
- No. of new to market products
- No. of R&D active businesses
- No. of new community-led arts, cultural, heritage and creative programmes
- No. of visual arts culture & heritage environments using CreaTech in public programme
- No. of young people experience Cornish culture & heritage through immersive expereinces

Impact

- Increased income in a longer term for cultural organisations and creatives through developing new intellectual property in CreaTech
- Greater understanding and skills in the CreaTech / Immersive in the creative and cultural sector in Cornwall
- Cornwall and Cornish culture on world stage through commissioned 360 film content
- Engagement with schools and careers leaders around potential CreaTech pathways available in Cornwall

Timeline

We need to establish baseline data in April – July 2025 before the end of the Immersive Innovation Cohort, evaluation framework agreed before August 2025, ongoing evaluation and final report in March 2026.

Deliverables

At the end of the project, a visually-aid project evaluation report with some case studies is required in digital format.

Key Skills and Experiences

We would like to work with someone who:

- has demonstrable experience of developing Monitoring and Evaluation frameworks and delivering formative and summative evaluation reports;
- is experienced in evaluation of Government or EU funded projects and familiar with their reporting requirements;

- can develop a range of engaging evaluation methodologies to best suit the respective participants and activities;
- is experienced in developing accessible evaluation formats;
- will design their work in correlation with Screen Cornwall's annual impact report.

How to make a proposal?

Interested parties should submit a written bid to tonia@creativekernow.org.uk **by 28th March 2025 at 12 noon.**

Your proposal should contain the following information:

- Team / freelancer track record with referees where appropriate
- Top level approach and timeline
- Budget breakdown and payment schedule
- Sustainability statement

The contract will be awarded by Friday 4th April 2025 with an immediate start.

Any enquiries and questions, please get in touch with Tonia Lu, the Immersive Innovation Cohort Lead, at tonia@creativekernow.org.uk .