

Freelance evaluation consultant brief

# **Project: *Kids' Classics* programme of music activities and performances in paediatric hospital settings**



## 1.0 Kids' Classics Evaluation: Background

*Kids' Classics* is the brainchild of professional cellist Grainne Hope who aspired to take music off the concert stage and into the hearts of local communities through professionally tailored music workshops in 2009. Its core mission is to provide access to high quality participative music and creative performance opportunities to everyone in society regardless of their social, economic or medical circumstances.

In 2009 *Kids' Classics* identified Dublin's three main children's hospitals as possible healthcare venues to host a pilot music programme, with the National Concert Hall (NCH) funding an initial pilot. A successful outcome led to the Community Foundation for Ireland (CFI) joining the NCH to provide joint funding for a further 3 year period and *Kids' Classics'* professional music programme continues to be supported by both the NCH and CFI.

In 2012 *Kids' Classics* also delivered Ireland's first Paediatric Music training residency in Our Lady's Hospital Crumlin, with financial support from the Arts Council and Dublin City Council. As part of this Residency both the hospital staff and *Kids' Classics* musicians themselves received professional training in the appropriate skills and competencies needed for bringing music into healthcare environments. The Residency created a panel of 8-10 trained professional musicians, from different musical genres and backgrounds, capable of delivering music programmes that now compete with best European standards and practice.

### 1.1 Proposed Evaluation

*Kids' Classics* and the NCH would now like to commission an Evaluation Consultant to deliver an ambitious professional independent evaluation of its activities in Our Lady's Children's Hospital, Crumlin. This evaluation will assess the programme's impact on patients, families and staff. The assessment will support the organisation in its desire to grow and deliver its activities more widely.

The Evaluation Project Team has identified the priorities for the evaluation (set out in 7.3 below). The Evaluation Consultant will have responsibility for further developing and implementing an evaluation framework to enable the project to be delivered on time and report on these priorities. The Evaluation Consultant will be expected to attend and provide updates to the Evaluation Project Team at bi-monthly meetings throughout the course of the evaluation. The Evaluation would be expected to commence in November 2014 with final reports due by May 2015. Further details can be found in 5.0.

The Evaluation Consultant will be expected to lead the collection of data, both qualitative and quantitative, provide analysis and write an Evaluation Report and assist in planning the dissemination of findings and their use within the organisation as a tool for development of the *Kids' Classics* programme.

The resulting report and other evaluation outputs are likely to provide evidence of interest and value to a wide variety of organisations and to the arts and health sector as a whole.

## 2.0 Requirements

The Evaluation Consultant will be required to:

- Develop a strategy and implementation plan for embedding a framework that will support and enable evaluation activity over 3 months between January– March 2015;
- Submit application in word format, not to exceed 5000 words in length, not including appendixes and cv. No Images to be submitted;
- Devise and implement or support the implementation of appropriate and creative qualitative and quantitative data collection tools (likely to include structured or unstructured observation, but which also might include the use of questionnaires, interviews, case studies and focus groups);
- Identify how you might use video or photographic documentation as part of the evaluation and for creating a final evaluation output in the form of a short film;
- Develop systems for the coherent and prompt return and storage of monitoring and evaluation data;

- Provide an in-depth Evaluation Report for *Kids' Classics* and its funders and stakeholders;
- With the Evaluation Project Team, develop a plan for disseminating the findings of the Evaluation Report more widely;
- Undertake to maintain high standards of professional integrity and confidentiality throughout and to disclose any potential Conflicts of Interest.

The skills and qualities we are looking for include:

- Experience of evaluating arts or cultural projects in healthcare settings;
- Experience of designing and applying credible and appropriate evaluation methodologies which assess the health and wellbeing impacts of arts or cultural projects;
- An excellent understanding of both quantitative and qualitative research and analysis;
- Strong information management skills;
- Strong written and analytical skills;
- An understanding of and sensitivity towards the needs and requirements of patients in paediatric settings, their families and staff;
- Demonstrable understanding of the use of evaluation as a tool to aid the development and sustainability of an arts or cultural organisation;
- Experience of conducting observational research.

Strong applicants are likely to be able to demonstrate specific understanding and experience of evaluating the impact of music programmes for health and wellbeing.

### 3.0 Timetable

The closing date for applications is Friday, 12th September 2014 at 5pm.

It is anticipated that interviews will be held in the National Concert Hall in Dublin on Tuesday 7th October.

The initial planning stages of the evaluation will commence in November 2014 and should be complete by the end of December 2014. Data collection will take place January to March 2015.

The final report and other outputs are expected to be complete and ready for dissemination by the end of May 2015.

### 4.0 Fee proposal

*Kids' Classics* has allocated €6,000 for the evaluation, with an additional €1,500 for video and production costs. There is an expectation that proposals will include the costs of creating and disseminating creative and high quality evaluation outputs, including a short film and a professionally printed final report.

Your Fee proposal should include an indication of time allocations and day rates for each team member. You should clearly show how you intend to deliver the requirements of the evaluation for the proposed Fee which will include all costs, including tax.

The Fee will be paid in installments against mutually agreed evaluation milestones, with the final installment being paid following satisfactory completion of the project.

## 5.0 Kids' Classics Evaluation Project Summary

### 5.1 Introduction to project activity

*Kids' Classics* musicians deliver monthly participative music opportunities and live performances within Dublin's three children's hospitals. For this evaluation, the Consultant will be examining activity in Our Lady's Hospital, Crumlin.

The evaluation will examine the impact of musicians undertaking ward visits and performances to include the following paediatric ward settings:

- Paediatric Oncology ward
- Paediatric Cardiology ward
- The Hospital's Paediatric Intensive Care Unit (PICU)

Pairs of musicians, playing a range of instruments (including voice, strings and flute) visit each of these wards either fortnightly or weekly to perform at individual patient bedsides and in other agreed locations including play-rooms and lobbies. Each visit lasts approximately 3 hours.

The nature of the impact and the engagement between the musicians and patients, staff and family members varies according to the setting.

It is expected that the Evaluation Consultant will be able to observe a minimum of 6 ward visits over the period of the evaluation.

### 5.2 Aims

These are the key aims of the *Kids' Classics* programme:

- To deliver professional music into paediatric settings with the aim of providing opportunities for access to and participation in music for a wide range of children, particularly those for whom such opportunities are currently limited;
- To offer activities which provide distraction and promote relaxation through the presence of music and the opportunity to engage with music for patients undergoing stressful treatment;
- To create an atmosphere within paediatric settings which can promote social interaction and communication between patients, family members and staff;
- To enable best practice delivery of music activities by professional musicians and provide training and support to musicians working in paediatric settings;
- To sustain and grow *Kids' Classics* as an organisation able to effectively deliver its programme of activities to an excellent standard within a wider range of healthcare settings across Ireland.

### 5.3 Evaluation priorities

- Following consultation with key stakeholders and a review of the evidence surrounding the use of music in paediatric settings, the following have been identified as the key priorities for evaluation;
- To assess the extent to which the *Kids' Classics* programme is enabling and widening access to and participation in music through its programming of music activities in hospitals;
- To assess the effectiveness of *Kids' Classics* activities in providing distraction and promoting relaxation for patients and their family members within the hospital settings in which they are delivered;
- To assess whether *Kids' Classics* activities are effective in promoting social interaction and communication between patients, family members and staff within the hospital settings in which they are delivered;

- To explore the wider impact of *Kids' Classics* activities on the hospital environment and on staff and patients;
- To assess how *Kids' Classics* can effectively support and develop the skills of the musicians with whom it works;
- To identify and develop best working practices within the organisation and the strengths and weaknesses of the model used for delivering the programme.

It is expected that a specific set of evaluation questions will be derived from these priorities by the Evaluation Consultant.

## 5.4 Evaluation approach

We envisage that the Evaluation Consultant will wish to take a mixed methods approach to evaluation. The proposed evaluation framework will ensure effective routine monitoring. In addition, it is likely to feature tools and evaluation methods including (but not limited to) some of the following:

- Observation of ward visits;
- Interviews to explore the impacts of the programme on patients and their family members (likely to be interviewed together) and on hospital staff and music practitioners;
- Focus groups designed to explore the experiences of a range of project stakeholders, including hospital staff and musicians;
- Reflective diaries maintained by music practitioners;
- Surveys and questionnaires for patients and family members and staff designed to gather both quantitative and qualitative data for analysis;
- Creative and more open opportunities for patients, staff and family members to contribute feedback;
- High quality documentation of project outcomes and processes, through video and photography.

## 5.5 Ethics Approval

*Kids' Classics* is working closely with the clinical staff at the hospital and has applied for Ethics Approval for this project based on the contents of this brief.

The Evaluation Consultant will be expected to ensure that all ethical issues are managed appropriately and that appropriate informed consent for evaluation activities and video and photographic documentation is sought and received. He or she will be expected to liaise closely on these issues with the Evaluation Project Team and clinical and hospital staff as part of the evaluation process.

The Evaluation Consultant will be expected to respect the sensitive nature of the paediatric setting and the needs of patients and family members and staff.

## 5.6 Intellectual Property

It is important to recognise that while the Evaluator will have named credit to the Final Paper of findings, all intellectual property generated within the contracted project will remain with *Kids' Classics*, and all data/ results will be shared with the larger commissioning group including the Community Foundation for Ireland, the National Concert Hall and Our Lady's Children's Hospital, Crumlin.

## 5.7 Funder and project stakeholder information

### The National Concert Hall, Dublin

Ireland's National Concert Hall is regarded by performing artists as one of the finest concert halls in Europe. At the heart of Dublin's city centre it boasts a thrilling programme of the world's greatest performers and Ireland's finest musicians, with a vision to excite and engage audiences and enhance immeasurably the cultural life in Ireland.

Since its opening in 1981, The National Concert Hall has constantly grown and broadened its audience, recording more than 330,000 patrons. The number of events promoted exceeds 1,000 annually, reflecting a range of music genres including classical, rock, contemporary, indie, and more. Through its investment in projects relating to music in healthcare (including *Kids' Classics*), cultural integration and social cohesion, the NCH continually sees the benefits to adults and children across Ireland. To deliver this extensive set of musical experiences, and our Education and Outreach Programmes, it relies on a range of external funding sources including the support of the public and private sectors, as well as philanthropic sources and private donations.

As a national cultural institution, the National Concert Hall is at the centre of the musical and cultural life of the country.

<https://www.nch.ie>

### The Community Foundation for Ireland

The Community Foundation for Ireland (CFI) is a donor services and grant-making organisation. It works with donors who are seeking to make a difference to groups in Ireland and beyond to tackle particular social issues with meaningful grant-making. It connects people who care with causes that matter. Since 2010 one of its private family funds has provided over €60,000 in funding to date to the *Kids' Classics* programme. Their interest was the result of one family member having spent much of his childhood in hospital, making this an issue close to his heart.

Supporting a programme such as *Kids' Classics* provides CFI with a great opportunity to allow its donor family to see their philanthropy in action, addressing an issue with which they have a deep connection, whilst maintaining their anonymity.

The CFI and the donor family firmly believe that the *Kids' Classics* programme is a very positive intervention for children in hospital and that the impacts are immense. However it feels that an evaluation is required in order for *Kids' Classics* to become sustainable in the long term, and for it to attract the larger scale sponsorship which it deserves into the future. The vision for the future will be to see *Kids' Classics* firmly embedded as a core programme within the hospitals in which it currently works and within the New National Children's Hospital.

<http://www.foundation.ie/>

### Our Lady's Children's Hospital, Crumlin

Our Lady's Children's Hospital, Crumlin is Ireland's largest tertiary children's hospital with 227 beds, including 23 PICU beds. A public voluntary hospital, it is the national referral centre for many paediatric specialities, including cancer, cardiology and cardiothoracic surgery and burns. The hospital became involved with the *Kids' Classics* programme in 2008 and the programme has run continuously since then.

Evidence has shown that music can help relieve the stress of hospital visits/stay and connects with children and young persons in an affective and enriching way, as well as normalising the clinical environment, with benefits for staff as well as patients and their families. Supporting the *Kids' Classics* programme helps the Hospital fulfil its goal of treating patients in a holistic and family-centred way. This approach recognises that a children's hospital must seek to meet the developmental needs of children. The Hospital is strongly supportive of the evaluation of the *Kids' Classics* programme as a means of identifying clearly how *Kids' Classics* might help it to fulfil its goal.

<http://www.olchc.ie/>