



**QUEER BRITAIN**

THE NATIONAL LGBTQ+ MUSEUM

**REQUEST FOR PROPOSAL  
EVALUATION CONSULTANT**

# ABOUT QUEER BRITAIN

## QUEER BRITAIN

THE NATIONAL LGBTQ+ MUSEUM

Queer Britain is the UK's first and only LGBTQ+ museum, and it's for anyone.

Our work is recognised with

- Museum Association's Best Small Museum of the Year award in 2022
- Time Out's *Best of the City* in 2024
- Best LGBTQ+ Venue from Blue Badge Access Awards in 2025

We welcome an average of 30,000 visitors each year, telling unheard LGBTQ+ stories, from a LGBTQ+ perspective.



IMAGES EVENTS AND PROJECTS AT QUEER BRITAIN

**OUR VISION** To progress Britain's understanding of itself by giving queer stories and experiences their rightful place.

**OUR MISSION** Queer Britain works to Reclaim and Preserve queer people's stories and objects and Inspire by celebrating and educating about LGBTQ+ lives, impact and culture.

**OUR VALUES** We are Open - everyone is welcome and respected. We are Courageous - we act with boldness and seek out the truth. We are Connected - we are collaborative and connected to culture.



# ABOUT OUR VISITORS

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Our visitors are from all over the world, with stories in our guestbook representing the full spectrum of the LGBTQ+ community, as well as our allies throughout family, friends, and colleagues. We are for anyone.

## OUR VISITORS

- 30% of visitors live in London
- 36% of visitors live around the UK
- 34% of visitors are international



## SOCIAL MEDIA

Instagram: 36.4k  
X (twitter): 19k  
Facebook: 3.5k  
LinkedIn: 6.7k  
TikTok: 2.7k

## PATRONS

We have 12 Patrons (and growing), each contributing between £2.5k and £25k per year in philanthropic support

## EVENTS

Our audience-centred events programme attracts an additional 1,000 visitors per year

## MEMBERS

We have over 300 members of the Museum, with an annual membership between £120 and £1,000

## E-NEWSLETTER

Over 6,000 people receive our newsletters, with an open rate of 70%.

IMAGES VISITOR HEXAGONS TELLING US THE IMPORTANCE OF INCLUSION

## ABOUT OUR EXHIBITIONS

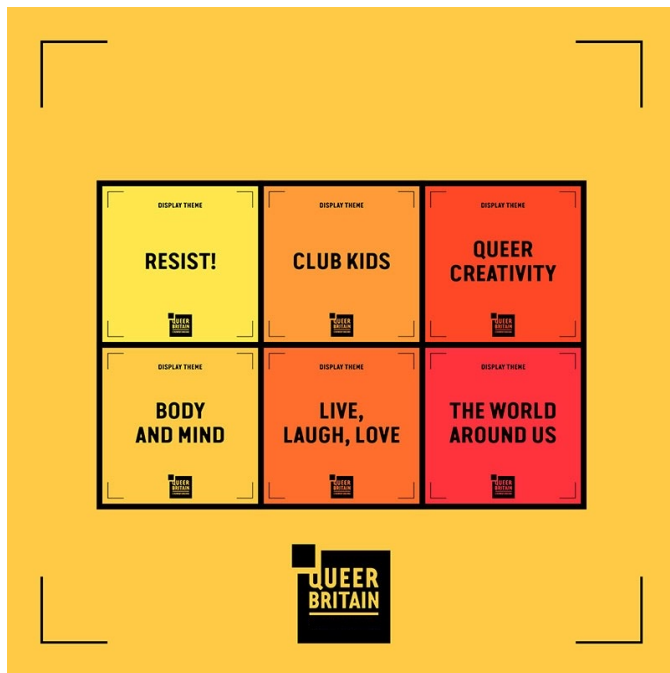
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In February 2026, we will open the next phase of Queer Britain with six themed displays, telling even more unheard stories from all over the UK.

Working with community organisations and other galleries, libraries, archives and museums, our co-curation methodology places lived experience at the heart of storytelling.

Our exhibitions are supported by a programme of public engagement events, and a community-focused approach to building a museum collection.



### **RESIST!**

Exploring the many and varied activist movements, groups, and individuals that have fought for our rights and pursued a better world for us all.

### **CLUB KIDS**

Highlighting the ways in which LGBTQ+ people and our sub-cultures have come together outside of mainstream social settings.

### **QUEER CREATIVITY**

Showcasing queer artists across music, cinema, poetry, visual arts, literature and exploring the ways LGBTQ+ lives have been represented through the arts.

### **BODY AND MIND**

Unpacking queer experiences of health, illness, and disability from the good to the bad, and challenging what we think we know about queerness.

### **LIVE, LAUGH, LOVE**

Sharing the everyday, but unheard, stories of queer life through the lens of family, home, and domesticity.

### **THE WORLD AROUND US**

Looking the place of LGBTQ+ people in wider British society and stories of individuals who have made great strides in the face of structural adversity.

# ABOUT THE PROJECT

## PROJECT DESCRIPTION

### Purpose of the Commission

To design an evaluation and impact framework for Queer Britain Museum that can evidence the impact of our work across our core pillars.

- Exhibitions & Displays
- Building a Collection
- Public Programme

The framework will combine quantitative data and qualitative feedback to measure and demonstrate the reach, experience, and outcomes of our activity for: visitors; participants; staff; volunteers; community co-curation partners; and funders.

It will have an important role in helping Queer Britain assess effectiveness, improve practice, communicate value, and meet external reporting requirements.

### Scope of Work

The consultant will report directly to the Chief Executive Officer but also work collaboratively with:

- Collections & Programme Team (Curator, Assistant Curator, Collections Manager, Public Programme Manager)
- Community co-curation partners (charities, community groups).
- Focus groups with visitors, volunteers, co-curation project participants.

### Methodology

The work undertaken should be

- Trauma-aware
- Community-centred
- Intersectional
- Culturally competent

### Activity

- Analysis of existing qualitative and quantitative data.
- Up to 6 consultation workshops / stakeholder interviews / focus groups to provide an opportunity for our community to input to the framework and methodology
- Review of key funder reporting frameworks
- Training of staff and volunteers so they are able to support the process through capturing data, undertaking visitor surveys, and encouraging visitors and participants in our programmes to provide feedback.

### Deliverables

1. Evaluation & Impact Framework tailored to Queer Britain (working to our three core pillars of activity).
2. Data model, including KPIs, outcomes, indicators and metrics.
3. Evaluation tools, including survey instruments, interview guides, etc.
4. Testing and refinement process document.
5. Implementation guidance and training for staff, volunteers, and partners.
6. Final report summarising findings, methodology, framework, and recommendations.

# ABOUT THE PROJECT

## PERSON SPECIFICATION

### PERSON SPECIFICATION

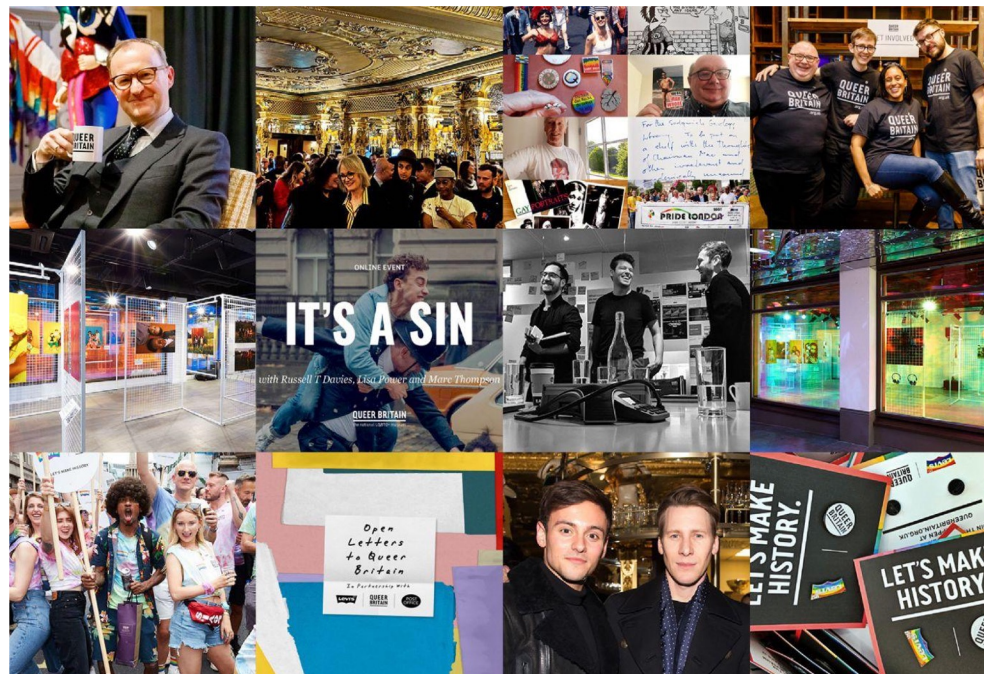
Our ideal consultant would be someone with expertise in:

- Evaluation and impact measurement in small independent museums or arts organisations
- Co-produced and participatory evaluation
- Working with marginalised communities (including trauma-aware methodologies)
- Equality, diversity, and inclusion frameworks
- Translating evaluation into actionable organisational tools

- Someone excited about the prospect of supporting a cultural organisation with inclusive storytelling at the heart of everything we do.
- A dynamic individual, with the ability to work independently, and yet collaboratively across the entire organisation
- An excellent communicator, and confident with technology

If you would like an informal discussion about this project, please book an appointment with our Chief Executive using the online link below:

<https://calendly.com/andrew-given-queerbritain/evaluation-consultant-chats>



IMAGES OBJECTS ON DISPLAY AT QUEER BRITAIN

# DETAILS AND HOW TO APPLY

## TERMS & CONDITIONS

**REPORTS TO**  
Chief Executive

**BUDGET**  
£5,000  
(including any  
travel expenses or  
materials)

**DURATION**  
We anticipate this  
project to take  
place over 6  
months, starting in  
March 2026 but  
this is negotiable

**SUBMISSION  
DEADLINE**  
Monday 16  
February at 10am



## PROPOSAL REQUIREMENTS

Proposals (a maximum of 10 pages)  
should include:

- A cover letter outlining your approach & methodology
- Team CV(s) / bios
- Executive summary of a relevant case study
- Two referees (will be contacted only on appointment)

Please proposals to  
[recruitment@queerbritain.org.uk](mailto:recruitment@queerbritain.org.uk) with  
'Evaluation Consultant' in the subject  
line