



QUEER BRITAIN

THE NATIONAL LGBTQ+ MUSEUM

REQUEST FOR PROPOSAL EVALUATION CONSULTANT

ABOUT QUEER BRITAIN

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

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



IMAGES VISITOR HEGAXONS TELLING US THE IMPORTANCE OF INCLUSION

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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

MEMBERS

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

EVENTS

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

E-NEWSLETTER

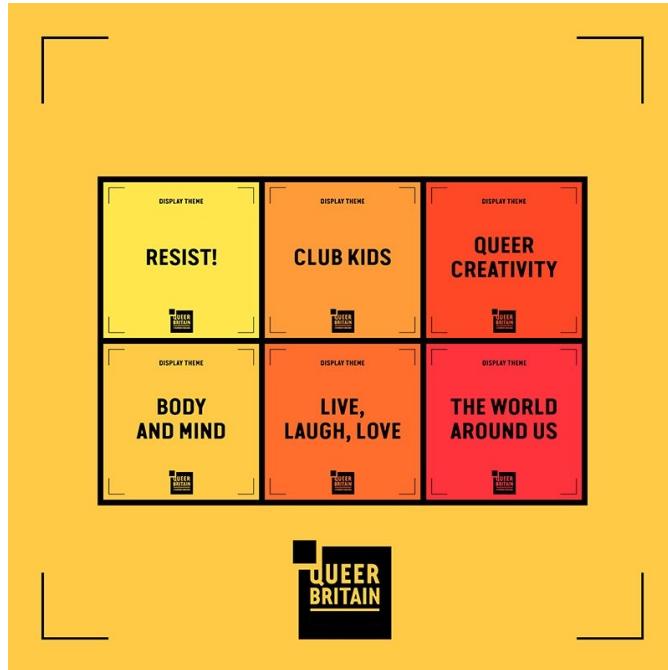
Over 6,000 people receive our newsletters, with an open rate of 70%.

ABOUT OUR EXHIBITIONS

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.



QUEER BRITAIN

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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

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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

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 with 'Evaluation Consultant' in the subject line