

Literature Works

Word on Tour live literature tour January to September 2018

Word on Tour is a 26-venue live literature tour to libraries in Devon, Somerset, and Cornwall and Scilly. It is aimed at stimulating reading and ideas, attracting new audiences and showcasing writing talent in the South West - all in the form of a thought provoking and entertaining night out. Word on Tour is a partnership between Literature Works and the South Western Regional Library Service.

Each event aims to be a stimulating pairing of two writers. For example, this may be a combination of one published novelist and one spoken word poet, two novelists or one published poet and one musician.

The majority of events start at 7pm and close at 9pm. They will be fairly intimate affairs, with the majority of regional libraries being able to host, on average, an audience of 40 – although some are larger venues. There will be one or two daytime events on the tour, aimed at families during the school holidays.

Our ambition for Word on Tour

The tour is funded through a grant from Arts Council England's Strategic Touring Fund. This is how we summarised our ambition in our bid -

"We wish to create a lasting network that connects new audiences with South West writers, local libraries and community/voluntary groups. As part of the process, all parties will gain the experience, confidence and commitment to collaborate on future promotions of live literature activity. The tour will play to local strengths and experience, but will also place structure around the future of the network through intelligence sharing and ongoing digital/web-based promotion hosted by Literature Works."

About Literature Works

We are the regional literature development agency for south west England, a registered charity and an Arts Council England National Portfolio Organisation. We develop community initiatives to engage people with the social benefits and pleasures of creative writing and reading. We work closely with libraries and a wide range of other partners. We provide opportunities for writers to develop their craft and support them to sustain a living as writers.

Evaluation brief

We seek an experienced independent evaluation consultant to devise and implement a process for evaluating and reporting on the success of our project against the following key aims -

1. To develop the skills and relationships for a live literature network to flourish in South West libraries
2. Use of a community-based approach to marketing and audience development that will bring in new audiences that do not habitually engage with literature or use libraries.

We also require the consultant to advise on applying the intelligence and lessons learned from the tour to an online resource or guide to support SW libraries with planning future live literature events.

Outputs and measures of success

We have identified the following outputs and measures of impact -

- Average audience of 40 people per event, split equally between paying attendees and comps, of whom 15 have never before attended a live literature event
- Demonstrable immediate impact through audience satisfaction and measures of community engagement/cohesion.
- Libraries report improved skills, local networks and confidence to promote future events
- Writers report an enhanced sense of themselves as performers and as members of a useful, active regional writing community that supports their work
- Writers are either existing members of the Literature Works South West Writers Directory, or join this free resource as a result of the tour
- Participating writers see a rise in their profile and an increase in commissioned work

Longer-term, we anticipate increased use of public libraries, more frequent or adventurous borrowing of books, and engagement with reading.

Contractual terms

In return for the delivering the services outlined above, we can offer a freelance fee of £3,000 inclusive of VAT and expenses. We anticipate that the work required will be undertaken in three phases: preparatory work up to the end of December 2017, surveying from January to September 2018, analysing and reporting on findings October and November 2018.

Subject to discussion with our chosen consultant, distribution and collection of questionnaires will be supported by Literature Works, by participating libraries and by our freelance Tour Manager. However, we anticipate that the evaluation consultant will wish to attend a sample of events and conduct some face to face interviews during the tour.

Expressions of interest

We seek expressions of interest in the form of a CV with the names of two professional referees that we may approach and a covering letter/proposal on not more than two sides of A4 that outlines -

- a) The skills, experience and interests that you will bring to the brief
- b) Your methodological approach
- c) An indicative timeline with estimated number of days required in order to deliver the brief
- d) Your initial thoughts on how we might apply the lessons learned to a lasting legacy resource.

Please submit your expression of interest by email to Helen Chaloner, CEO of Literature Works – ceo@literatureworks.org.uk

Closing date for expressions of interest is 5pm on Friday 24th November.