

External Evaluator Brief



Project: Coalface to Wildspace: Yorkshire

Organisation: Froglife

Location: Remote with occasional travel to project sites / offices.

Duration: 4 years (2026–2030)

Fee: £10,000 (plus VAT if applicable)

Reports to: Head of Conservation and Impact

The External Evaluator will be supported by Froglife's Head of Conservation and Impact, who has allocated time to the project evaluation (including the recruitment and management of the Evaluator). In addition, the project delivery team will take responsibility for collecting agreed monitoring data to ensure the Evaluator's time is used most effectively.

1. Organisation Overview

Froglife is a UK-wide reptile and amphibian conservation charity founded in 2002. Our mission is to 1) make practical differences to improve amphibian and reptile habitats 2) engage diverse communities and encourage learning about wildlife conservation 3) inform global research on amphibians and reptiles.

2. Project Overview – Coalface to Wildspace

The Coalface to Wildspace, supported by The National Lottery Heritage Fund, will work in Yorkshire to achieve landscape-scale habitat creation and restoration.

Coalface to Wildspace: Yorkshire project's Approved Purposes are:

1. Undertake a programme of capital works across 17 sites in Yorkshire to restore and create 93 freshwater bodies and 71 associated terrestrial habitats for the benefit of amphibians, reptiles and other species.
2. Deliver the Activity Plan as outlined within your application, including: Wildspace Guardianship Scheme and provision of training; Wildspace Gardening Workshops; Wildspace Amphibian Hops; parade workshops and parades; Wildspace Festivals; and volunteering opportunities.
3. Develop new interpretation offers through digital content, including producing speaking sculptures and a 3D film.
4. Recruit a Project Manager, a Project Assistant and two Trainees (as outlined in your application).
5. Provide ecological connectivity and increase access to heritage in underserved areas by creating six Neighbourhood Wildlife Corridors, incorporating community 48 community-built small ponds and 300 nature friendly stepping stones.
6. Ensure that species and population data is recorded and shared through the National Biodiversity Network.



3. Purpose of the Evaluation

The evaluation will provide an independent assessment of how effectively the project is delivering against its approved purposes and outcomes, using the Heritage Fund's evaluation framework (heritage, people, communities). Specifically, it will:

1. Measure the extent to which project outcomes have been achieved.
2. Demonstrate the impact on heritage, participants, and communities.
3. Provide learning and recommendations to strengthen delivery.
4. Capture good practice and lessons to share with funders, partners, and the wider sector.

4. Scope of Work & Expected Outputs

The External Evaluator will:

- **Co-design an Evaluation Framework** (building on Froglife's standardised internal evaluation processes).
- **Review project monitoring data** collected internally, supplementing with independent data collection where appropriate.
- **Apply mixed-method approaches**, such as surveys, interviews, focus groups, case studies, participant stories, and observation.
- **Assess equity, diversity, and inclusion** impacts.
- **Yearly Reporting:** Provide interim evaluation reports at the end of each year with practical recommendations.
- **Final Report:** Deliver a comprehensive end-of-project evaluation report synthesising learning, impact, and recommendations for legacy and replication by the end of Year 4.

Outputs Required

1. **Evaluation Plan (2026):** Framework setting out approach, tools, and measures.
2. **Year 1 Report (2027):** Progress review with early recommendations mainly focused on refining data collection and management.
3. **Year 2 Report (2028):** Mid-point progress assessment with recommendations and refinements for third year delivery.
4. **Year 3 Report (2029):** Progress review with final delivery recommendations and focus on project legacy.
5. **Final Evaluation Report (2030):** Comprehensive analysis of outcomes, legacy, and good practice case studies and compliance with The Heritage Fund reporting requirements.
6. **Presentation of findings** to Froglife staff, trustees, and stakeholders



5. Skills and Experience Required

- Proven track record in evaluating heritage, conservation, and/or community engagement projects, ideally with The Heritage Fund.
- Experience with qualitative and quantitative methods.
- Knowledge of participatory and inclusive evaluation approaches.
- Strong analytical and communication skills with the ability to produce accessible, evidence-based reports.
- Desirable: interest in nature conservation.

6. Application Process

Applicants are invited to submit:

1. A **summary of relevant experience** (max. 2 pages), including any evaluation work funded by The Heritage Fund.
2. A **delivery proposal** (max. 2 pages) outlining:
 - Proposed methodology and approach
 - How data will be collected and analysed
 - How equality, diversity, and inclusion will be addressed
3. A **covering letter (1 page)** explaining interest in this opportunity.
4. Optional: Examples of previous evaluation reports.

Applications should be sent to jenny.tse-leon@froglife.org by **30th October**.

7. Selection & Scoring Criteria

Applications will be assessed against the following criteria:

- **Relevant experience** (30%) – Demonstrated track record in evaluation, particularly for heritage/community projects.
- **Proposed approach & methodology** (40%) – Suitability, robustness, and alignment with NLHF Good Practice Guidance.
- **Understanding of inclusivity and community engagement** (15%).
- **Value for money and ability to deliver within timeframe** (15%).



8. Additional Information

- Froglife welcomes applications from all backgrounds, including under-represented groups.

