



Evaluation Consultant Brief: St Leger 250

Heritage Doncaster – Who are we?

Heritage Doncaster are a [Doncaster Council](#) service formed in 2014. It operates the Council's heritage sites and services including the Danum Gallery, Library and Museum (in partnership with Doncaster Libraries), Cusworth Hall & Park, City of Doncaster Archives, and a heritage learning and outreach service.

We are committed to providing heritage for all and embed ourselves at the heart of Doncaster. We are bold in our aspirations and adapt innovatively to the world around us. Partnership working is at the heart of what we do.

As well as delivering services at our sites, we are also embedded in our communities across the width and breadth of Doncaster. This includes our History, Health and Happiness programme, which strives to tackle social isolation and enhance the wellbeing of residents across Doncaster.

Background

The St Leger 250 project, funded by the National Lottery Heritage Fund, marks the 250th anniversary of the St Leger Stakes, the world's oldest classic horse race. The project celebrates Doncaster's unique heritage, engaging local communities, schools, and visitors through events, exhibitions, and learning activities.

Horse racing in Doncaster has centuries of tradition, with roots stretching back to Roman cavalry exercises and medieval horse trading along the Great North Road. By the 18th century, local estates and aristocratic patrons elevated the town's racing profile, with Doncaster Mansion House becoming a centre for race-day hospitality.

Competition with York spurred Doncaster to create prestigious prizes, most notably the St Leger Stakes in 1776. Founded by Anthony St Leger, its innovative format—a single decisive race for younger horses—redefined the sport. The first winner, owned by the Marquess of Rockingham, anchored the race in Doncaster's Georgian heritage.

Through the 19th and 20th centuries, the St Leger grew into a major social and economic event, drawing elites and later thousands of visitors via special trains. In modern times, its



prestige has endured, with Queen Elizabeth II among its regular attendees. Today, it is the oldest of Britain's five Classic races and a cornerstone of Doncaster's identity.

Beyond sport, the St Leger embodies intangible heritage—customs, oral histories, and equine trades—while its four-day festival continues to define the town's atmosphere. Celebrating its 250th anniversary offers a chance to honour Georgian origins and 250 journey, safeguard heritage, and highlight Doncaster's enduring cultural and international reputation.

Evaluation brief

An external evaluator is required to assess the project's delivery, impact, and legacy, ensuring accountability to the Heritage Fund and providing learning for future heritage initiatives.

Heritage Doncaster is seeking an evaluation consultant to help us to understand the impact of the Heritage Funded project, St Leger 250, and its legacy for the project partners and participants, and internally for Heritage Doncaster.

The evaluation will:

- Assess how well the project met its stated aims and objectives.
- Measure the impact on participants, audiences, and stakeholders.
- Capture lessons learned for future heritage projects.
- Provide evidence of outcomes required by the Heritage Fund.

The appointed evaluator will be expected to:

- Develop an evaluation framework.
- Review project documentation, plans, and monitoring data.
- Conduct interviews and/or surveys with project staff, partners, participants, and volunteers.
- Assess the effectiveness of community engagement and inclusivity.
- Evaluate the quality and reach of project outputs (events, exhibitions, learning resources).
- Provide analysis of outcomes against Heritage Fund criteria.
- Produce a final evaluation report with clear findings, conclusions, and recommendations.



The consultant would be required to:

- Be familiar with Heritage Fund requirements for the evaluation of projects and have experience in this area.
- Understand the scope and outcomes of the project.
- Agree the content and method of the evaluation with the Project team, producing an evaluation framework that is complementary to our existing health and wellbeing evaluation processes.
- Understand the benefits for the public that the project aims to provide.
- Understand specific additional needs of project participants.
- Be experienced in creative evaluation.
- Be able to be flexible in adjusting the content/ format of the evaluations if required.
- Work closely with the Project team, and wider staff group within Heritage Doncaster.
- Undertake evaluation and observation throughout the course of the project.
- Interview project participants, volunteers and staff members on site and remotely.
- Produce a final report, including executive summary, methodology, key findings, case studies/testimonies and recommendations.
- Provide Heritage Doncaster with a set of accessible research data for future usage that will work alongside other project and service evaluation.

Timetable

- Tender issued – 14th May 2026
- Deadline for submissions – Monday 1st June 12 noon
- Decision communicated to applicants – Monday 8th June
- Agree evaluation process – Monday 22nd June
- Monitor activity – 22nd June 2026 – 31st January 2027
- Final evaluation report delivered – by 31st January 2027



Payment and terms

A fee of £4500 is payable for the above contract, subject to Doncaster Council's standard terms and conditions. The invitation to submit does not constitute an offer.

Submission details

Please submit the following:

- A proposal outlining approach, methodology, and timeline. 5-pages maximum.
- Examples of previous relevant evaluation work. 5-pages maximum.
- CV(s) of key personnel.
- A cost breakdown within the £4,500 budget.

To Rachel Blake, Partnership & Engagement Manager rachel.blake@doncaster.gov.uk by Monday 1st June at Noon.

Your quotation will be assessed on experience, understanding of heritage and creativity in a ratio of 40:40:20

'Thanks to National Lottery players'