

The Big One Hundred: The next chapter for Ashdown Forest – Evaluation Brief

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The Big One Hundred

ABOUT THE BIG ONE HUNDRED

To mark 100 years of A.A. Milne's Winnie-the-Pooh stories, Ashdown Forest, home of the original Hundred Acre Wood, will partner with Trigger in summer 2026 to deliver The Big One Hundred. Supported by Wealden District Council, Arts Council England & The Ashdown Forest Foundation

Trigger is creating a new story for Ashdown Forest that uses imagination, play and storytelling to encourage nature connection and to care for this landscape which holds environmental and cultural significance for the next 100 years.

Through a series of interactive performances and events, visitors will be invited to explore the Forest where Christopher Robin once played, meeting a new character and discovering the natural world through curiosity.

Alongside this, Trigger will deliver a Learning and Participation programme which will include workshops, interactive events and a bespoke activity pack.

Trigger are seeking an Evaluation Partner to create and implement an evaluation framework and methodology for the project; lead data collection and analysis with project stakeholders and deliver a final designed evaluation report for public and internal dissemination.

ABOUT TRIGGER



Trigger dream-up, create and produce bold and brave live events. We interrupt daily life, reimagine and revive public spaces and put audiences and togetherness at the heart of everything we do. Our work is accessible, inclusive and boundary pushing. It's always memorable, often large-scale and outdoors. We create epic imaginative spaces, fly giant dragons and grow magical pop-up gardens. We showcase new, emerging, inspiring talent.

Our work highlights issues that are important to us all, even if they are difficult to navigate. Trigger is for everyone, and everyone is invited.

We are motivated by social and ethical issues, we explore often taboo or difficult issues in light, fun and joyful ways. We care more about the impact of the work on the audience than we do about fitting into a particular art form.

Trigger is a registered charity and is led by female Global Majority Co-Directors Angie Bual and Natalie Adams. Our core team and operational base is located in the village of Blagdon in The Old Post Office, North Somerset.

Registered Charity Number: 1194328

www.triggerstuff.co.uk

Additional information: Trigger are an Arts Council England NPO and with quarterly reporting requirements. The Evaluator can have access to our existing data capture tools such as Audience Finder and/or the Insight & Impact Toolkit.

LOCATION

The evaluation partner is a remote working role with some onsite attendance required in and around Ashdown Forest, Wych Cross, Forest Row RH18 5JP.

TIMELINE

- April 2026 – Evaluation framework and Theory of Change development
- May 2026 – Evaluation tools and methodology confirmed
- July – August 2026 – Fieldwork and data collection during live events
- September – October 2026 – Analysis and draft evaluation report
- November 2026 – Final designed evaluation report delivered

EVENTS & AUDIENCES

Audiences will include:

- 18th-19th July – 1 Weekend event at Ashdown Forest, estimated public audience of 3,000 people
- 5 x events across weekends from 18th July – 31st August 2026 estimated public audience of 1,000-2000 across each weekend.
- School workshops with 25 children at 52 schools in the region estimated audience of 1,300 children

Community engagement offers across the project include:

- Create a creature competition for primary school age children across Sussex running from February-April.
- Bespoke education pack created and distributed focused on reading and nature connection released in May.
- Free workshops at schools across the Wealden district throughout June 2026
- Participation programme alongside performances across the 6 weekend events July – August.

FEE

There is a fee of £5,000+VAT (if applicable) for this project.



PoliNations Trees by Trigger, at Shangri-La Glastonbury Festival 2025, captured by Giulia Spadafora

ROLE SUMMARY

The Evaluation Partner will be responsible for delivering the following:

- An initial formative meeting with Trigger and key project partners (including Ashdown Forest and Wealden District Council) to agree evaluation priorities, success metrics, desired outcomes and working processes.
- Ensure the evaluation framework aligns with Trigger's Theory of Change and supports Trigger's wider organisational evaluation, learning, and reporting needs as a charity and NPO.
- The design and delivery of a clear evaluation framework and action plan, including:
 - A Theory of Change
 - Key research questions
 - Indicators and success measures aligned to project aims

- Methodologies for data collection across live events, workshops and participatory activity
- The establishment of proportionate baseline measures where appropriate (e.g. attitudes to nature, conservation awareness, access to cultural experiences), to support meaningful reflection on change.
- The design and implementation of evaluation tools, including surveys, questionnaires, observational methods and qualitative feedback mechanisms, suitable for family and community audiences in outdoor settings.
- Live fieldwork and data collection during project delivery at Ashdown Forest and touring locations across Sussex.
- The creation of 1–2 short case studies, agreed with Trigger, suitable for public dissemination and reporting to funders and partners.
- Formative progress check-ins with the Trigger team during delivery, providing insight into how the evaluation is progressing (rather than evaluation findings), to support learning and reflection in real time.
- A draft evaluation report shared with Trigger for feedback.
- A final designed evaluation report, measuring the impact of the project, including:
 - Quality of experience for participants and audiences
 - Reflections on access, inclusion and engagement with nature
 - Learning and recommendations for future delivery and legacy
- Participation in a summative evaluation meeting with Trigger to reflect on findings and explore recommendations for future development.
- Ensure all data collection, analysis, storage, and reporting is carried out in line with GDPR and data protection legislation, including secure handling of personal data and appropriate consent processes.

ESSENTIAL EXPERIENCE & EXPERTISE

The Evaluation Partner (individual or organisation) must demonstrate:

- Proven experience of evaluating arts, cultural or creative engagement programmes, including participatory, community-facing and/or family-focused work.
- Experience of designing and delivering mixed-method evaluations, combining qualitative and quantitative approaches (e.g. surveys, interviews, observation, case studies).
- Experience of developing and working with Theories of Change, outcomes frameworks, indicators and impact measures.
- Ability to engage sensitively and effectively with a wide range of stakeholders, including community participants, artists, creative practitioners, delivery partners and funders.
- Experience of conducting live evaluation in operational settings, such as events, outdoor programmes or site-specific work.
- Excellent written and verbal communication skills, with the ability to translate complex findings into clear, accessible reporting for different audiences.
- Knowledge of, and ability to work within, safeguarding policies and ethical evaluation practice, particularly when working with children, young people and families.
- Capacity to work collaboratively with Trigger's project team and partners, responding to feedback and adapting approaches where necessary.



- Demonstrable experience of **GDPR-compliant data collection and management**, including ethical research practices and secure handling of participant data.

DESIRABLE EXPERIENCE

Experience of evaluating environmental, climate, nature-based or place-based projects, particularly those focused on access, inclusion or conservation.

- Experience of developing evaluation frameworks that meet Arts Council England requirements.
- A strong understanding of the Arts Council England funding landscape, including evaluation, learning and reporting requirements for publicly funded work.
- Familiarity with Arts Council England NPO evaluation tools, such as:
 - Audience Finder / The Audience Agency
 - Insight & Impact Toolkit
- Experience of embedding formative evaluation and reflective practice into live projects to support learning during delivery, not just at the end.
- Experience of producing designed or visually engaging evaluation reports, suitable for public dissemination and advocacy.
- Experience of working on touring projects or programmes delivered across multiple locations.
- Understanding of evaluation approaches that foreground access, equity and inclusion, particularly for audiences who may not traditionally engage with arts or environmental activity.
- Experience of working with cross-sector partnerships, for example arts organisations collaborating with environmental, heritage or community organisations.

HOW TO APPLY

To apply for the position, please provide the following information to recruitment@triggerstuff.co.uk **by Monday 23rd March at 9am.**

- A comprehensive CV/portfolio detailing your relevant experience/previous evaluation projects and a link to your website
- A covering letter outlining your experience and suitability for the role and how your experience matches the criteria above (no more than 2 sides A4 pages). This letter should include an outline of how you would approach this project from an evaluators point of view.
- A quote/breakdown of costs, in line with the budget/fee mentioned above.
- A completed equal opportunity's form, available [HERE](#)

If you would like an informal conversation about the role ahead of making an application, please contact recruitment@triggerstuff.co.uk

We also accept the above information in video or sound format.

Please note, any incomplete applications received will not be considered.

Successful applicants will be asked to provide 2 referees. All offers of employment will be subject to the receipt of satisfactory references. All applicants must be eligible to work within the UK.

Please submit your application by email with 'Trigger Education Specialist Application' in the subject line to recruitment@triggerstuff.co.uk.



Application Deadline: Monday 23rd March 9am

Interviews will be held on Thursday 26th March online on Teams.

EQUAL OPPORTUNITIES

Candidates who are shortlisted for interview will be given the opportunity to specify any access needs so that appropriate adjustments can be made.

Trigger strives to be an Equal Opportunities Employer and to ensure that no person is unfairly discriminated against in its recruitment and selection policies and procedures. Trigger welcomes applications from all sectors of the community, regardless of age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex, sexual orientation or any other equality characteristic and makes appointments based solely on ability to fulfil the duties of the post. We actively welcome applications from individuals with backgrounds currently under-represented in the arts.

Your application and any associated personal information will be stored and processed in accordance with our Privacy Policy. We will keep your equal opportunities form for a period of 6 months, after which point, the data will be anonymised and aggregated for monitoring purposes. If you are employed by us, the information you supply will be kept securely and will form part of your employment record. All information will be treated in confidence and will not be seen by staff directly involved in the appointment and used only to provide information for monitoring and evaluation purposes.