1. Project summary

Corinium Museum, managed by Sports and Leisure Management Ltd and owned by Cotswold District Council, has been successful in securing a Round 1 pass from the Heritage Lottery Fund for their £1m ‘Community Discovery Project’ capital and service development project. The project is about creating a museum fit for the 21st century, maximizing on the building spaces, enhancing the visitor journey through reinterpretation and flow, working with new partners to produce a vibrant programme of archaeology related events and activities, whilst reducing energy costs and increasing income making the museum more resilient. This will be achieved by redesigning the prehistory, early Roman galleries, building a new Discovery Centre, installing a central information desk, and creating a new garden.

2. Job Description

The Corinium Museum are looking to recruit an Audience Development Consultant to assist with the production of an Activity Plan for Round 2 of a Heritage Lottery Fund bid for their Community Discovery project.

3. The Brief

A Stage One bid to the Heritage Lottery fund has been successful and the project has now moved into the development phase. We wish to appoint an Audience Development Consultant to work with the Lifelong Learning Officer in developing the project activity plan for further submission to the Heritage Lottery Fund as a Round 2 bid.

The successful consultant will assist with the planning, organisation and implementation of a number of consultation sessions engaging with existing and target audiences to take place in September 2015 to July 2016. The consultant will collate and review the information gathered at these events using it to inform recommendations that will contribute to the activity plan. We want the consultation with target audiences to inform and shape our approach to the interpretation in our new galleries and test the activities, events, workshops and other means of engagement that we are planning to ensure their meet needs. There will
be an emphasis on "hand on" activities from previous audience research that we want to refine further. We are looking for the consultations to act as a means of formative evaluation, piloting and trialling different activities. We envisage that this might mean up to 7 consultation sessions, one with each target group involving representation from at least 4-5 groups or individuals in each. The consultant will be responsible for recruiting participants to the session.

**Additional Information**

3 years of visitor numbers information and 1 year of visitor surveys will be available to the successful applicant. The Mission Statement, Vision and core message of the Museum and other relevant information will also be shared.

**4. Current and Target Audiences**

Our current audiences are:

- Adults 26%
- Families 26%
- Seniors 24%
- Children 20%

And our target audiences for the project are:

- Families with young children under 5
- School children at primary level
- Young People (13 – 18 years)
- Tourists visiting the area
- People with Disabilities
- Adults

**5. Outputs**

- Consultation plan
- Report with write ups of each session that summarises implications for audience development for Activity Plan (so contributing to section 2 of the Plan).
6. Relevant Experience and Skills

- Familiar with heritage and community engagement projects, and the development of Activity Plans for HLF bids;
- Experience of working effectively with community groups for consultation;
- Experience of working as part of team;
- Good interpersonal and communication skills;
- Good organisational, time-management and project-management skills;
- Enthusiasm for the project and flexibility in approach;
- Experience of using different consultative techniques.

7. Reporting

The consultant will primarily report to the Project Manager, who will liaise directly with the lead for the project, Amanda Hart and through her have significant contact with the and wider project team, specifically in relation to Lifelong Learning and the Activity Plan development with the Learning Development Officer.

8. Fees

Based on the tasks outlined above the budget for the Phase 1 project work will be £7,200 that includes all material, expenses and travel. All prices quoted are inclusive of VAT.

Venue costs are excluded from expenses to be covered by the consultant, as are any necessary incentives and expenses for participants that will be met by the museum.

9. Tendering Requirements

A tender response to this brief should outline (in no more than 6 pages of A4) the following:

- Approach to the work
- Relevant experience
- Full qualifications of the person or persons who will work on the project. (This person/s shall not be removed from the project without approval from the Project Advisory Board)
- Methodology, milestones and timetable
- Number of days work
- Two referees

Quotation in the form of a lump sum fee inclusive of all expenses, including travel, printing, etc and VAT.

Expenses are to be included in the fee and should allow for meetings with consultation groups required throughout the period plus all other meetings as required to satisfy statutory authorities and other interested parties, to the submission of the Round 2 application. Expenses should include all travel, subsistence, accommodation, printing, duplicating, photography and similar expenses. Any necessary incentives and expenses for participants will need to be met by the consultant within the overall fee.

The fee submission should where possible be priced individually to reflect the Scope of Work outlined above.

8. Deadline
The deadline for applications is 5pm on the 31st July 2015.

Interview provisional date 14th August 2015.

9. Contact details
Amanda Hart, Director of the Corinium Museum
amandahart@slm-ltd.co.uk
01285 655611

For further information or for an informal discussion please contact the Museum Director.