

# Consultant's Brief

## Breaking Barriers: Phase 2

### 1. Background

Renaissance South East (RSE) developed the Breaking Barriers pilot project in 2010 in response to an identified gap in audience development, data collection and analysis across museums in Hampshire and the Isle of Wight. The key aims of the project were to support:

- Better understanding of audiences
- Better understanding of the needs of audiences from the local community
- Developing robust Audience Development / Community Engagement Strategies and Action Plans
- Creating a framework of collecting and sharing data

The first phase of the project supported nine museums in Hampshire and the Isle of Wight. The project comprised of four elements:

1. The gathering and analysing of user and non user data
2. Supporting museums to develop their Audience Development or Community Engagement plans
3. Training
4. Researching and recommending sustainable data collecting frameworks

A report highlighting the findings of Phase 1 of the project is available on-line: or on request from the Project Manager.

### 2. Project – Phase 2

Phase 2 of Breaking Barriers will build on the success and recommendations of the Phase 1 of the project. The key aims of Phase 2 are to support the Breaking Barriers participating museums to:

- Develop relevant and sustainable data collection frameworks
- Experience and use a variety of data collection tools
- Share findings and audience data through cluster groups
- Strengthen and build relationships with local communities

### 3. Purpose of consultancy

We are now inviting tender proposals to support the delivery of Phase 2, working with the following museums:

- Dimbola Lodge
- HMS Warrior 1860
- Mary Rose Trust
- New Forest Centre and Flora Twort Gallery
- Petersfield Museum
- The Royal Green Jackets (Rifles) Museum
- Royal Navy Submarine Museum
- Royal Marines Museum
- The Vyne (National Trust)

#### 4. Project Brief

This project will operate in two stages. Funding for Stage 2 is subject to confirmation.

##### Stage 1:

Provide bespoke 1 to 1 support to the nine participating museums to:

- Review existing data collection practices/ frameworks and reporting systems at each museum
- Provide an assessment report and make recommendations for consolidating and improving data collecting practices and reporting systems
- Work with participants to create and develop appropriate and sustainable frameworks for data collection and reporting

##### Stage 2 (subject to funding confirmation):

Enable the creation of Data Collecting and Sharing clusters by:

- Facilitating three sharing and training events for the Breaking Barriers museums
- Mentoring the Breaking Barriers Museums to become ambassadors of good practices in Data Collection and Audience Development
- Consulting with three local museum networks to establish need and appetite for creating Data Collection Clusters
- Develop a road map of how to establish Data Collection Clusters in Hampshire and Isle of Wight

#### 5. Key dates

Stage 1 of The project will start on 9 May and finish by 30 June 2011. Funding for stage 2 is subject to approval. Key dates are:

1. Deadline for tender submission	20 <sup>th</sup> April 2011
2. Meeting with project team	4 <sup>th</sup> May 2011
3. Project commences	9 <sup>th</sup> May 2011
6. Stage review/ next steps meeting	17 <sup>th</sup> June 2011
4. Draft (interim) report submitted	27 <sup>th</sup> June 2011
5. Invoice completion of stage 1	27 <sup>th</sup> June 2011
6. Start of stage 2	1 July 2011
7. End of stage 2	28 February 2012

#### 6. Method of work

Renaissance South East does not wish to be prescriptive in terms of methodology, but it will have to take into account and include the outlined project brief (section 4). Your proposal should include methodologies for both stages, however these should be presented and quoted for separately.

The methodology will be agreed at the start of the project with the Project Manager and form part of the contract.

The contract is offered on a freelance basis. The consultant will be expected to work from their own offices.

## 7. Confidentiality

The consultant is required to maintain the confidentiality of all proprietary or privileged information to which they will be exposed whilst undertaking this project.

## 8. Budget

### Stage 1

The budget available for Stage 1 is **£10,000**, including travel and other expenses but exclusive of VAT.

### Stage 2

The budget available for Stage 2 is **£5,000** including travel and other expenses but exclusive of VAT. This is currently subject to approval from funders.

## 9. Tender

The tender documentation should not exceed 2,000 words (excluding annexes) and should include:

- A response to the project brief (section 4) for both stages
- An outline of how you propose to deliver the project
- Details of frameworks, methodologies, approaches proposed in the delivery
- A timetable for delivery
- Detailed budget breakdown for the project, including any VAT expenditure required for each stage
- A statement of the number of days/ hours each team member will work on the project along with their job title and daily rates (if applicable)
- Details of other costs. These should be described in sufficient detail to allow assessment of reasonable costs and more generally the efficiency of the proposed approach

The following should be included as appendices:

- Details of the personnel proposed to carry out the work (if applicable)
- Relevant examples of previous work
- Names and contact details of two referees
- Details of your levels of insurance (see note below)

**Note:** The minimum insurance levels required for this contract are:

- Public liability: £1 million
- Professional indemnity: £1 million
- Employers liability: £1 million

## 10. Skills and experience

The appointed consultant(s) should demonstrate within the brief their:

- knowledge and experience of audience development, data collection frameworks and reporting systems
- experience of working on similar projects
- experience of working with various types and sizes of organisations
- experience of working with Trustees, volunteers as well as paid members of staff
- ability to travel throughout Hampshire and Isle of Wight
- flexibility and ability to manage their own schedule with relation to planning meetings and support sessions with the partner museums

### 11. Appointment process

The deadline for submitting a proposal is **20<sup>th</sup> April 2011, 12pm**. It should be returned to Mairead O'Rourke at:

E: [mairead.orourke@hants.gov.uk](mailto:mairead.orourke@hants.gov.uk) or,

15 City Business Centre, Hyde Street, Winchester, Hampshire, SO23 7TA

All submissions will be acknowledged via email only.

The tenders will be reviewed by Renaissance South East Officers. The successful consultant will be notified by **3 May 2011**.

### 12. Key contact

To discuss the project or for more information contact Mairead O'Rourke, Project Manager Museum Development Fund

E: [mairead.orourke@hants.gov.uk](mailto:mairead.orourke@hants.gov.uk)

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