



supporting inspirational learning  
about plants and their importance

## Brief for Consultant Content Development for BGEN Website, Summer 2011

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### Background

BGEN (Botanical Gardens Education Network) is a professional networking and development organisation for staff and volunteers working within botanic gardens.

BGEN's mission is: *To support inspirational learning about plants and their importance*

The BGEN website ([www.bgen.org.uk](http://www.bgen.org.uk)) was launched in 2009 and the content has been developed and added to since then. The website is a first point of reference for BGEN members and non-members.

An external evaluation of the website, completed in February 2011, highlighted that it could do more to excite people about our mission and to convey some of our passion. Specifically the report recommended adding the following key elements:

- The Why: describing all the impacts of good plant-based education, for instance how it contributes to a bigger picture of social and environmental well-being
- The Who: a sense of individual personality and enthusiasm
- The What: plenty of images or information about plants and botanic gardens, as well as images showing more people i.e. members doing their work / taking part in events / participants in learning
- The How: calls to action

### The BGEN Communications Team wishes to contract a freelance consultant to...

- Research and write additional content for the website to address the issues raised above
- Research and procure the images suggested above
- Ensure that all content is fully credited and referenced where needed (i.e. image credits etc).
- Add the additional content and images to the BGEN website

### Delivery

Content should be added to the website and the project complete by the end of August 2011.

### Budget and payment

- £1500 maximum (including VAT) is available for this work, payable by cheque or bank transfer on receipt of an invoice
- Budget should include any travel, subsistence and expenses.
- The consultant must be registered as self-employed and must hold their own professional indemnity and public liability insurance.

**Please register your interest** in this contract by sending a covering letter to Barbara Murphy [[B.Murphy@kew.org](mailto:B.Murphy@kew.org)] no later than 24 June. The letter should outline how you would approach the project, breakdown of costs, a summary of your relevant skills and experience (including a small sample of your writing) and details of two referees.

If you have any queries about this contract, please do not hesitate to contact one of the members of the BGEN Communications Team:

Kate Measures on [katemeasures@hotmail.co.uk](mailto:katemeasures@hotmail.co.uk)  
Cath Weeks on [cath.weeks@forestry.gsi.gov.uk](mailto:cath.weeks@forestry.gsi.gov.uk)