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Hastings Pier Charity HLF project

Invitation to tender for a Learning and Interpretation Consultancy with a significant digital learning element.

Hastings Pier Charity (HPC) is seeking a Learning and Interpretation Consultant with a good understanding of using digital technology in creative and engaging ways, to work with the team at HPC and the appointed design company.

Context summary

In August 2013 Hastings Pier Charity (HPC) officially took ownership of Hastings Pier. Thanks to £13.9million of funding - £11.4million of this from the Heritage Lottery Fund (HLF) - demolition, construction, education and outreach work is well underway. It will be a 21st century pier with safe substructure, new decking, a new visitor centre and 'digital memory', education space, restaurant and a year round programme of events.

The HLF has funded a five year Learning, Education and Volunteer programme, which focuses on heritage learning and community engagement. The Activity Plan has five distinct target audiences: local families, low income adults, young people, schools and local residents. The plan includes a wide range of projects all linked to the heritage of the pier. Alongside this there is an ambitious plan to deliver interpretation with a focus on digital and outdoor learning.

Designmap (www.designmap.co.uk) have been appointed as the interpretation designers. They have produced a concept design, which we will share with the appointed consultant.

The Consultant's Work

We would now like someone to help us take a strategic review and create a full, content driven, audience focused concept plan for interpretation. Once the full concept plan has been approved by HLF we would then like further input from the consultant to help us during build and development of the interpretation content in detail.

Expected outputs from the consultant's work:

- a coherent interpretation strategy, largely realised through digital means
- a concept design that can be approved by HLF

The consultant's work will include some level of research into the kinds of approaches that the team could take, the kind of content they have and how it could be used, identifying potential further content and ways of using it.

We will be looking for creative ideas that:

- capture the essence of the people's pier
- engage a range of audiences with the pier's heritage
- use digital technology creatively to encourage and demonstrate participation by our audiences

Consultant attributes

We are seeking an experienced and knowledgeable consultant, who:

- (essential) specialises in learning and interpretation
- (essential) has significant experience in relevant roles
- (essential) whilst not a digital specialist, has at least some experience / expertise in planning interpretation using digital technology
- (highly desirable) can offer a positive, collaborative approach and bring their own fresh ideas and enthusiasm
- (highly desirable) can meet regularly with the team at HPC in Hastings or at a mutually convenient meeting point, so that as many discussions as possible are face to face
- (ideally) has worked closely with a museum design consultancy in a similar role, preferably in HLF projects or similar

Consultant fee and time allocation

A fee of up to £9,000 is available, inclusive of VAT. The agreed fee will be paid in three equal instalments at the beginning, middle and end of the project.

We expect some of this work to take place in Hastings, some at other archive repositories and some from home. An additional £1000 is available for project costs such as additional travel (outside of visits to Hastings), admin, stationery and research related costs.

Timeline

April: Consultant recruited. Induction.

April/May: Research and project familiarisation. Team meetings.

June: Interpretation strategy and content plan ready for review by HLF; presented by consultant and HPC team.

July: Further input during actual development of interpretation content

Pay schedule

April: 1st instalment after mutually signed contract

June: 2nd instalment upon submission of satisfactory Interpretation Strategy and Content Plan

(tbc) August: 3rd instalment upon submission of satisfactory Digital Strategy

Application

Please provide:

- an outline statement of your approach for this contract
- a suggested cost plan. We suggest that you make your estimate following a discussion with Beatrice Rapley (see below).
- please include a clear statement of your day rate(s) for this contract..
- full CV
- examples of relevant recent work
- contact details of two appropriate current client referees in the heritage or arts sector
- evidence of relevant professional indemnity insurance with a minimum value of £250,000

Head your e mail: Learning and Interpretation Consultant application and send it to: Beatrice Rapley, Learning and Education Manager:
beatrice.rapley@hpcharity.co.uk

Deadline: 6pm on Monday 23rd April.

Interviews: Thursday 2nd April in Hastings*

**if this date is difficult for you, please contact Beatrice Rapley and we will try to accommodate your availability*

Selection criteria

Selection for interview will be on the basis of

- relevant expertise and experience
- suggested approach
- availability
- cost effectiveness

Enquiries / more information

For further information on this contract and / or for an informal chat about the work or to find out more, please contact Beatrice Rapley on a Tuesday, Thursday or Friday: 01424 435587