



**Landscape
Institute**
Inspiring great places

**Capability Brown Festival
Brief for Appointment of
An Owners' Manual/Volunteer Toolkit
Consultant/Consultancy**



©Portrait of Lancelot 'Capability' Brown, c. 1770-75, Cosway, Richard (1742 - 1821)
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Owners' Manual and Volunteer Toolkit Consultant/Consultancy: Capability Brown Festival
Contract delivery timeframe: November 2015– February 2016

1. Background

2016 marks the 300th anniversary of the birth of Capability Brown, a designer who changed the national landscape and created a style which has shaped people's picture of the quintessential English countryside. As the first ever celebration of Brown's extensive works, the Festival brings together a huge range of events, openings and exhibitions. New research and a full listing of his sites will help build knowledge about Brown and fix him at the forefront of modern thinking on design and management of the natural environment. Brown's sites will be made accessible for families, adults and urban audiences, and volunteers supported to increase their skills in site interpretation, guiding and writing. Artist, inventor, genius; Brown's work has already influenced many at home and abroad. The Festival will inspire new generations of visitors, participants and experts to leave a legacy of new information, skills and enthusiasm for landscape.

Full details of the project can be found at www.capabilitybrown.org

About the Capability Brown Festival

The Capability Brown Festival is a nationwide celebration of the 300th anniversary of the birth of Lancelot 'Capability' Brown in 2016. The Festival unites 20 partner organisations, in the UK's largest festival of its kind to date. It is funded with a grant from the Heritage Lottery Fund, and is managed by the Landscape Institute. The project has two key strands. The first will increase public access to the sites Brown created and advised on. The second strand is dedicated to discovering more about Brown's work.

Partners

Founding partners: English Heritage Trust, National Trust, Historic England, Natural England, Parks & Gardens UK, VisitEngland, VisitBritain, National Garden Scheme, The Historic Houses Association, The Gardens Trust, Kolab, National Association of Decorative & Fine Arts Societies

Festival partners: Blenheim Palace, Royal Horticultural Society, Bridgeman Images, The Embroiderers' Guild, The Georgian Group, Heritage Open Days.

The Landscape Institute

The Landscape Institute is the royal chartered body for landscape architects. It represents professionals in the UK working across planning, design and the management of urban and rural landscape. The Landscape Institute campaigns to protect conserve and enhance the natural and built environment for public benefit. Through its advocacy programmes it champions landscape, and the landscape profession, in order to inspire great places where people want to live, work and visit.

www.landscapeinstitute.org

The Capability Brown Festival received a Stage Two Heritage Lottery grant of £911,100 earlier this year to run the Festival.

The Project is run by the Landscape Institute with guidance from the Capability Brown Festival Project Management Board.

A full pack of information will be made available for candidates interested in tendering for the Owners' Manual/Volunteer Toolkit contract. These documents will spell out the agreed Festival aims and objectives and will include the Festival timescales and HLF objectives. Please contact Lindsay McPherson (Lindsay.McPherson@capabilitybrown.org) to receive a full information pack.

The successful consultant/consultancy will report to the Deputy Director Audience Development and Volunteer Programmes and will be provided with additional papers pertaining to the Festival.

2. Role profile

The Capability Brown Festival is seeking a Consultant/Consultancy with proven experience of researching and writing owners' manuals and volunteer toolkits. The Owners' Manual and Volunteer Toolkit will comprise of two pieces of work. The Festival is working with stakeholders with varying levels of experience in opening to the public and working with volunteers, including small privately-owned historic homes and landscapes, some of which may have no staff at all and limited resources but a willingness to engage with the public at a level appropriate to their size and resources. The Consultant/Consultancy will be required to undertake training on the practicalities of small sites opening to the public, volunteer recruitment and volunteer management for some Festival partners and participating sites.

The Owners' Manual/Volunteer Toolkit will help the Festival team manage and support the relationship, roles and responsibilities with;

- volunteer partner organisations,
- sites and their Festival volunteers
- Individual volunteers.

The Festival is funded by a Second Round HLF grant and the Consultant/Consultancy must have experience of working with volunteers and volunteer management, particularly with small sites and organisations new to opening to the public and working with volunteers. Consultants must be familiar with the HLF guidance on Volunteering Good Practice. The Consultant/Consultancy will be

expected to be connected with the project from November 2015 until February 2016, undertaking specific pieces of work within that time frame.

3. Responsibilities

- To research and write an overarching Owners' Manual/Volunteer Toolkit in two parts, comprising both a manual for owners on opening their landscape to the public and a toolkit on working with volunteers. The document will offer a framework for:
 - a) Owners who have limited experience in opening to the public.
 - b) Brown sites participating in the Festival to work with volunteers at their sites for mutual benefit, of sites, volunteers and the Festival.
 - c) Research volunteers, either individuals or those connected with sites or members of our partner organisations.

In addition, the Consultant/Consultancy will be expected to:-

- To undertake two training sessions and a filmed webinar for sites and partners in conjunction with the Festival's Deputy Director Audience Development and Volunteer Programmes. The webinars will be recorded and uploaded onto the Festival website under the "Resources" tab.
- Work in conjunction with the Festival team, partners, Brown sites and any appointed researchers, writers, graphic and web designers and PR consultants to deliver finished products in a timely manner to Festival Brand guidelines.
- Ensure that the Owner's Manual/Volunteer Toolkit is suitable for web download.

4. Points to consider

In writing the Owners' Manual/Volunteer Toolkit the Consultant/Consultancy will need to consider the following points:-

- The Owners' Manual/Volunteer Toolkit needs to take into account the wide range of sites and their differing needs in terms of support.
- The Owners' Manual/Volunteer Toolkit should include information and guidance on key issues such as health and safety, accessibility, interpretation and promoting your site to the public, along with examples of best practice. Further details are included in the supporting information to this brief. Information can be collated from existing sources.
- The Owners' Manual/Volunteer Toolkit will concentrate on supporting sites to build their volunteer numbers and volunteer management skills. It must cover a wide range of topics including guidance on how to recruit, train and manage volunteers, good practice case studies relevant to smaller sites and templates for volunteer role profiles.
- The Research Volunteers element of the toolkit should consider the recruitment processes of new research volunteers by the Festival, Festival partners and participating sites, including;
 - The management of volunteer expenses
 - Advice for research volunteers themselves, their roles and responsibilities.
 - Researchers role within the Festival

- This piece of work will need to be undertaken in conjunction with the Festival's Research Publications and Communications Officer and the Chair of the Festival's Knowledge and Research Group.
- The Owners' Manual/Volunteer Toolkit should signpost for further information where relevant.
- The production of the Owners' Manual should include direct consultation/discussions with a select representative group of the Festival partner's members, to make sure the Manual is representative of the diverse range of sites involved, whilst being engaging.
- Our partner the National Trust will not be required for consideration in this piece of work.
- The Owners' Manual/Volunteer Toolkit will act as a legacy document.

5. Requirements for this tender

Your proposal should include:

- An approach to the project methodology.
- Up to date CV(s).
- Proven track record.
- Two client references.
- A fixed fee showing rates, including all fees and expenses.
- A projected timetable based on the Festival GANNT chart (to be provided in the full information pack).

6. Experience and skills

- Proven experience of writing manuals, guides and volunteer handbooks or toolkits tailored for small sites and organisations.
- Proven experience of volunteer management and development in the heritage sector, or landscapes and country houses.
- Experience of working on HLF or similarly funded heritage volunteer projects.
- Familiarity with the HLF guidance on Volunteering Good Practice.
- Ability to account for expenditure following HLF guidelines.
- Ability to engage and work with Festival partners with varying degrees of experience in opening to the public and working with volunteers.
- Ability to run training for professionals, private land owners and volunteers.
- Excellent organisational skills.
- Ability to ensure key milestones are achieved and a tight timetable followed.
- An interest in landscape, gardens, architectural or heritage issues.

7. Contract

It is envisaged that the appointee would be contracted from late November /early December 2015 with the delivery of the Volunteer Toolkit January 2016, and training by end of March 2016.

8. Fee

Tenders invited in the region of £9,000 (including VAT) for the Volunteer Toolkit and up to £500 for travel expenses with agreement from the Festival.

9. Timescale

A response to this brief is required by **Sunday 1stth November at midnight (12am)**. The interview date is planned for Tuesday 10th November.

The submission should be emailed to:

Lindsay McPherson,

lindsay.mcpherson@capabilitybrown.org with "CBFVOL" in the subject line

or posted to:

Lindsay McPherson, Festival Administrator

Capability Brown Festival

Landscape Institute

107 Grays Inn Road

WC1X 8TZ

Please mark postal submissions with "CBFVOL"

10. Terms and Conditions

We will require Professional Indemnity Insurance Cover.

11. Contact

For further information, please contact Melissa Tettey, Deputy Director, Audience Development and Volunteer Programme, 020 7685 2663, or email Melissa.Tettey@capabilitybrown.org

Landscape Institute

October 2015