

## Colchester + Ipswich Museums

### **Brief: Marketing and Graphic Design of Museums Schools and Tourism Marketing resources**

#### **1. Introduction**

The Training Museum is a workforce transformation programme for Colchester + Ipswich Museums (CIMS), supported by Arts Council England's Resilience Fund for the period 2015-18.

The aims for the project include:

- opening-up new incomes streams for the museum service
- inspiring future generations of museum professionals, by working with schools to develop new museum-practice based learning opportunities
- sharing experience and learning within the wider sector

To support the achievement of these aims CIMS is seeking to appoint a communications agency, or a graphic designer together with a marketing specialist, to deliver three pieces of work:

**Schools marketing** materials, which fore-front the roles within museums and new Training Museum resources alongside existing sessions and loans boxes.

**Tourism marketing** materials to take to shows and festivals that raise the profile of the museum venues as cultural attractions.

**Evaluation Snapshots** that provide a summary of the experiences and learning from The Training Museum to share with stakeholders as well as the wider museum sector.

CIMS branding guidelines should be used to inform the approach and consultation with Council communications teams will be factored into the timetable.

## 2. The Brief

In consultation with museum staff, the successful appointment will be required to deliver the following pieces of work:

**Schools marketing:** to produce an annual strategy and resources that fore-front the roles within museums, including new Training Museums resources alongside existing sessions and loans boxes. We would expect this to include:

- a recommended strategy for reviving and sustaining our communications with schools locally, county-wide and regionally, positioning our offer within the wider context of museums and heritage schools provision.
- Graphic design work for digital/print marketing materials (such as fold-out leaflet or poster) in multiple formats that enable these to be available online, through email distribution or printed for postal mailings.
- Templates (such as Publisher or Illustrator) for supplementary information. These will enable CIMS to produce further documents in the future e.g. teachers pre-visit notes or classroom activities. Training Museum illustrations, matching those used throughout the CIMS website, should be used as visual indicators of the subject or type of activity. Ideally the successful consultants will provide training for staff in the use and editing of these templates.

**Tourism marketing** materials to take to shows and festivals that raise the profile of the museum venues as cultural attractions. We would expect this to include:

- Graphic design of 6 pop-up banners, one for each of CIMS' 6 venues.
- Graphic design of 6 DL leaflets that provide general information for each of CIMS' 6 venues.
- Recommended stands or other resources suitable for tourism marketing (these may extend beyond the available budget and if so, will be considered for future funding applications).

**Evaluation Snapshots** that provide a summary of the experiences and learning from The Training Museum to share with stakeholders, as well as the wider museums sector. We would expect this to include graphic design for 4x downloadable or printable A4 posters. They will include qualitative and quantitative data and should be presented in an accessible, engaging and visual way. The complete data will be available in January 2018.

- **The Training Museum Overview** (a summary of what the project has contributed to its overarching goals)
- **Training** (with staff, trainees and volunteers)
- **Schools** (primary resources, Takeover Days, work experience and careers fairs)
- **Culture change** (to reflect changes to staff roles, recruitment, investment in new ideas, and skills and profile development).

### 3. Timetable

Mon 4 Dec 2017, 10am	Deadline for proposals
Fri 8 Dec 2017	Applicants notified of outcome
Wed 13 Dec 2017	Start-up call/or meeting in Ipswich where possible
Mon 29 Jan 2018	Deadline for draft marketing strategy and designs to be discussed at a meeting that week
Mon 12 Feb 2018	Deadline for final marketing strategy and designs to be discussed by phone or at a meeting that week
By the end of Feb 2018	Commence print or production of marketing materials. Deliver staff training as appropriate to museum teams.
By Fri 16 Mar 2018	Sign off of the agreed marketing strategy.

### 4. Budget

There is a maximum budget of £3500 available for the design and strategy work. We welcome proposals from individuals/companies who can deliver all or part of the brief. Where proposals are for part only, the budget should reflect this.

A further £1000 is available for the print and production of the marketing materials where recommended and this budget should be considered in the proposed strategy for the schools work, and suite of resources for the tourism marketing. Ideally, suitable printers should be recommended and specifications be provided. We would consider proposals that incorporate these within their costs, where this service is offered as part of their business or through established partnerships.

### 5. Apply

Please submit your proposal for this work, clearly articulating how you would approach it and all relevant experience.

These should be sent by email to [elizabeth.fox@colchester.gov.uk](mailto:elizabeth.fox@colchester.gov.uk) to 07940462077 discuss.