

# Consultancy Support for Heritage Fund Activity Planning

**Role:** Consultancy Support for Heritage Fund Activity Planning

**Location:** Home based; ability to travel to Devizes, Wiltshire, for meetings

**Reporting to:** Programme Manager

**Contract:** March 2024-April 2025

Wiltshire Museum is seeking Consultancy Support for Heritage Fund Activity Planning for the duration of the Development Phase of The National Lottery Heritage Fund (NLHF) supported *Assizes for Devizes: Unlocking Wiltshire's Stories* project.

*Assizes for Devizes* is an ambitious large-scale redevelopment project to revitalise the currently derelict Devizes Assize Court as a community hub and new home for the Wiltshire Museum and its internationally important collections. The project is a collaboration between Wiltshire Museum, which will manage the project and run the building, and the Devizes Assize Court Trust (DACT), which owns the building.

Development funding of £300,748 has been awarded by The National Lottery Heritage Fund to help Wiltshire Museum, working closely with the Devizes Assize Court Trust, to progress plans for the project before applying for a full National Lottery grant in 2025. If successful, work would start on the Assize Court building in three- or four-years' time, with a target opening date of 2030.

Wiltshire Museum wishes to appoint an experienced consultant to work with the Project Engagement Officer and Programme Manager during the project's Development Phase. The consultant will provide support and mentoring to staff in developing a diverse and engaging Activity Plan and fully costed Action Plan to support our NLHF Delivery Phase application.

Maximum available budget, including expenses but excluding VAT: £9,000

## The brief

Wiltshire Museum wishes to appoint an Activity Planner Consultant to support the Project Engagement Officer in the development of an Activity Plan ahead of a NHLF Stage 2 application submission.

The main output of the appointment will be an Activity Plan that fully complies with current National Lottery Heritage Fund (NLHF) guidance. This Plan should be informed by an understanding of Wiltshire Museum's core and potential audiences and the barriers they face, alongside challenges and opportunities for engagement. The Plan will build upon audience development work undertaken in advance of our NLHF Development Phase application, including an outline activity plan and market assessment. The work undertaken will inform interpretation planning and exhibition design, and business planning.

See NLHF Activity Plan guidance: <https://www.heritagefund.org.uk/publications/activity-plan-guidance>

The Project Engagement Officer, with support from the Programme Manager, will produce the Activity Plan and accompanying costed Action Plan. The Project Development Team will carry out the majority of consultation and data collection. We seek an experienced consultant to provide support and mentoring to the Project Engagement Officer and wider team during this process to ensure full compliance with NLHF Activity Plan guidance.

The successful consultant will work closely with the Project Engagement Officer and Programme Manager, alongside the wider Project Development Team, additional Wiltshire Museum staff and the wider professional team. We require a flexible approach to mentoring support, through emails, phone and virtual calls, and in-person meetings.

We anticipate this role can mostly be undertaken virtually.

## Outputs/deliverables

The following will be required:

- Initial online start up meeting with the project team
- Review existing audience activity planning work, including market assessment, already undertaken in the project's initial stages and identify recommendations for refinement of Stage 1 bid proposals.
- Mentoring support:
  - Provide advice and support (through email and online meetings) to the Project Engagement Officer at key points in the Development Phase, including start up, consultation and activity planning, developing a framework, and producing a draft and final activity plan.
  - Provide consultation advice and support to the Project Engagement Officer through guidelines and online meetings in:
    - consultation methodology
    - facilitating workshops for audiences, staff, volunteers, members and trustees
    - guidance on drafting plans and scripts for focus groups and individual interviews
  - Give guidance on refining priority audiences proposed in Stage 1
  - Give guidance, through online meetings, to the Project Engagement Officer, Education Officer and Community Curator in developing and delivering structured pilot community projects during the Development Phase, and using these projects to inform activity planning.
  - Provide advice in producing appropriate activities for priority and core audiences.
  - Support the team in costing activities and ensuring they are feasible within the wider project budget, including reviewing draft plans.

- Give guidance and mentoring the project team on using activity planning to inform architect design, interpretation, exhibition design, evaluation and business planning and how to document that.
- Provide an online mentoring session for the Project Engagement Officer and Programme Manager in developing a plan for evaluating outcomes of the activity plan, linking to the project's overall evaluation strategy and plan.

## Contract management

We expect the consultancy support for Heritage Fund activity planning to begin in March 2024 and be completed by April 2025.

The maximum available budget is £9,000 to include all expenses but excluding VAT. The contract will be let by the Wiltshire Museum.

The consultancy will be managed on a day-to-day basis for Wiltshire Museum by the Programme Manager.

## Skills and experience

### Experience

- Track record of developing creative and engaging activity plans for museum projects, informed by audience consultation
- Experience of supporting/mentoring teams in activity planning
- Experience of identifying and developing proposals for creative consultation and co-production opportunities
- Experience of producing robust cost plans

### Knowledge

- Understanding of NLHF guidance and funding requirements
- Understanding of co-production, co-creation and co-curation
- Understanding of the interlinked nature of activity planning, interpretation planning and exhibition design

### Abilities

- Outstanding communication skills with the ability to articulate a vision, strategy or idea clearly
- Ability to support/mentor an organisation over a sustained period
- Report writing

## Award criteria

Submissions will be assessed against quality (60%) and cost (40%) basis. The quality score will be made against the following criteria:

- Evidence of developing a recent Activity Plan that supported a successful museum/heritage organisation capital application (30%)
- Clear approach, methodology and principles for successful mentoring (20%)
- Demonstratable understanding of the National Lottery Heritage Fund process (20%)
- Understanding of the aspirations, purposes, potential and desired outputs and outcomes of the project and those of the NLHF (15%)
- Evidence of the ability to deliver the project on time and within budget, maximising benefit, value and quality (15%)

## To apply

You are asked to submit:

- A CV and outline of previous relevant experience including details of previous projects

- Response to the brief that succinctly demonstrates how you would approach the project, including explaining the knowledge, skills and experience you have to meet the requirements outlined in the brief.
- Personnel and resources you would devote to the project, including an identified lead contact.
- Project fees including expenses and a statement of daily rates.  
*Please give as much detail as possible in terms of cost, including personnel, rates and itemised costs, VAT. We envisage that most of the consultancy will be performed online via virtual meetings and over email and expect this to be reflected in the statement of approach.*
- Names and contact details of two referees.

Payment will be on a staged basis, typically quarterly.

Proposal return deadline: Monday 5th February 2024 at 5pm

Short-listed candidates will be invited to attend a presentation and interview process the week commencing 12<sup>th</sup> February 2024.

Please let us know if you are interested in submitting a proposal by 22<sup>nd</sup> January 2024.

Please email any questions regarding this brief to: Nicola Trowell, Programme Manager  
[nicola.trowell@wiltshiremuseum.org.uk](mailto:nicola.trowell@wiltshiremuseum.org.uk).

Quotations may be submitted electronically with the email header stating: “Activity Planning Tender”

Please send completed tenders to: Nicola Trowell, Programme Manager  
[nicola.trowell@wiltshiremuseum.org.uk](mailto:nicola.trowell@wiltshiremuseum.org.uk).