

## Consultancy Brief for Fund-raising

### Background

Bailiffgate Museum & Gallery is a volunteer-run visitor attraction which is open 6 days a week for 50 weeks a year.

Our museum exists to preserve, record and make accessible the history of Alnwick town and district and to showcase the work of local and national artists within a vibrant, stimulating and aesthetically pleasing environment for the benefit of the community.

As a community museum and one of the largest arts spaces in north Northumberland, we bring cultural opportunities to the most rural county in England. In recent years, this has seen us bring high profile exhibits to rural north Northumberland as well as working in rural and isolated communities where only a few hundred people (or less) may live to celebrate and showcase their unique heritage, traditions and culture.

Each year we welcome 10,000 visitors. Our permanent collection which is displayed across two floors of the museum offers a journey through 10,000 years of history in Alnwick and district. Upstairs in the gallery, we showcase local heritage, traditions and artworks alongside national activity through an ambitious seasonal exhibitions programme. Recently, this has included Illustrating Harry Potter (on loan from Seven Stories, National Centre for Children's Books), paintings from acclaimed artist Stella Vine, and 100 years of Fashion in collaboration with super model, Stella Tennant and featuring designer's gowns and accessories including Prada, Dior and Stella McCartney from her personal collection and a collaboration with Jorvik Museums to bring 'The Vikings' to Northumberland.

We are proud to offer opportunities which enable local people to access cultural experiences and activities not normally available in rural settings. Workshops, talks and targeted activities help to bring local people closer to their heritage and culture. School activities and outreach projects take our collections into communities and help them to discover more about their local heritage and to present it to others through, stories, artefacts and their own voice. Our ambitious programme also ensures we build on our success in attracting visitors from across the world. We support green energy and want to make a sustained contribution to becoming carbon neutral.

Bailiffgate Museum & Gallery is a registered charity and an accredited Museum. We employ one part-time Administrator, and a cleaner. Other consultancy posts include Transition and Programme Manager for the Northumberland Hall project and a

Project Manager for our 'This is Alnwick' project together with an administrator. All other tasks that keep our museum open every day are provided by volunteers with targeted support from external consultants. Main areas of work include Front of House, collections curation, exhibitions, organising events, recruiting volunteers, education, retail, contract management, finance and fundraising, marketing and social media, IT, AV and website development.

We are a membership organisation governed by a board of up to 12 trustees with 11 member representatives (Friends of Bailiffgate Museum) and one trustee nominated by the Alnwick Town Council. Currently we have eleven trustees with one vacancy. The board meets 6 times per year. Each of our trustees has delegated responsibility for an area of our work, to provide a point of contact on the board and facilitate effective links between the board and volunteer teams.

Day to day operations is co-ordinated by our Operational Management Group (OMG) which usually meets monthly. This is chaired by a volunteer and attended by volunteer representatives from different areas of museum operations (education, collections, exhibitions, marketing, retail, website, volunteers etc).

The Museum is recognised for its high standards and professionalism and is well supported by Alnwick Town Council, Northumberland County Council, and Tyne and Wear Archives and Museums.

### **Our commitment to our Volunteers**

Much of Bailiffgate Museum & Gallery's success comes from the strong commitment of our 50+volunteers who bring a wealth of expertise, dedication, loyalty and pride to our organisation. We recognise that volunteering is a two-way process which we try to ensure benefits the volunteers as well as the Museum.

The organisation is committed to using fair, efficient and consistent recruitment procedures for all potential volunteers. We aim to include opportunities for all volunteers who reflect the diversity of the local community and as an organisation we aim to identify appropriate roles to make the most of what volunteers offer, in line with our Strategic aims and objectives. Our Volunteer Strategy is that "Everyone is welcome".

### **NLHF Project – Northumberland Hall**

Bailiffgate Museum & Gallery has been successful in being awarded £189,988 by the NLHF as the Development phase of a major project as part of the Alnwick Place regeneration plan. The project will transform Northumberland Hall, a Grade 1 listed building in the heart of Alnwick into a creative, cultural hub where collections and exhibitions bring to life the past, present and imaginative narratives that celebrate our place and its people.

If the development phase is successful then we will submit our second-round application for the full delivery round which includes reinterpreting our collection and developing an innovative, creative heritage experience for visitors and local people in the heart of Alnwick.

We want to make the most of this unique opportunity to contribute to the economic, cultural and social development of Alnwick and surrounding areas to create an

innovative, community led museum for those who live and work in Alnwick and an outstanding experience for visitors.

### **Vision**

Our ambition is to become a dynamic and inclusive cultural and creative hub in the heart of Alnwick, which builds local skills, pride and confidence and is a catalyst for the regeneration of the town. The experience will share the past, present and imaginative narratives of NE66 and celebrate our place and its people, co-curated by our communities and delivered with our partners.

Relocating to Northumberland Hall, set in the heart of Alnwick's historic marketplace, is an opportunity for our volunteer-run local history museum to reimagine itself as a creative cultural community-led hub for Alnwick and district. The central location and greater space offered by the Hall will provide new programming opportunities to work more effectively with our volunteers, community groups, schools and local businesses, and reach out to new and different audiences, to celebrate local stories and showcase our creativity. We will create a thriving new inclusive, engaging and family-friendly destination with a more sustainable future, by building capacity and new revenue streams that will enable us to develop our team's skills, resources and partnerships as well as generate income.

We will be a new, vibrant and very visible presence in the marketplace, and a catalyst for the regeneration of the town. To achieve this, we want to change what we are, who we work with and how we present narratives of Alnwick and district. We will build new relationships and help grow a strong sense of local pride and ownership through the stories we tell, the collections we showcase and the engaging activities we offer collectively and collaboratively. In particular, we will work with local schools, youth groups and young adults through partnerships, so children and young people can help us shape and deliver our offer effectively. We will also focus on developing our offer to enhance accessibility and diversity by meeting the needs of key groups with special needs, including local home-education families and SEND groups].

### **Summary of work to be undertaken**

We need to raise matched funding to support our Heritage Lottery bid and are seeking a highly skilled fund raiser to secure this additional funding on our behalf.

Identifying and contacting and persuading prospective funders to commit to the Bailiffgate Northumberland Hall project. The target we require to be achieved is a minimum of £660k with a stretch target of £1m.

Researching ethical funders who have an interest in regenerating Alnwick, preserving and repurposing historically significant buildings and their infrastructure for the future and developing a strong community, creative heritage hub for residents and visitors alike.

Overall

- Create a list of potential funders with a strong interest in donating funds to deliver this project which includes supporting the organisation and its operating costs into the first 3 years from opening
- Provide high quality focused events for potential funders to include grant aiding bodies, donations and sponsorship
- Organise high quality presentations to bring the project to life
- Offer a wide range of ways in which contributions can be made, for example, sponsorship of materials, annual grant for first three or more years of trading, skills in kind,
- Develop a range of sponsorship opportunities e.g. sponsor a lift, costs of installing broadband, installing an alarm system and develop the process to achieve this through well laid out plans
- donations, patrons
- Provide easy to use documentation to secure commitment
- Maintain a list of the value of the funds being contributed, by whom and when they will be available
- Provide acknowledgment letters confirming what has been offered
- Respect funders wishes if they prefer to remain anonymous, or not to have their donation publicised
- Seek permission from funders and trustees before making any details of donations public
- Provide accurate reports for the project board and trustees
- Complete funding reports and claims as required for sign off by the Project Steering Group and to the standard required by funders
- Publicise the project widely to generate public interest
- Meet deadlines in a timely manner so that the agreed level of funding is secured in time for submission of the delivery bid
- Provide progress reports and notification of forthcoming events etc
- Provide regular updates via social media accounts (Facebook, X, Instagram)
- Produce and/or commission project publicity including printed leaflets, posters, flyers, adverts
- Liaise with other heritage sector organisations, our partners, tourist and cultural networks to promote Bailiffgate@Northumberland Hall
- Ensure Bailiffgate policies and procedures are adhered to at all times

### **Responsible to: Chair of Trustees**

### **Methodology**

Please set out the approach you plan to take to complete this work. Provide a strategy showing how you will use your time effectively at each stage; critical milestone; include any meetings you envisage; programme of events and publicity.

## **Outputs**

We require

- Mapped out liaison arrangements with architects, designers, consultants, volunteers and marketing team to ensure that everyone is aware of what will happen and when
- A list of funders, contact details, terms and conditions of their funding and any reporting requirements
- Final summary of work achieved in the form of a formal Funding Report

Payment will be within 10 days of successful delivery of all required outputs.

## **Indicative Timetable, subject to funding**

Phase work commences: 8/8/2024

Work completed: 18/10/2024

## **Award Criteria**

Your proposal for undertaking the work should include:

1. Detailed methodology for undertaking the work
2. Outline of the way you will work with volunteers and others involved in the project, including resources required
3. Your experience and expertise
4. Backup arrangements to complete the work
5. The allocation of days across the work
6. The daily charging rate
7. A timescale with key milestones
8. Overall cost for the work

All proposals submitted will be evaluated by Bailiffgate against the following criteria:

1. To what extent does the proposal demonstrate an understanding of the issues (including social values) related to this brief?
2. To what extent are the methodology and methods appropriate to the requirements set out in this brief?
3. What degree of experience does the bidder demonstrate in order to successfully complete the work?
4. How well has the bidder structured a team in order to successfully manage the contract and deliver the required work to the budget and timetable required?

Please provide a table showing:

- costs including expenses excluding VAT
- days allocated and day rate per employee excluding VAT
- any additional resource requirements

Trustees have set a budget for this work and will be relying on grants and volunteer contributions to complete this project. As a Registered Charity we are keen to use public money wisely and will not be in a position to make any awards outside this financial envelope, even though it spans a two-year period.

We have estimated a total of 20 days @ £600 per day for this work (total cost of £12,000 plus VAT).

### **Management of the contract**

The contract will be awarded by 8 August 2024, subject to grant funder's award process.

The anticipated budget is £12k to include expenses and VAT if applicable. The contract will be led by Bailiffgate Museum & Gallery.

**Please submit invoices to The Treasurer, Bailiffgate Museum & Gallery. All other communication should be with the Chair and Company Secretary of Bailiffgate Museum & Gallery.**

Payment on satisfactory completion of agreed stages of work will be made within 10 days of receipt of invoices.

### **Procurement process**

Proposal return deadline: 5pm on 1 August 2024

Bailiffgate Museum & Gallery will notify applicants by telephone of our procurement decision by 8 August 2024, and this will be followed by email confirmation.

Please submit proposals, marked CONFIDENTIAL Fund-Raising Consultancy Proposal to Bailiffgate Museum & Gallery for the attention of Chair of Trustees.

Email to: [companysecretary@bailiffgatemuseum.co.uk](mailto:companysecretary@bailiffgatemuseum.co.uk)

Or post to:

Chair of Trustees

Bailiffgate Museum & Gallery

14 Bailiffgate, Alnwick NE66 1LX

Marked CONFIDENTIAL Proposal for Fund Raising Consultancy

The proposal should arrive no later than 5pm on 1 August 2024 2024.