

## Consultancy Brief Bid Writing

### 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**

Bailiffgate Museum & Gallery has been successful in an award of £189,988 for the Development stage 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.

Bailiffgate would like the successful applicant to prepare and submit a full bid for the Delivery Stage to secure a £2.5m HLF grant towards the £2.8m cost of restoring the building, reinterpreting its 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.

## **Methodology**

Please set out the methodology, including methods, you plan to use to complete a high-quality bid that meet the aims and objectives of this commission and those of HLF. Please set out how you will research the information and data you need to create a high-quality final draft of the bid for the delivery stage of this project, should Bailiffgate be invited to progress to this stage. Please set out the approach you will take to identify and bid for matched funding where required.

The Bid will:

**Accurately reflect** information about Bailiffgate Museum & Gallery, its track record and experience and its capacity to undertake the project, its current management, volunteer support, its relationship with other partners and its centrality to the regeneration programme of Alnwick Town.

**Take full account of the outcomes of the development** stage of the project, including research, key findings, results and final plans for the Delivery of the project

**Bid details** should be based on the work done to date and refined as work progresses and the outcomes of development stage are known. The bid will include the capital work and the operation phase, once the hub is launched. It should draw on the business case, which will be made available to support this work, to include a robust account of financial stability and the main elements that will secure a sustainable, well managed facility with a clear path to future growth.

**Capital costs and funding** for delivery should include all sources of funding, should demonstrate that the work is realistic and achievable as well as representing a good investment for HLF and for matched funders. It should also include all costs and income related to the delivery and launch of the project.

## **Governance management and staff**

Work with Bailiffgate to agree all staffing arrangements and terms of engagement and lines of responsibility and accountability with members of the Bailiffgate Team.

## **Methodology**

Please set out the methodology, including methods, you plan to use to meet the aims and objectives of this commission. This should refer to any additional work, such as familiarisation with the project and drafting time not specifically outlined in your proposal.

## **Outputs**

A high-quality final bid that fulfils the criteria set by HLF and meets the exacting standards of HLF will be the main outputs from this commission. The bid may be used in other grants applications to obtain matched funding.

The bid:

- Format compatible with HLF portal and once agreed with Bailiffgate, should be ready to load
- Character and word count within HLF guidelines
- Error free word copy available electronically and on pen drive

The timescales for this work are important to enable Trustees to meet the expected timetable and standards set by stakeholders and grant funders.

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

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

Work commences: 1 August 24

Bid to be submitted to NLHF: 31/10/2024

### **Award Criteria**

Your proposal for undertaking the work should include:

1. Detailed methodology for undertaking the writing
2. Outline of the internal responsibilities, resources required
3. Details of any interviews, data required from Bailiffgate
4. Experience and expertise of staff allocated to the bid writing
5. Two references for similar work undertaken within the last five years
6. Backup arrangements if any of the allocated staff become unavailable to complete the work
7. The project manager and lead contact (if different)
8. The allocation of days between members of the team, should there be more than one person
9. The daily charging rate of individual staff involved if applicable
10. A timescale for completing the main bid and matched funding bid(s) with key milestones and at least one week before the submission date.

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; including and excluding VAT
- days allocated and day rate per employee including and 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 envelop, even though it spans a five-year period.

Total budget                      £9000 plus VAT

Funding will be awarded bid by bid. Where further bids are required, the contract will be extended subject to satisfactory bids being constructed and positive outcomes

### **Management of the contract**

The contract will be awarded by 8 August 2024, subject to grant funder's award process. The draft Bid should be submitted to Bailiffgate by 18 October 2024.

The anticipated maximum budget for is £9000 to include expenses, but excluding VAT

The contract will be let by Bailiffgate Museum & Gallery.

The Final Bid should be submitted to Bailiffgate for approval on 18 October 2024 and submitted to NLHF by 31 October 2024.

**Please submit invoices to The Treasurer, Bailiffgate Museum & Gallery. All other communication should be with the chair and company secretary of Bailiffgate Museum & Gallery / Transition & Programme Manager.**

### **Procurement process**

Proposal return deadline: 1 August 2024

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

Please submit proposals, marked CONFIDENTIAL Bid Writing 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 and Bid Writing

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