

Consultancy Brief for Design & Interpretation Specialist(s) 2024

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 Appendix 7-Bailiffgate- Design & Interpretation

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

The interpretation and design specialist(s) will provide expertise to develop detailed plans, drawings and specifications for the new creative, cultural hub that will house our collection, provide flexible space for a wide range of community events including temporary exhibitions and outreach oral history projects, touring exhibitions and loans boxes.

Please set out the approach you will take to fulfil the ambitious objectives set by Bailiffgate to develop an exciting and engaging cultural/ creative hub making best use of digital technology to 'tell stories of Alnwick' in an interactive and fascinating way. As part of your methodology set how you will fulfil the specific requirements set out below.

Exhibition Design

- Create designs for the new museum and cultural hub using innovative approaches to collections that are archived rather than on display
- Balance the needs for permanent museum displays, temporary exhibition spaces for mixed media displays, creative and community hub spaces and learning within the interpretative designs
- Tell the story of Bailiffgate and “This is Alnwick”, in cost effective ways, mixing traditional and innovative approaches
- Work with the creative team and architect to establish the conditions needed to collaborate with regional and national museums and galleries to bring exhibitions to Northumberland Hall that were not previously available in Alnwick.
- Provide a blueprint for creating, exhibiting, storing and hiring out touring exhibitions based on the work recently completed during the OOT project, and update, as necessary, the OOT blueprint for touring exhibitions
- Work with the community engagement team to understand the needs and aspirations of the local community and visitors
- Work with the This is Alnwick project team and the creative team to provide a design brief for a flexible, multipurpose community hub
- Work with the creative team to support & train volunteers to plan for a participative visitor experience
- Work closely with the architect during the development phase to produce detailed specs and costings for interpretation and redisplay of the main collection and any essential features to support a wide range of permanent and temporary exhibitions and heritage and cultural events
- Work with the project manager throughout the development phase to provide detailed plans, timescales and costs for the delivery stage
- Provide regular reports to the project team on progress, risks and interdependencies
- Provide timely reviews and learning points for the consultant who is evaluating the project
- Ensure that specifications, costings and designs, are, as much as possible, of minimal environmental impact. This requirement should also be evident in sourcing materials, transport used, waste and the use of green energy
- Ensure that specifications, costings and designs, are, as financially sustainable as possible. Running costs and maintenance are as important in decision making as upfront capital costs
- Ensure that specifications, costings and designs, respect the Grade 1 listing of Northumberland Hall, a major feature of historic interest in its own right by keeping intervention in the fabric of the building to a minimum to ensure minimal harm and maximum public benefit.
- Ensure that specifications, costings and designs make the displays, events and participation fully accessible to all groups of people.

Interpretive Master planning (can be separately contracted, or sub-contracted)

- Create an interpretation plan, with the museum team, that forms the bedrock for our storytelling, in both the permanent and temporary exhibitions, events, and programme, as well as informs the creative design for the Northumberland Hall
- Work with the community engagement team to understand the needs and aspirations of the local community and visitors
- Work with the community engagement and collections teams to understand the *Story of Bailiffgate* – what stories the collections hold, and what stories the community want reflected in their museum, gallery, and creative hub
- Write a digital interpretation plan that will include updating the website, creating an accessible digital archive and using new technology, for example, virtual reality, as a means of telling the “This is Alnwick’ story and making the Northumberland Hall building a major exhibit and focus for exciting and innovative events
- Collaborate with the creative team to develop a three-year programme of exhibitions for Northumberland Hall, and support networking with external museums and galleries for this.

Outputs

An Executive Summary that gives a clear overview of the design and interpretation, its expected impact, outputs, benefits, target audiences and how the design and interpretation work will be managed.

High quality Plans and designs as set out above, completed during the development stage and presented in digital format for inclusion in the HLF application for delivery of the project. A timetable for completion will be agreed at the start of the project.

The plans and designs must include four main sections:

- exhibiting the permanent collection, including artefacts that are usually archived
- using space for bringing in innovative exhibitions
- using space to provide a flexible creative, cultural hub for the community
- interpretation masterplan

We have existing brand guidelines but through this process we would like to be left with a design toolkit that integrates with our existing brand guidelines.

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.

The bid:

- Format compatible with HLF portal and once agreed with Bailiffgate, should be ready to load for the delivery stage
- Character and word count within HLF guidelines
- Error free digital 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: 01/08/24 or as soon thereafter

Draft for final to Bailiffgate: 18 October 2024

Design completed to Bailiffgate: 25 October /2024

Please note that the successful company may be invited to take the design through to delivery stage, subject to grant funding being awarded and the design being approved by Trustees.

Award Criteria

Your proposal for undertaking the work should include:

1. Detailed methodology for undertaking the design and interpretation
2. Outline of the internal responsibilities, resources required
3. Details of any interviews, information, materials required from Bailiffgate
4. Experience and expertise of staff allocated to this project
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
9. The daily charging rate of individual staff involved
10. A timescale for completing the work and bid with key milestones
11. Overall cost for each part of this 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; 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.

The total fee for the development stage shall be £30,000 excluding VAT but including any expenses occurred in the performance of the services.

Equal payments will be made on a monthly basis, once the work commences, until the last payment which will be paid on satisfactory completion of the work.

The specialist shall issue an invoice and provide bank details to the Bailiffgate Treasurer and payment will be made in 10 days.

Management of the contract

The contract will be awarded by as soon as scoring has taken place, subject to grant funder's award process. Final design and interpretation briefs should be submitted to Bailiffgate by 25 October 2024

The anticipated maximum for is £30,000 to include expenses, but excluding VAT
The contract will be let 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 / Transition & Programme Manager.**

Procurement process

Proposal return deadline: 16/08/24 by 4pm

Interviews with shortlisted candidates if appropriate may be required.

Bailiffgate Museum & Gallery will notify bidders by telephone of our procurement decision by 01/08/24, and this will be followed by email confirmation.

Please submit proposals, marked CONFIDENTIAL Proposal for Consultancy Brief for Design & Interpretation to Bailiffgate Museum & Gallery for the attention of Chair of Trustees.

Email to: companysecretary@bailiffgatemuseum.co.uk

Or post to:

Chair of Trustees

Bailiffgate Museum & Gallery

14 Bailiffgate, Alnwick NE66 1LX

Marked CONFIDENTIAL Proposal for Consultancy Brief for Design & Interpretation

The proposal should arrive no later than 4pm on 16/08/24