

Brief for Audience Development and Heritage
Participation Consultant

Biggin Hill Memorial Museum, Biggin Hill, TN16 3EJ
www.bhmm.org.uk



1. Introduction:

Biggin Hill Memorial Museum (the *Commissioning Authority*) seeks to appoint an *Audience Development and Heritage Participation Consultant* with proven experience of working with museums and/or heritage organisations.

2. Aim of the Tender:

To procure the services of an Audience Development and Heritage Participation Consultant who will carry out a comprehensive audience development review for the museum and produce an activity action plan targeted at specific audiences with short, medium and long-term goals in mind that can be effectively implemented in a post-lockdown landscape.

3. Business Objectives:

Developing and widening audience participation will contribute to the financial sustainability of the museum and ensure that the museum and the heritage it represents stays relevant and engaging for present and future generations of visitors.

4. Deliverables:

By the 1st March, 2021, the Audience Development and Heritage Participation Consultant will have provided the Museum Director with a review of the museum's current users and non-users and a comprehensive activity action plan aimed at widening audience participation in the short, medium and long terms. The plan should incorporate:

- Identifying groups who currently visit the museum, and more specifically those who do not, how visitor engagement might change in a post-COVID-19 environment and ways to meet that challenge.
- Putting forward actions to encourage visits from specific target audiences who are under-represented in visitor data, for example teenagers, those from lower income families and people from BAME communities, those with Special Educational Needs and Disabilities with short, medium and long-term goals in mind.

- Evaluating and reviewing our current informal learning offer for families and suggesting ways we can take forward and improve our family programming further with short, medium and long-term goals in mind.
- Developing further layers of interpretation to appeal to different target audience needs within the museum, for example younger visitors, those with Special Educational Needs and Disabilities and more 'expert' audiences.
- Reviewing the site's outside space and putting forward actions for how museum leaders can use this space for further engagement with diverse audiences (within the parameters of best practice and health and safety guidelines), thereby encouraging further engagement with the site and breaking down barriers to traditional perceptions of museums and what they offer. Consideration should also be given to how the museum's outside space can be made financially sustainable (ie looking at charges for outside activities), how outside engagement can be measured and supervised safely.
- Suggesting ways to engage with the local community and respond to their needs, enabling the museum to position itself at the heart of the community with a supportive and enriching part to play in local life.
- Exploring ideas for a pricing structure that will encourage repeat family visitors whilst making serial visits to the museum cost-effective for them.
- Investigating ways to liaise with external stakeholders and local heritage sites, such as the Biggin Hill Heritage Hangar, Chartwell and Down House to produce mutually-beneficial partnership projects.

5. Measurement

The museum will have a robust and achievable activity plan in place aimed at increasing audience participation in the short, medium and long term to drive visitor engagement and the business forward immediately post lockdown.

6. Price

The fee for the proposed work has been set at a total of £2400 inclusive of VAT and expenses. This is worked out on a basis of £300 per day for eight days work. We envisage this work to incorporate desk research, consultation with internal and external stakeholders and collaboration with the Museum Director and Access and Learning Officer. This fee has been set under the terms of the museum's Culture Recovery Fund grant.

7. Timeline

Days to be worked at the discretion of the appointee in consultation with the Museum Director with delivery in report format by 1st March, 2021.

8. Project Budget

The budget for the Biggin Hill Memorial Museum Audience Development and Heritage Participation Consultant project is £2400 and is inclusive of all services associated with the development and delivery of this work.

9. Award Criteria

To discuss this brief further, please contact Museum Director Katie Edwards on k.edwards@bhmm.org.uk