



Brief and specification for Audience Development Consultant to assist with the production of an Activity Plan for Stage 2 of a Heritage Lottery Fund bid for the 'Securing Guildford Cathedral's future: treasures, memories and stories revealed' project.

Introduction

Guildford Cathedral has developed a vision for the future – Guildford Cathedral 2020. It provides the framework for an extensive programme of investment which will enable the Cathedral to finally take its place at the heart of Guildford, fully realising the architect's original aspirations.

A capital appeal has been launched to help raise £7m which represents the cost of removing acoustic plaster containing asbestos from the vaulted ceilings, renewing the sound and lighting systems, and improving accessibility, facilities and interpretation arrangements.

This work will enable the Cathedral to welcome new audiences through expanding learning and volunteering opportunities, sharing a wealth of archive materials and the development of an oral history project telling the story of 200,000 brick givers whose generosity helped construct the Cathedral.

The Brief

A Stage One bid to the Heritage Lottery fund has been successful and the project has now moved into the development phase. We wish to appoint an Audience Development Consultant to work with the Project Manager in developing the project activity plan for further submission to the Heritage Lottery Fund as a Stage 2 bid.

The successful consultant will assist with the planning, organisation and implementation of a number of consultation sessions engaging with existing and target audiences to take place in February to April 2014. The consultant will collate and review the information gathered at these events using it to inform recommendations that will contribute to the activity plan.

The successful consultant will be expected to be familiar with heritage and community engagement projects, and the development of Activity Plans for HLF bids.

Additional Information

3 years of visitor numbers information and 1 year of visitor surveys will be available to the successful applicant. The Mission Statement, Vision and core message of the Cathedral will also be shared.

Applications which combine the requirements of this brief with those outlined in the brief for an Interpretation Consultant would be considered.

The consultant will report primarily to the Project Manager but should also expect to liaise with the Director of Operations.

Value of the Contract

It is anticipated that the consultant will complete the work within a maximum of 20 working days. Please therefore provide a total fixed fee for this work including all associated costs.

Applicants are asked to state the number of days expected to complete the work, together with the daily rate and the details of the consultant/team that will be undertaking this work.

Completion Date

It is anticipated that the project will be awarded to the successful consultant by 12th February. Shortlisted candidates will be invited to attend an interview at the Cathedral during the week commencing 4th February.

The successful contractor will be expected to complete the analysis work and produce a draft report by 16th April with a view to final report sign off by 25th April.

Consultant Selection Criteria

Submissions will be evaluated on the following basis:

Price (30%), Relevant Experience (50%), Qualified references (20%)

Application Process

Applicants are invited to provide a maximum of 2 sides of A4 to demonstrate how they would approach this project, with the number of days required and the total fixed fee including all associated costs. This information should be returned with a CV highlighting relevant experience and a minimum of 2 appropriate references to:

Jenny Tomley

Director of Operations

Guildford Cathedral

Stag Hill

Guildford

Surrey GU2 7UP

The closing date for applications is Monday 27th January at 5pm.

For further information: Jenny Tomley Email: dops@guildford-cathedral.org

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