

Interpretation Planning Consultant

Role:	Develop an Interpretation Strategy for Tiverton Museum of Mid Devon Life
Location:	Working from home and at Tiverton Museum of Mid Devon Life, Devon
Fee:	£16,667 plus VAT (to include all expended including travel)
Status:	Freelance Consultant
Reporting to:	Pippa Griffith, Museum Director
Period of contract:	Fixed term, to be completed by 30/09/2024

Introduction

This brief sets out the requirements for producing an outline interpretation strategy to steer future improvements in managing and sharing our heritage, including significant community consultation to ensure that we do so in a meaningful way (to RIBA work stage 1).

1. Background

- 1.1 Tiverton Museum is a vibrant, award-winning and much-loved museum that provides extensive displays on the history of Mid Devon; a lively events programme, including temporary exhibitions, guided walks, talks, holiday craft activities and lots more. The museum contributes to the local economy as a key visitor attraction and works closely with its local community. We offer a range of activities for schools and families and are an important resource in an area where poverty and geographical factors increase the risk of isolation. The museum makes it possible for teachers and parents to access good quality learning opportunities outside the classroom. We also provide a successful reminiscence service for older people in care and residential homes, and a monthly memory group based at the museum. The museum runs the town's Tourist Information Service and is engaged with plans to develop tourism within Mid Devon through a new venture Visit Mid Devon.
- 1.2 Tiverton Museum has secured a National Lottery Heritage Fund grant, for a project 'Strengthening our foundations; building our future'. The overall project includes essential development work to strengthen the organisation's resilience and determine the longer-term redevelopment plans through several strands of work, including:
 - To make capital changes to our building to reduce our electricity consumption (with positive outcomes both for environmental sustainability and financial resilience). This work will include installing solar panels, completing the upgrading our lighting to LEDs (and installation of motion sensors in all gallery areas so the lights only come on as needed).

- To understand the historic building better by commissioning a measured building survey, a building energy audit and Conservation Management Plan which will enable us to better care for this historic asset, and improve management of our built heritage for the long term.
- Consult with our community on our redevelopment ideas and the museum's services
- Commission architectural plans to RIBA stage 2 with environmental sustainability at the heart.
- An outline interpretation strategy to steer future improvements in managing and sharing our heritage, including significant community consultation to ensure that we do so in a meaningful way (to RIBA work stage 1).

This project has two phases of impact. The first is to make essential, immediate changes to the museum by increasing volunteer capacity and significantly improve our environmental sustainability.

The second will contribute to medium term plans for a capital redevelopment project. A capital redevelopment will allow the museum to make the most of its large site to improve the visitor experience, provide space for events and activities and maximise commercial income whilst improving the building and collections care conditions. A feasibility study for this was carried out in 2018, followed by a revised concept plan in 2021. The re-development is an exciting project that will enhance our galleries and create new areas for community events, activities and learning. We see the new Tiverton Museum as playing a major role in the regeneration of the town, enabling people to engage with Tiverton and Mid Devon's heritage through new interpretation, displays and programming that focuses on community life, past, present and future.

2 Objective

An experienced consultant is required to provide an Interpretation Strategy for Tiverton Museum. The strategy will provide the organisation with clear interpretive aims and outline how future interpretation will take shape.

The work will build upon our Audience Development Plan, 2018, the Learning and Participation Strategy, 2022, the results of the Community Consultation 2024 (which focuses more upon the visitor experience), and involve further consultation with our visitors and the local community from across Mid Devon, as well as staff and trustees. This will help to shape our understanding of what is relevant, appealing and accessible to our audiences to identify meaningful ways to engage our future visitors. The redeveloped museum must be relevant and accessible to a wide range of audiences; Inclusive Design principles will be at the heart of our planning. The strategy must also identify opportunities for ongoing evaluation and development of interpretation at the museum.

The strategy will support future fundraising applications for the museum's redevelopment (needing to meet NLHF requirements for a development stage application). It will also provide the basis for the design brief for the Delivery Phase of the redevelopment project.

3. Outputs

The consultant will:

- Develop a good understanding of the museum's collections, key themes and stories
- Review existing planning documents, and undertake research and consultation with existing and potential visitors about storyline ideas and development (to consult with at least 100 people / local organisations). To ensure that the consultation includes a wide range of people and organisations (to include people from C2/D/E households, younger people, ethnically diverse households, LGBTQ+ people, families, people with disabilities, people living with dementia and children and adults with autism).
- Identify clear interpretative and audience development aims and objectives for redisplaying and reinterpreting the museum.
- Produce an Interpretation Strategy that will:
 - Support the museum's aims to grow and diversify audiences.
 - Deliver the museum's place-making and shaping role for Mid Devon.
 - Identify ways of ensuring that the interpretation is engaging, enjoyable, accessible and inclusive to a diverse audience, supporting inclusive design principles ensuring the museum is accessible to a wide range of people.
 - Include an interpretation hierarchy listing outline storylines under themes/galleries.
 - Indicative floor plan locations for each gallery and theme for new layout.
 - Identify the target audiences for each gallery/theme and storyline, ensuring that the overall plan meets the museum's audience development objectives and the interests of audiences and communities.
 - Identify headline key messages (essential facts) for each gallery / theme.
 - Identify learning and social outcomes for each target audience
 - Identify key objects and images for each theme and gallery.
 - Include a brief description of interpretation tools and techniques appropriate for the target audiences.
 - Include concept design level interpretation planning for the redeveloped museum. This will feed into the design brief for the development stage of the project, and give an initial sense of what the visitor experience will look and feel like.
 - Include display and interpretation guidelines to include display standards and description of interpretation strategies to be deployed in the development stage.
 - Make recommendations for shaping interpretation through some co-production and community-led activity which can be incorporated within later stages of the project.
 - Include NLHF logos / stamps as laid out in the document 'Acknowledging Your Grant'
- Ensure that Trustees, Staff and Volunteers are given training/development opportunities to have a better understanding of interpretation planning and are equipped to undertake the actions in the strategy.

- Provide a clear practical report with recommendations for achieving the above, and action plans to continue to evaluate and develop interpretation at the museum.

All documents produced will be the intellectual property of Tiverton Museum of Mid Devon Life.

4. Consultant Selection Criteria

We require demonstrable understanding and experience in:

- Interpretation planning
- Previous NLHF funded projects
- Team working with museum staff
- Setting realistic targets and methods of project evaluation
- Strong report writing skills

5. Timetable

- Closing date for applications is 9:00 am 15/04/2024
- The candidates will be shortlisted by the Director and the Trustees.
- Interviews will take place between 7-10/05/2024
- The work should ideally begin by 03/06/2024
- The report should be presented to the museum by 30/09/2024

6. Budget

The total amount available is £20,000 (including VAT). The tender costs should include travel and all other costs associated with the work.

Suggested payment will be 25% upon appointment, 50% for the first draft and 25% on receiving the final report and presentation

7. Proposal

Your proposal to undertake this project should include:

- Credentials for the consultant/company and all those who will have input into the work.
- Examples of similar projects undertaken.
- A methodology of how you propose to meet the requirements of the brief.
- A programme indicating how you would deliver the project and key dates for tasks.
- A costing breakdown.
- Details of two referees for whom you have done similar work.

Please email applications to Pippa Griffith, Director at director@tivertonmuseum.org.uk. For an informal chat please contact Pippa on 01884 256295.