



Association for Heritage Interpretation

Interpretation Gold: Celebrating 50 years of inspiring, engaging and connecting people to drive a more sustainable future in heritage interpretation.

Brief for: Project Manager

Role Required:	Project Manager
Budget:	£25,000
Accountable to:	Project Manager
Timescale:	16 months, beginning October 2024

Overview

We are seeking to commission a major piece of work to be undertaken by a project manager with experience of working with National Lottery Heritage Fund projects. The project manager will work with the AHI Board of Trustees to ensure smooth delivery of the project on time and within budget.

Association of Heritage Interpretation

The Association of Heritage Interpretation (AHI) is the professional body in Britain and Ireland for those involved in engaging people in natural and cultural heritage. Interpretation explains the meaning of things, of ideas, and of our society's heritage. Our 50 years of archives and events position AHI as a pioneer. We are part of a wider national and global movement of organisations, established to protect and celebrate heritage.

We believe that interpretation enriches our lives through engaging emotions, enhancing experiences and deepening understanding of places, people, events and objects from the past and present.



Our members include a diverse range of organisations and individuals, large national charities, universities, libraries, community groups, smaller local museums and freelance consultants. Best practice guides and journal articles are written by practitioners, specialists, consultants, early careers interpreters, professors and doctors. The indirect reach of our work is vast.

Project Outline

This project celebrates the last 50 years of AHI and builds on our strong foundations for the future. Our overarching aim is that AHI will be better organised and resourced to support a larger, more diverse range of communities to share skills, ideas and materials.

Rich heritage contained within our back catalogue of journals, best practice guides and oral history of Fellows will be preserved and shared online. "Freecycle" programme will see members gift unwanted interpretation materials to other members, enabling a circular economy reducing waste and inequalities of access.

By the end of the project our membership will be larger and more inclusive of under-represented communities. Working with an expanded range of Community Members will mean allowing more people from wider range of backgrounds to realise the benefits of membership, including accessing interpretation tools, resources and expertise. Growing and diversifying our membership will make us more resilient and reflective as an organisation.

Project activities

Consult

We will consult with:

- Individual Members to understand how they can share their expertise with their local communities.
- Community Members and under-represented non-member groups to understand how AHI could support them, to reshape our Community Membership.
- Individual, Institutional, Community and Commercial Members and stakeholders to test the Freecycle concepts.

Pilot

A pilot will focus on a single geographic area to trial new models of engaging Community Members and to test Freecycle. Focusing on South Wales we will begin through existing networks working out from St Fagan's Museum, Cardiff (location of our 2025 conference).

Consolidate

Our existing website presents barriers to under-represented communities engaging with AHI, and to Individual Members operating in their local contexts. The outcomes of



consultation and piloting will inform a website redesign which embeds, facilitates, and communicates our work with different members. We will also safeguard AH I's own heritage by digitising every issue of our journal over the past 50 years.

Outputs

- Shaping a sustainable future
- Audience research and engagement to reach under-represented communities engaging with AH I (helping build membership)
- Freecycle Scheme – helping ensure the delivery of interpretation and related displays in museums, galleries, heritage sites as environmentally sustainable as possible.
- Creating an archive
- Digitisation of the archive collection of journals and best practice guides.
- Free access via a more user-friendly website and curation of our digital catalogue.
- Long term storage of archive collection, better protected for the future.
- Oral history project

Engagement

- Marketing of newly digitised collection following consultation with membership.
- 50th anniversary conference.
- Bursary places for conference attendees x 2 (full residential places).
- Publications - we will develop and publish two new best practice guides on 1) museum freecycling and 2) working with underrepresented communities, capturing our learning from the project.
- Training webinar on community engagement.
- Staff training.
- Conversations and consultations with members, non-members and community groups.

Brief

The Project Manager is responsible for co-ordinating and overseeing all activities related to this project, ensuring all of the outputs and outcomes of the project are met to agreed time, budget and quality criteria. The post holder will work closely with a variety of project stakeholders, colleagues and specialists to ensure scope, deliverables and benefits remain achievable and fit for purpose.

Deliverables

1. Project Planning



- Work closely with the Board of Trustees and AHI Administrator to prepare, establish and document project deliverables, plans and resources, including through meetings and stakeholder engagement as required, facilitating the development of the project plan from high level concept to achievable deliverables.
- Draft and maintain project documents, records and other items as required by the project including project plans and budgets and product specification documents.
- Convene, facilitate and manage working groups related to the planning of the project.
- Source and manage the resources required for successful project delivery, including drafting requirements and seeking quotations, managing tenders, and negotiating contracts where relevant.

2. Implementation

- Manage all operational aspects of the project and oversee the delivery of set project objectives and deliverables to agreed targets.
- Act as the principal point of contact and management lead for the main contractor commissioned to undertake the digitisation of the collections, website development and Freecycle programme.
- Act as the principal point of contact and management lead for the main contractor commissioned to undertake the audience engagement development work for the project.
- Liaise and co-ordinate activities with other stakeholders as required.

3. Financial Management and Planning

- Undertake appropriate recruitment and tender processes for all external contracts.
- Monitor all expenditure and income and provide commentaries for management accounts, highlighting variances as they occur.

4. Reporting

- Be responsible for the writing and coordination of reporting to external funding bodies, including the National Lottery Heritage Fund.
- Draft, contribute to and edit briefings, committee papers, reports, presentations and other documents in relation to the project.
- Identify, analyse, record, manage, resolve and report on project risks and issues, presenting options and solutions to project governance groups
- Monitor and evaluate the project against agreed deliverables, highlighting variances to the original project plan.

5. Leadership and Management

- Recruit and be responsible for the management of a group of skilled project volunteers, setting their objectives, supervising their work, managing performance against objectives, and supporting their personal development.



- Manage relationships with all other internal and external stakeholders, including consultants and contractors.

Methodology

The day-to-day contact and overall responsibility for the project will be the Board of Trustees.

We expect effective methodology as appropriate to the project as it evolves and develops over time. Regular meetings and project updates will be scheduled.

Please specify the methodology (including methods) you plan to use to meet the aims and objectives of the work or specify the approach you would like to be applied to do the work.

Contract Management

The Project Manager will be managed by the Board of Trustees.

The payment schedule for this work will be broken down monthly and spread evenly across the contract: £1,562.50 per month for 16 months.

Award criteria

We expect applications to submit a proposal for undertaking the work which should include:

- a detailed methodology for undertaking the study
- the daily charging rate of individual staff involved
- a brief timescale for example, in the form of a Gantt chart, for carrying out the project

Proposals submitted will be assessed by Association of Heritage Interpretation against the following questions:

1. To what extent does the proposal demonstrate an understanding of the issues related to this brief? (20%)
2. To what extent are the methodology and methods appropriate to the requirements set out in this brief? (20%)
3. What degree of experience does the bidder demonstrate in order to successfully complete the work? (20%)
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? (20%)
5. Value for money. (20%)



Costs should include VAT and expenses and include a breakdown of each person who will be working on the project, what their day rate is and how many days each member of the team will be allocated to complete the work.

Costs should take into account travel and one night of accommodation to Cardiff for a major conference which is a key part of this project, this will not be funded separately. All other work can be carried out remotely.

Procurement process

The procurement timetable will be: September 2024

Proposal return deadline: 27th September 2024

Interviews: w/c 1st October 2024

AHI will notify bidders of our procurement decision week commencing: 7th October 2024

Bidders will be informed of the outcome of their proposal by email.

Proposals should be submitted to our Administrator, Lyn Redknapp admin@ahi.org.uk electronically before the deadline of 5pm on 27th September.

The anticipated budget is £25,000 to include all expenses and VAT.