



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: Audience Research and Engagement Consultant

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| Role Required: | Audience Research and Engagement Consultant |
| Budget: | £15,750 |
| Accountable to: | Project Manager |
| Timescale: | 9 months, beginning January 2025 |

Overview

We are seeking to commission a piece of work to be undertaken by an expert in audience research and engagement with experience of working with National Lottery Heritage Fund projects. The audience research and engagement consultant will work to the Project Manager.

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. An interpretation media exchange and reuse 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 exchange and reuse concepts.

Pilot

A pilot will focus on a single geographic area to trial new models of engaging Community Members and to test the exchange and reuse scheme. 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 AHI'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 AHI (helping build membership)
- Exchange and reuse 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) interpretation media exchange and reuse 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 Audience Research and Engagement Consultant is responsible for planning, co-ordination and delivery of all activity related to audience engagement. The consultant will work closely with a variety of project stakeholders, colleagues and specialists to ensure scope, deliverables and benefits remain achievable and fit for purpose.

Specific duties and responsibilities

1. Research



- Working with the Project Manager and Board of Trustees to research, plan and feed into evaluation of all elements of audience engagement as part of this project.
- Take part in regular project meetings as a core part of the project team.
- Help shape the content, methodology and deliverables around all elements of audience engagement.
- Specifically responsible for the member consultation, non-member consultation, exchange and reuse scheme, digital tracking of users on new web platforms, collation of information for peer sharing via Webinar and new best practice guide.

2. Engagement

- Identify - key groups to consult with based on project objectives, current research (as developed during project application) and new research
- Consultation - with a focus on South Wales communities
- Webinar planning and delivery
- Exchange and reuse delivery – ensuring audience feedback shapes the scheme
- Website development and Digital Tracking for digitisation, oral history, usability and accessibility.
- Contributing to 50th anniversary conference

3. Budget

- Act as the budget holder for the implementation of the interpretation media exchange scheme implementation (£8,000) and Webinar (£1,500).

4. Reporting

- Feed into reports for regular updates to the Board of Trustees and other stakeholders.
- Work with the Evaluation Consultant to produce evidence for the final Evaluation Report.

Methodology

The day-to-day contact and overall responsibility for the project will be the Project Manager.

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 Audience Research and Engagement Consultant 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: £1,750 per month for 9 months.

Award criteria

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

- a summary of relevant experience
- a detailed methodology for undertaking the study
- the daily charging rate of individual staff involved, and a breakdown of fees, expenses and VAT where applicable
- 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:
Circulate brief from: 20th November 2024



Proposal return deadline: 5pm Monday 9th December 2024

Interviews: 18th December 2024

AHI will notify bidders of our procurement decision by Friday 20th December 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 9th December.

The anticipated budget is £15,750 to include all expenses and VAT.