



## **Events Programming Consultant Brief – Bucks County Museum**

**We are inviting applications from experienced freelance consultants working within the field of events management or public programming to support a new Museum events offer up to April 2022.**

<b>Value of Consultancy</b>	£2000
<b>Duration</b>	3 May 2021 – 30 June 2021
<b>Name of Museum Contact</b>	Serena Avery - Learning Manager
<b>Deadline for tenders</b>	Wednesday 28 April 2021

**Successful tenders will be invited to interview Friday 30 April 2021 via Zoom.**

Main contact: Learning Manager – Serena Avery  
Email: [savery@buckscountymuseum.org](mailto:savery@buckscountymuseum.org)

### **OVERVIEW**

Bucks Museum is an independent Trust which was set up in 2014, moving away from the local authority Bucks County Council. The Trust attracted over 93000 visitors per year pre COVID which included 13000 school children and looks after a large collection of artefacts from prehistory to present day. This is an exciting time for the Museum as we are planning to re-open in mid-May with our Bucks Art Society Show in the art Gallery and are also creating 5 new galleries called Discover Bucks telling the story of Bucks people and landscapes from 200 million years ago to today which are planned for opening to the public in August 2021. The Museum has also just completed a new branding and naming process with a new web site, which will be launched in June.

### **Museum Events**

The Museum offers around 20 events a year which are organised by a variety of staff including the Director, Assistant Director, Learning Manager, Community Outreach Officer and 4 curators as appropriate for temporary and permanent exhibitions at the Museum or our community strategy. These events have ranged from: community festivals such as Festival of Light, LGBTQ Pride and community Iftar; to collections or exhibition-based events such as Rocks and Fossils day; to Christmas Science Shows linked with the Roald Dahl Children's Gallery. The Learning Manager also offers family programmes each holiday. The Museum has also started offering online programmes during lockdown from webinars on the collections, artist-led workshops, to family storytelling over Easter. The Museum offers a venue to local authority events such as the Aylesbury Town Council programme and the Whizz Fizz Festival.

Alongside this post, we hope to recruit a short-term digital consultant until the end of June to help us develop our online events offer as well as other digital interpretation. Some consultation with over 100 local people was carried out in 2020 to help shape our programming ideas for the future to work collaboratively with those audiences to create programmes they want and need.

Our recent award of a Cultural Recovery Fund grant from Arts Council has provided the Museum with support for ongoing costs and one-off costs to rebuild our teams and programming again. There is currently no events position at the Museum and our Learning Manager needs time to work on the schools' programmes. Therefore, the Museum now needs an events consultant to work with staff to co-ordinate a programme for the next 12 months and carry out the event planning ready to hand over to other staff to deliver for 30 June.

The new Events Programming Consultant will be key in supporting the process of developing new offers, for the upcoming year and ensuring that our existing visitors return to us, as well as attracting new audiences linked to our new mission and vision.

We aim to tell the story of the Museum and of Bucks and to use our collections to encourage curiosity and to allow local communities to make more meaningful connections in their lives. To do this, we want to develop and implement a new programme of events, through which the public can engage with Museum collections and experience all of the magic and wonder that the Museum has to offer.

The intended programme of events will run from May 2021 to April 2022 and will include activities within themed strands, taking inspiration from the organisation's forward plan. There will be a mixture of focuses for events, such as collections-based, income generating, audience development, family fun experiences, and those designed to raise the profile of the Museum. This planning process has already begun and therefore, not all events will need planning from inception, rather these need to be made into a reality. This existing offer will be complemented by new ideas from the Events Programming Consultant. The appointed consultant will be expected to lead on identifying key aims for new events ranging from increasing engagement, visitor numbers, income generation and highlighting our collections. This work will include agreeing a timetable of events that works for all operational staff at the Museum, undertaking the organisation of the event as far as possible by 30 June and creating evaluation ideas to measure the success of the event.

**Intended project outcomes:**

- Development of a programme of events from May 2021 – April 2022 with rationale linked to the Museum's Forward Plan.
- Planning of events programmes, allowing for longer term marketing of at least 3 months and ideally a 6 – 12 month lead-in time for advance advertising.
- Collaboration and agreement with museum staff on event plans and regular communications to all staff about plans.
- An exciting and dynamic series of events covering varied aims and using a diverse range of suppliers. As an NPO Arts Council expect a range of different artists and suppliers to participate in delivery of our programmes.
- Annual programming to include an even spread of events throughout the year, taking into account other museum operational needs, holidays and term times and a minimum of one event per month.



**Outputs that the Events Programming Consultant will be responsible for:**

- A programming calendar to be shared with all staff.
- Research and development of new event ideas.
- Creation of event plans and resource/ suppliers lists.
- Creation of press, marketing and delivery content for planned events.
- Consultation with audiences and staff on event ideas.
- Delivery of any necessary training to internal colleagues for running events (perhaps in short video tutorial form).
- Working with the Evaluation consultant, devise a template for feedback and monitoring to be used at future events.

**In order to undertake this work successfully, you will need to:**

- Collaborate with museum staff to plan and organise events.
- Collaborate with digital engagement consultant as needed for digital event planning.
- Project manage events, including planning, research, brief-writing, procurement of contractors, content development, and evaluation.
- Ensure all events comply with health and safety legislation and best practice, include production of risk assessments and method statements.
- Complete a smooth and meaningful handover of all work by the end of the contract to ensure sustainability going forward.

**Skills/ knowledge that you will need to demonstrate:**

- Proven experience of developing successful events programmes, ideally in a heritage setting.
- Excellent written and verbal communication and presentations skills.
- Strong IT skills, including Microsoft Office (Word, Excel, PowerPoint and Outlook).
- Flexible, positive and entrepreneurial attitude, with ability to work on own initiative.
- Ability to work under pressure, prioritising to meet deadlines.
- Knowledge of current Health and Safety legislation, including production of risk assessments.
- Good knowledge of local suppliers and networks of artists, performers, storytellers etc.
- Experience of delivering training and embedding development work into organisations' working practices.
- The ability to work independently, communicate effectively and manage timescales and deadlines.

**Timeframe:**

The project will run from 3 May 2021 to 30 June 2021.

We would anticipate the successful candidate starting work as soon as possible once recruited.

**Fee**

The fee for this contract is £2,000 in total. This fee includes all travel, expenses and VAT.

**Line management**

The successful candidate will report to the Learning Manager.



# BUCKS COUNTY MUSEUM

## **Location**

Due to the current guidelines and restrictions relating to COVID-19, we anticipate that some of this work can be done remotely. However, restrictions allowing, the successful applicant may need to spend days on site at to get a feel for the museum, and an awareness of the spaces for events.

## **Other**

The successful candidate will be expected to adhere to Bucks County Museum policies and procedures and represent the organisation professionally as and when necessary.

## **Application**

Please apply for this opportunity by sending the following to [savery@buckscountymuseum.org](mailto:savery@buckscountymuseum.org) by **5pm on Wednesday 28 April 2021:**

- A current CV
- A covering letter detailing your relevant experience and how you would use it to approach this project to achieve the desired outcomes, and what you would bring to the role.
- A short proposal on how you would approach the project, including creative ideas for new events.
- Your daily charging rate.
- Confirmation of how timescales will be met.
- An overall cost for the work.

**Interviews will be held via Zoom on Friday 30 April 2021, with the successful candidate starting work as soon as possible.**