

North Craven Building Preservation Trust

Job Description

Contract Type: Freelance

Duration: August – November 2020

Closing Date: Friday 3rd July 2020

PROJECT BRIEF

Contract Terms

Fixed fee £ 7,500

4 month duration.

Project Title

The Folly: Into the Future, Learning and Growing

Role

Learning & Access Development Officer - Museum of North Craven Life

Reporting to: Heritage Development Officer and Honorary Curator

Project background and aims

Settle is a small market town where local communities experience rural isolation and where cultural participation is low. The impact of coronavirus on the local economy, especially tourism businesses, is expected to be significant. At the same time, Settle is blessed with an abundance of community organisations and there is a wider interest in supporting the social and economic needs of the town. Following an evaluation of the museum's existing informal learning activities and resources, and the community pressures caused by lockdown, the Museum of North Craven Life wishes to appoint an experienced freelance museum educator to develop the Museum's learning offer, both online and for visitors once we reopen.

The Museum was founded in 1976 and opened at its new home in The Folly, a Grade I listed 17th century town house, in 2001. It continues to collect, care for, and interpret the natural and cultural heritage of the North Craven district. The museum welcomes visitors from the local community and beyond, inspiring them to find out about the history of the town, surrounding areas, people and landscape.

The Folly into the Future is funded through an ACE emergency grant and aims to improve the Museum as a community resource, especially for local families and young people, by creating new online and in-gallery resources. We will do this by creating a revised public programme, improving our social media profile and ensuring that the visitor offer is refreshed to attract new audiences, both online and in person. Key to the new offer is a high-quality online exhibit on the history of The Folly building itself, supporting two themed packs of learning resources on local history, museums and contemporary collecting for use by home educators and during Museum visits.

The aim of this post is to design and deliver these resource packs for use by parents at home and subsequently by parents and teachers during Museum visits. These will be in line with the "Cultural Communities" strand of the Arts Council's Let's Create strategy. Each pack will have

activities aimed at KS2 and KS3 pupils, including underserved 12-16 year olds. Open-ended learning activities will be mapped to the national curriculum for Literacy, Art and Local history at KS1-3 and KS3 History strand "Ideas, political power, industry and empire."

Theme 1: The Folly: Settle's house of mystery

Use research into the house & collections (including archives/images/oral history) to reflect on Settle's place in local and national history and prompt a creative response, poem, short story, museum display or artwork.

Theme 2: Using your local museum

Prompt discussion of the nature of collecting. What are museums for and how do we decide what to keep? What do you collect and why? What would you save to tell future historians about today? What would your own museum look like? Talk to your parents/carers, identify important objects, produce your own exhibition or story.

Key tasks and responsibilities

The post will support the museum in developing two packs of learning activities, suitable for use in home-schooling, on family visits to the museum and on school visits. These will help us attract new audiences to The Folly, and strengthen our connection to local schools. The postholder will be responsible for ensuring the delivery of key outcomes as outlined in The Folly: Into The Future Project Plan. They will work closely with the Heritage Development Officer and will be supported by a freelance graphic designer and web developer to:

- Work with the Heritage Development Officer and volunteers to design and manage production of new online resources on Local history, art, and the KS3 history strand "Ideas, political power, industry and empire."
- Develop associated in-gallery resources for teacher-led visits to the Museum and to be used for learning and fun whilst exploring the Museum.
- Develop learning activities about The Folly to engage family visitors, young adults and schools.
- Assist the Heritage Development Officer in planning and facilitating a teachers' forum.
- Observe one school visit before the end of the project to evaluate the resources and make final edits.
- Deliver a general training session to volunteers about the benefits of family visitors, how to interact with children and families in the context of museum visits, and how the new resource packs can be used by families.

Activities and resources will incorporate:

- Key curriculum links to the collection- especially KS 1-3 Local History strands and KS3 History strand "Ideas, political power, industry and empire."
- Good practice examples from across the sector, including accessibility for SEND children
- Opportunities to maximise audience development and community engagement
- Develop learning strategies for the Museum
- Creative activities or outputs from the learning resources, in line with ACE "Creative Communities" Let's Create outcome.

Audiences

- Families
- Children and young people
- Parents of home-schooled pupils
- Teachers

Person Specification

Person specification	Essential/Desirable
Educated to degree level or equivalent qualification in Education, Heritage Learning or Museum Studies	E
Experience of working in education and outreach in a museum or heritage organisation	E
Experience of project management in a museum or heritage environment	E
Experience of initiating and developing learning projects, using historical materials, buildings or collections	E
Able and effective communicator (verbal and written)	E
Excellent interpersonal skills	E
Able to work alone/remotely and as part of a team	E
Able to demonstrate team-working ethos and strong motivation skills	E
Experience of working with volunteers	E
Experience of IT: computer literate and with social media skills	E
Commitment to the museum sector and its significance in providing quality learning engagement	E
Experience of community or partnership working	D
Working knowledge of using collections as learning media	D

The Museum will provide:

- Curatorial support in developing collections led learning activities
- Information about potential candidates for a small Teachers Advisory Group
- A workstation in the museum when on site if required

You must be registered (or willing to register) as self-employed and be responsible for your own tax status and National Insurance contributions. You must be able to provide sufficient information to enable the North Craven Building Preservation Trust, who own and manage the Museum, to confirm a clear Disclosure and Barring Service disclosure within the 18 months preceding August 2020.

To Apply

Please provide a detailed proposal which describes the key activities and how you propose to undertake them, along with any requirements, time or information you would require from the

contract managers in no more than 750 words. Please also provide a breakdown of the number of days anticipated to undertake each part of the proposal and associated fees.

Please also provide a proposed timescale for delivery of the programme and when you would require contact with key staff and contract managers. Send this information with your CV and a covering letter detailing your relevant skills and experience, and an indication of your availability by email to Caitlin Greenwood hdo@ncbpt.org.uk by 5pm, 6th July 2020.

Interviews will be arranged, remotely if necessary, in the week commencing 13th July 2020.

APPENDIX A

The Folly: Into the Future Project Plan

	Task	Responsibility	Objectives
1	<p>Create Online Exhibition</p> <p>Produce written text for exhibition (HDO/HC)</p> <p>Collate archival and picture research (HC/HDO)</p> <p>Design exhibition (DDO)</p> <p>Produce supporting graphics (DDO)</p> <p>Comment on draft(s) and respond to queries (HDO/HC)</p> <p>Produce final draft content and design for evaluation (DDO)</p> <p>Market testing (HDO/LAO/ volunteers)</p> <p>Finalise exhibition build and content in response to review (DDO/ WD)</p> <p>Launch exhibition online (DDO/HDO/HC)</p>	<p>Heritage Development office (HDO)</p> <p>Honorary Curator (HC)</p> <p>Digital Design Officer (DDO)</p> <p>Web Developer (WD)</p> <p>Learning and Access Officer (LAO)</p>	<ul style="list-style-type: none"> • Produce new online exhibition of the History of The Folly • Increase traffic to The Folly website: Aim for 500 unique visitors/ 30 days after exhibition launch • Increase average duration of visit from current average 3m 7s • Decrease bounce rate to 35% • Encourage more people to visit the Museum in person
2	<p>Create Educational Resources</p> <p>Liaison meetings with Teachers' Forum (HDO/LAO)</p> <p>Produce supplementary materials e.g. artefact photography for resources (HDO/HC)</p> <p>Draft education resources (LAO)</p> <p>Circulate and comment on draft(s) and respond to queries (HDO/LAO/HC)</p> <p>Design resource packs and create supplementary artwork (DDO)</p> <p>Test drafts resources with Teachers' Forum (LAO)</p> <p>Finalise resource packs (LAO)</p>	<p>HDO</p> <p>LAO</p> <p>HC</p> <p>DDO</p>	<ul style="list-style-type: none"> • Create resource packs • Develop relationships with local schools • Increase traffic to The Folly website • Encourage more families to visit the museum • Begin hosting teacher led school visits in 2021

	<p>Integrate resource packs and feedback forms on website (HDO/DDO)</p> <p>Launch resource packs online (HDO)</p> <p>Recruit volunteers for education activities (HDO)</p> <p>Deliver volunteer training (LAO)</p> <p>Submit volunteer details for DBS checks (HDO)</p>		
3	<p>Improve marketing</p> <p>Develop project communication plan (complete)</p> <p>Produce press release on receipt of grant (complete)</p> <p>Social media updates about project progress (HDO)</p> <p>Update The Folly Website (WD/HDO/HC)</p> <p>Produce supplementary artwork and graphics for The Folly website (DDO)</p> <p>Produce revised public programme for 2020 (HDO/Ops)</p> <p>Produce new images for marketing (Ops)</p> <p>Press release launch of exhibition (HDO)</p> <p>Press release launch of educational resources (HDO/LAO)</p> <p>Local media interviews (HDO/ HC/ Ops)</p>	<p>HDO</p> <p>HC</p> <p>Operations Manager (Ops)</p> <p>LAO</p> <p>WD</p> <p>DDO</p>	<ul style="list-style-type: none"> • Increase traffic to The Folly website • Increase number of followers on Facebook and Twitter • Increase visitor numbers to the museum once we reopen • Increase retail/admission spend • Increase audience feedback • Increase our search engine rankings
4	<p>Impact assessment</p> <p>Devise evaluation criteria and schedule (HDO/HC)</p> <p>Conduct interviews with teachers (HDO/HC)</p> <p>Collect and analyse online/visitor feedback (HDO)</p> <p>Review numbers of visitors against 2019/2020 figures and number of school visits (HDO/HC)</p> <p>Review retail and admissions income (BK)</p> <p>Review website analytics (HDO)</p> <p>Archive online exhibition and learning resources on NCBPT server and cloud storage (HDO/HC)</p>	<p>HDO</p> <p>HC</p> <p>Bookkeeper (BK)</p>	<ul style="list-style-type: none"> • Clear and informative data collected to measure effectiveness of the project and influence future programme

APPENDIX B

Prescribed Activities to be delivered by Learning and Access Officer

1. Produce two learning resource packs
2. Respond to feedback on these from the Heritage Development Officer and the Chair of Trustees
3. Liaise with teachers' forum about activity design and content
4. Observe one teacher-led school visit to The Folly and make any necessary updates to the learning resources
5. Deliver a general training session to The Folly volunteers about how to work with children and families, how to use the new resources and the benefits of family visitors to the museum sector