



# TOWER OF STRENGTH

# All Saints’ Brightlingsea, Heritage Project

# TENDER FOR ACTIVITY DESIGNER

**1. Background**

All Saints’ Church is a Grade 1 listed thirteenth century church standing at the outset of Brightlingsea, one and a half miles from the town centre – where there is a second parish church. This project is about making our living heritage sustainable and bringing benefit to our local community and is led by the Brightlingsea Parochial Church Council (PCC) with the help of Friends of All Saints’ (FOAS, a registered charity).

**Capital**

We will combine urgent repairs to the ancient Tower (two parapets on the tower need replacing as well as other remedial work to stop the Tower from collapsing, a danger causing insurance difficulties and putting the building on Historic England's At Risk Register for 2019), with a new-build extension to provide WC and small kitchenette, so that the church and churchyard can be safely available for wider use.

The first stage of the project (Development phase) has already been successful in being awarded a Development Grant from The National Lottery Heritage Fund (NLHF), and plans are progressing to apply for a full NLHF grant in July 2021. Preliminary architectural plans have already been drawn up and planning permission obtained to provide the basis for the capital budget.

**Activities & Community Engagement**

Aspirations are for the community to become significantly more involved with the local heritage of an ancient church building and its extensive churchyard, thus raising awareness of the heritage and promoting a sense of belonging and general well-being. We would expect to expand the current pool of custodian and churchyard volunteers (older people and community ‘payback’ schemes) to recruit more all-age volunteers.

Target audiences are

* Young people’s groups – uniformed and other
* School groups (primary & secondary)
* Families
* Older people (55+) and also those with memory challenges
* Minority groups (e.g. Syrian refugees, young offenders)
* Special interest groups (e.g. flower clubs, local history groups, maritime associations, Cinque Port Liberty)
* Arts and crafts groups (e.g. EHA, quilters, art groups)
* Naturalists (groups/individuals)
* Musical associations/performing groups (e.g. ensembles, choirs, soloists)
* Faith groups
* The townspeople of Brightlingsea (pop. 8,500)
* The surrounding population of Tendring DC (pop.144,705) or wider region/county

Currently we are exploring three heritage themes as a basis for activities:

* Maritime Stories (linked to Memorial Tiles)
* Nature in the churchyard
* Brightlingsea People.

We are aiming to use these themes to reach a more inclusive and diverse audience, whether through shared reminiscences, listening to others, taking part in a hands-on activity such as print-making or discovering wildlife.

A safe building with modern facilities will enable us to be more inclusive and ambitious, being able to offer hospitality, refreshments, comfort-breaks, when hosting activities and events such as:

* four big annual events (concert, flower festival, All Saints Fair and Christmas Tree festival, approx. 2500 participants in total)
* fund-raising events such as Teddy Bear’s picnic,
* historical and maritime events for the Cinque Port Liberty and Gild, annual ‘Choosing Day’ etc.
* three cultural events per year (approx. 90 participants) in arts, music, history (see themes above)
* environmental themed visit (approx. 30 participants once or twice per year) – nature in the churchyard
* three school visits per year (90 participants) – mixed themes linked to national curriculum. Currently school visits have to be very short or cannot take place at all, due to the lack of appropriate facilities
* six interactive sessions for adults and young people per year, uniformed youth groups (e.g. Church Lads & girls Brigade, Brownies, Scouts) and other groups (e.g. local Syrian Refugee families).

We expect a doubling of the number of casual visitors in the summer months (May – Sept.) and (by arrangement throughout the year) in groups, who will come to see the building’s remarkable heritage plus accessible Tower. Accessible guides, digital information and eye-catching publicity are planned to induce tourists and visitors to the town to stop for information.

Efforts will be made to encourage visits from groups from within the local Tendring District, where there are many living at a disadvantage.

Special events and discounts will be offered to lottery players (e.g. free Tower tours or added-value tickets).

Customers/Visitors will be able to benefit from discounts on multi-bookings or in groups.

**2. Description of supply – Activity Designer**

The position is offered as a freelance Activity Designer, with suggested hours between 0.2 FTE to 0.5. FTE hours per week, to be worked flexibly as agreed with the Vicar; with responsibility to design and develop an innovative and creative activity programme, focusing on community involvement and sharing local heritage to reach new audiences. A key component of the role will involve designing and planning heritage activities, based on the church building and fabric, arts, crafts, artefacts and Memorial Tiles as well as the churchyard and natural environment, for many different age and interest groups. Consideration must also be given to manpower requirements to suit the talents and skills of the volunteers.

**3a. The Development phase role for the Activity Designer includes, working with the Creative Activities / Community Engagement Volunteer within the Project Steering Group to**

* Assist with local publicity and awareness events.
* Input into the building of website and digital resources.
* Co-opt representatives of young people to plan heritage programme.
* Research and explore heritage potential for wider dissemination
* Prepare educational activities (e.g. workshops, quizzes, trails, costume play, school visits)
* Plan and gather materials for creative and craft work (e.g. brass and hassock appreciation etc)
* Notify arts and music promoters for new concert/exhibition opportunities
* Liaise with other local and county heritage providers (e.g. Brightlingsea Museum)
* Liaise with local nature organisations to explore natural heritage potential (e.g. Essex Wildlife Trust) and offer forest school type activities
* Liaise with disability groups to ensure equal access meets needs
* Plan how tourist and heritage information will be displayed (Liaise with TDC Tourism dept)

In undertaking the preparation of the Activity Plan the successful consultant working alongside the Creative Activities / Community Engagement Volunteer within the Project Steering Group will:

* Review existing activities and documents.
* Undertake consultation with stakeholders to ascertain the context and aspirations for the project.
* Undertake a market assessment of potential audiences.
* research comparator organisations to learn from best practice.
* Undertake consultation with potential partners who may help to deliver the programme.
* Undertake consultation with the community (organisations and individuals).
* Undertake consultation with the formal learning sector (schools, FE and HE).
* Write an activity plan that draws together all the research and makes a cogent argument for target audiences and the activity programme.
* Produce a fully costed action plan as part of the Activity Plan.
* Produce a Volunteering Plan and Training Plan for the project.
* Produce an Evaluation Framework.
* Attend at least 12 Project Team meetings at key milestones.

The Activity Plan will cover interpretation, community engagement, formal and informal learning, volunteering and training and will be written according the Heritage Lottery Fund’s Activity Planning Guidelines (October 2012).

**3.b General Information**

**Estimated Duration** Development phase July 2020 to June 2021 and Delivery phase January 2022 to January 2024 (for the delivery phase allow a 12 month period for RIBA 4 to 7)

**Lead Contacts:** Project Manager James Mellish

**Other Contacts**: The Vicar, Project Group (seeattached diagram)

**Timetable: Tender issue** 30th June 2020, tender return 28th July 2020, Tender evaluation (including possible interview TBC) w/c 3rd August.

Deadline for tender clarifications – 20th July 2020

**Activity Plan Budget** The anticipated delivery phase budget to enable the Activity plan is £57,000 including staff costs, training, travel & expenses, recruitment, equipment & materials, publicity & promotion, evaluation, and other professional fees.

All figures exclude, VAT, Inflation, and contingency.

The fee for this role is £7,500

**4. Services required**

The successful supplier of professional services will ensure the project is delivered according to the description of supply outlined above in section 3, and to;

1. To oversee the design of the heritage programme which will include
   * Dealing with enquiries, oral, written and online
   * Liaising with schools and groups of adults and young people
   * Preparing documents, leaflets and other printed material
   * Preparing display material where appropriate
   * Maintain computer databases for heritage activities as well as digitised

Information

* + Planning for visits, activity sessions and programmes

1. To facilitate good communication between Vicar, volunteers, church members and the public. To liaise with the Vicar and act as Publicity Officer – writing press releases/multi-media communications/updating website
2. To assist and develop ideas for the second round National Lottery Heritage Fund application, in conjunction with the Project group.
3. To be responsible for the heritage budget (in conjunction with the Project Manager) during the development phase and to enable the most effective use of resources for the project.
4. To plan for monitoring and evaluation of the heritage programme and activities, and to provide accurate records and reports when necessary.
5. To work closely with the PCC and FOAS to confirm the success of the All Saints’ Heritage Project, and ensure sustainability.

Supporting information associated to this tender includes:

1. All Saints Heritage Programme
2. All Saints Timetable

Application process

**The closing date for applications for this role will be 12:00 on 28th July 2020,**

All applications and appointments will be subject to NLHF procurement rules.

Applications should be made in the form of a written proposal submitted to the Project Manager by post to:

James Mellish

Rose Cottage

Old London Road,

Ipswich

Suffolk

IP8 3JD

&

Elizabeth Foss-Smith

16 Regent Road,

Brightlingsea,

C07 0NL

Please Note – one hard copy of the Tender should be sent to each address as a requirement, however a follow up email copy should also be sent to [james@jmenvironmental.co.uk](mailto:james@jmenvironmental.co.uk)

**5. Evaluation Criteria**

**The proposal should reference the requirements of the post set out above in the following order as mandatory.**

Quality 60%

1. Experience & Knowledge (30%)

This is to be demonstrated through two case-studies evidencing skills and abilities of the team particularly in relation to liaison and communication skills, working under pressure and sensitivity to religious and cultural issues. Additionally, please outline how resources, financial and otherwise are managed.

Please provide details of three Church related NLHF projects or similar with a capital value of £300K+, including lessons learned which are transferrable to the current project – what went well, what didn’t?

1. Programme & Methodology (30%)

Please provide an indicative programme and written methodology for the delivery and development phases of the project.

Price 40%

1. Fixed fees for the development of the Activity Plan to be submitted as part of the R2 NLHF application.

As a separate item, please include day rates for additional works.

Interviews will be held at All Saints’ Brightlingsea or via Zoom w/c 3rd August with a view to commencing in accordance with the timescale outlined above.

**6. Quality and Equal Opportunities**

It is the policy of the PCC to treat all employees, visitors, contractors and job applicants fairly and equally regardless of their sex, gender, sexual orientation, marital status, race, colour, nationality, ethnicity, religion, age, disability or union membership status.

This role is funded through the NLHF.