



Event Management Consultant

Role:	Developing children's birthday parties and celebration events for older people at Tiverton Museum
Location:	Working from home and at Tiverton Museum of Mid Devon Life, Devon
Fee:	£2,520 including VAT and all expenses including travel
Status:	Freelance Consultant
Reporting to:	Pippa Griffith, Museum Director
Period of contract:	Fixed term, to be completed by 30/06/2019

1. Background

- 1.1 Tiverton Museum has secured an Association of Independent Museum's Hallmarks Award, for a project 'Developing new income streams'. There are two parts of this project:
- Exploring the market for, and developing, children's birthday parties and celebration events for older people at the museum (this contract)
 - Options appraisal for the creation of workspaces on the museum site which would generate income for the museum (separate contract).
- 1.2 This project follows on from a successful HLF Resilient Heritage funded project which focused on increasing income, and contributing to plans for a capital redevelopment project. A new sequence of plans has been created for the museum (including a Business Plan, Building Master Plan, Audience Development Plan and Marketing Plan). This work was done with the intention diversify the museum's income streams, and to ready the museum for a major capital redevelopment in the next few years. A redevelopment will greatly assist in our plans to diversify income by creating a fit for purpose learning room which will provide far greater capacity for different programming as well as for hiring it out, creating new lettable spaces and a small café. Both the Business Plan and the Audience Development Plan recommended hosting parties, and identified both families and older people as key audiences for the museum.
- 1.3 Tiverton Museum is a vibrant, award-winning and much loved museum that provides extensive displays on the history of Mid Devon; a lively events programme, including temporary exhibitions, guided walks, talks, holiday craft activities, themed days and lots more. The museum is proud to be family friendly and has won a number of recent awards. The museum contributes to the local economy as a key visitor attraction and works closely with its local community. We offer a range of activities for schools and families and are an important resource in an area where poverty and geographical factors increase the risk of isolation. The museum makes it possible for teachers and parents to access good quality learning opportunities outside the classroom. We also provide a successful reminiscence service for older people in care and residential homes, and a monthly memory group based at the museum. The museum runs the town's Tourist Information Service.

2 Objective

An experienced event manager is required to undertake an options appraisal for the creation of children's birthday parties and celebration events for older people to be hosted at the museum. The consultant will design our event 'offer' in response to the research. The consultant would be shadowed by a member of staff and at least one volunteer so that the process engrains a new skill within the organisation.

Developing themed parties at the museum utilises the collections in a new way. The children's birthday parties will probably be railway themed to link with the 'Tivvy Bumper' steam engine that is on display in the museum. Initial research shows that museums don't tend to promote themselves as a venue for adult celebration events (e.g. birthdays, anniversary parties). We want to explore this and develop celebration events for older people which will utilise our large social history collections and reminiscence handling collection which can tap into a 'nostalgia' market.

The party and celebration events must be designed and produced to the highest standards, enabling the museum to serve new audiences. The museum is committed to being family friendly, and parties will provide another way of engaging with families, and potentially with older people. This will assist with our financial resilience.

The consultant will conduct the following tasks:

- To undertake research and analysis of the local market for children's parties, and for celebration events for older people, including relevant consultation with possible users.
- To undertake an options appraisal for these events.
- To design children's parties including scaled party packages (min. 2 options) including: theme, activities, decorations, party bags and catering. To identify the maximum number of children, target age group(s), local catering suppliers, local entertainment suppliers (additional cost to client), and staffing required.
- To design adult celebration events including scaled party packages (min. 2 options) including: theme, activities, decorations and catering. To identify the maximum number of participants, local catering suppliers, and staffing required.
- To provide staff and volunteer mentoring on how to run these events.
- To provide a written report:
 - Identifying clear targets and recommendations for how these two types of events will run, and ongoing costs (eg catering, staffing, decorations etc).
 - To draft booking forms, including terms and conditions with recommendations for the administration of this new service.
 - To identify what resources will be required to initiate this offer (there is an additional budget of £1000 including VAT for resources, and £400 including VAT for marketing and design).
 - To identify key marketing messages.
- The recommendations of this report will be taken forward, resources purchased and these events offered to the local community as soon as possible.

3 Selection Criteria

We require demonstrable understanding and experience in:

- Market research and successful event management (preferably with experience of children's parties)
- Previous grant funded projects

- Team working with museum staff
- Setting realistic targets and methods of project evaluation
- Strong report writing skills

4 Timetable

- Closing date for applications is 19/03/2019
- The candidates will be shortlisted by the Director and the Trustees.
- Should the shortlisting panel wish to undertake interviews, these will take place between 02/04/2019 - 06/04/2019
- The work should ideally begin by 23/04/2019
- The report should be presented to the museum by 30/06/2019

5 Budget

The total amount available is £2,520 (including VAT). The tender costs should include travel and all other costs associated with the work.

Suggested payment will be 25% upon appointment, 50% for the first draft and 25% on receiving the final report and presentation

6 Proposal

Your proposal to undertake this project should include:

- Credentials for the company and all those who will have input into the work.
- Examples of similar projects undertaken.
- A methodology of how you propose to meet the requirements of the brief.
- A programme indicating how you would deliver the project and key dates for tasks.
- A costing breakdown.
- Details of two referees for whom you have done similar work.

Please email applications to Pippa Griffith, Director at curator04@tivertonmuseum.org.uk. For an informal chat please contact Pippa on 01884 2566295.