

Museum Development Skills Needs Survey

Request for quotes – data analysis and reporting

1 Introduction

SHARE Museums East has been granted £11,000 by Arts Council England to manage the Skills Needs Survey project on behalf of the English Museum Development Programmes.

We are seeking a supplier, or suppliers, to support the implementation and analysis of the new Museum Development Skills Needs Survey, by which the Museum Development (MD) programmes will collect data on organisational skills and development needs from museums in their respective regions.

The intention is to launch the reviewed survey in Summer 2021 with the results analysed and reports written by early autumn 2021.

2 About Arts Council England and SHARE Museums East

Arts Council England (ACE) champions, develops and invests in artistic and cultural experiences that enrich people's lives. It supports a range of activities across the arts, museums and libraries - from theatre to digital art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better.

ACE invests in the Museum Development Programme to support the resilience and ambition of England's non-National museums with a priority on supporting the regional museums which are not part of Arts Council England's funded National Portfolio. The programme is delivered across England through funded programmes with nine separate regional grants. It focuses on engaging with individuals and organisations via a range of advice, information, initiatives and small grants to help museums to develop and diversify their governance, workforce, users, income, collections and public programming. The programme also directly supports the delivery of the [UK Accreditation Scheme](#) for museums and galleries in England through the provision of Accreditation advice.

SHARE Museums East (SHARE) is the museum development programme for the East of England (www.sharemuseumseast.org.uk). One of nine regional Museum Development programmes covering the whole of England, SHARE is funded by ACE as part of its national Museum Development Programme 2018-2023. It is managed by Norfolk Museums Service, a service of Norfolk County Council, in partnership with local authorities, museums and other stakeholders.

3 Background

The Skills Needs Survey has been developed from a number of smaller, home-built regional surveys which were run on an ad hoc basis by some individual regions in the years prior to 2020. While yielding useful data,

these were characterised by varying approaches to data collection and a lack of statistical rigour in survey design. With support from ACE, the regional MD programmes have come together to create a single, unified survey that is intended to provide a rich and statistically valid source of data of the developmental needs of museums in England, organised on a regional basis.

The Survey has been designed by consultant Cath Dillon of Brist Dillon Ltd working in cooperation with the training leads from a sub-group of the regional MD programmes. The Survey has been designed and tested and brought up to release stage; copies of the survey and methodology are included with this specification.

The Survey will be used by all nine regions and has a standard question set. The data will be used to inform Museum Development programmes and initiatives in the current and next financial years, and will also provide a degree of benchmarking information against which future surveys can be measured it is intended to repeat the survey on a biennial basis. It will also inform the development of future regional Museum Development funding applications to ACE. Aggregated national data will be shared with ACE and other museum Sector Support Organisations (SSOs).

During 2021-22 **Museum Development Yorkshire (MDY)** has volunteered to manage data collection on behalf of all regions. MDY will programme the survey software (Snap) and will act as Data Controller, collating and supplying data to each of the nine regional MD programmes.

4 The requirements

SHARE is seeking a supplier, or suppliers, with experience in similar exercises to implement the Skills Needs Survey by liaising with the regional MD programmes to ensure the sample is statistically robust and valid (working closely with MDY on this aspect), to clean and prepare the regional and aggregated national data sets, to prepare the regional and national reports, and to train MD teams in interpretation of the data.

The output of this undertaking should be a cleaned and reviewed set of Skills Needs Survey data and reports. The deliverables are outlined below. The reviewed data should provide its users with accurate and robust data on museums' developmental needs, both nationally and regionally. Additionally, any further deliverables which suppliers feel would be beneficial to the process should be included.

In order to reach this objective, we would expect an ongoing working relationship between the chosen supplier and the key contacts within SHARE and Museum Development teams, as well as engagement with a wider group of stakeholders at key intervals through workshops or similar. Suppliers should outline in their proposals how they would intend to facilitate this.

5 Deliverables

The service provider will be required to deliver the following deliverables as a minimum:

- A webinar to explain the survey registration process to MD regional programmes
- Provide recommendations on analysis and sample size to MD regional programmes
- Monitor survey in liaison with MDY
- Cleaning, preparation of datasets and reporting templates, including coding open text box responses
- Preparation of nine regional reports and datasets
- A review and interpretation workshop for MD regional programmes
- Preparation of aggregated national report and dataset for ACE and SSOs

This work is estimated to take about 35 days.

6 Account Management

The Service Provider will at all times maintain excellent communications with SHARE and the MD programme leads for the Skills Needs Survey, ensuring that they are all well informed, aware of issues and central to decision making in relation to progress. The successful bidder will:

1. Identify a named contact acting as **Contract Manager**. The designated person will carry prime responsibility for the contract and will be the Accountable Officer.
2. Identify a named contact person as **Service Manager**. The designated person will carry prime responsibility for the delivery and implementation of services under this contract. The Service Manager and Contract Manager can be the same person, provided they have the relevant skills.
3. The Contract Manager/Service Manager will liaise with and take instruction from SHARE and MDY.
4. SHARE's Contract Manager is Jamie Everitt, Regional Museums Development Manager.

7 Escalation procedures

In the event of a major problem, a list of contacts will be required to manage any problem to a successful conclusion.

8 Budget

The budget available for this project is up to £11,000 exclusive of VAT but inclusive of all travel and other expenses necessary to deliver.

Bids which exceed £11,000 will **be excluded from this procurement exercise as being unaffordable**.

9 Pricing and quote submission

To quote, please submit a statement describing how you will approach this project, including your methodology and the outcomes you expect to deliver. You should indicate your availability to carry out the work. You should include the names of each member of your team and any associates who will be working on the project, along with a brief description of their relevant experience.

Your price should be fixed for the Contract duration and be fully inclusive of everything necessary to deliver the full scope of requirements. Your price should be in pounds sterling and indicate VAT separately, if applicable. It should state your daily rate and the number of days allocated to each deliverable outlined in section 5, along with your proposed schedule.

Although it is not the only criteria used, SHARE will be looking closely at the potential price of a tender with value for money being an important criterion. If a tender appears excessively high or low, SHARE may wish to discuss this with the individual submitting the tender.

All quotes must be submitted to Jamie Everitt, SHARE Regional Museums Development Manager, by email at jamie.everitt@norfolk.gov.uk. Quotes must be received by **5pm Wednesday 26 May 2021**. Late submissions will not be accepted.

Quotes will be assessed by a panel of MD programme managers. The panel may decide to call prospective contractors to interview (via Zoom or Teams) to explore quotes in more detail.

10 Payment structure and billing requirements

The contract will be awarded as a Purchase Order from Norfolk County Council, SHARE Museums East's host organisation. A contract will be awarded for the length of the project. SHARE will pay on satisfactory completion of each deliverable as per the schedule below and receipt of a valid invoice:

- Project commission and inception meeting – 30% of contract value
- Mid-point of project (to be agreed at inception meeting) – 30% of contract value
- Delivery of final survey and satisfactory completion of project – 40% of contract value

11 Sub-contractors

You must indicate any subcontractors and associates you are proposing to use in delivering the services. SHARE needs to be aware of and agree any subcontractors and associates you wish to use.

12 Contract Duration

The period of the contract is approximately five months.

The Contract start date is 1 June 2021, or as close to that date as the contractor can start.

The Contract End date is 31 October 2021.