We invite expressions of interest for a facilitator for a short programme on the theme of

**Wider Reach: Developing your audiences (In-person and digital)**

**Background**

SHARE Museums East (SHARE) is the Museum Development Programme for the East of England. SHARE is hosted by Norfolk Museums Service (NMS) and is funded through Arts Council England. We provide development support to museums through supporting excellence, resilience, peer-to-peer and co-operative working across the sector. The museum development programme delivers an annual training calendar, consultant led group projects, small grants and provides sector information through a website, e-bulletin and Twitter feeds.

**Project Summary**

**We are looking to build practical understanding of audience development for museum teams and assist with developmental steps with a cohort of six to eight museums in the Eastern Region.**

The group of museums will be invited to come together to develop their confidence and understanding of how to gather audience data directly and indirectly, how to use and analyse this data to create and deploy audience development plans. (Cohort members in this instance may include volunteers, paid staff and trustees where applicable.) The facilitator will need to enable discussion around the rationale and good practice of data collecting.

Work will include the facilitation of one or more group sessions, with additional 1-1 mentoring/support for the participant museums. This element of support and mentoring needs to be delivered by the facilitator in the months around the cohort programme and has to be factored into their costings.

Each museum will be supported to produce a new or updated audience development plan for their own museum as part of the work.

Each museum and the facilitator will be asked to join SHARE Museums East in 2022/3 for a ‘coffee morning’ style short event to talk through what they are doing and share their progress so far.

The project should also develop a short resource guidance document that can be uploaded onto the SHARE website and used by other museums to help them with their audience data collection and use. This might include a list of sources of useful demographic or other audience related data, a ‘how to’ guide to making data collection fun/interactive and part of natural encounters with visitors, ‘top tips’, recommended reading or blog article.

**Desired Project Outcomes:**

* Museum Teams share a clear understanding of why, what and how of data required to create audience development plans.
* Museums are confident about collecting data. All paid staff and volunteers are supported and enthused to take responsibility and be part of this endeavour.
* Museums have used data from a variety of sources to develop a new or update an existing audience development plan.

The strength of the group approach is that ideas, progress and successes are shared among participants as they work out ways to make progress towards diversification of their teams, generating helpful discussion and an informal peer support network.

The final structure of the programme will be agreed with the SHARE team, hopefully after a discussion around the proposal/ideas sent in as a response to this brief.

**Further information**

**Timeframe**

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| **Project Element** | **Dates** |
| Responses to brief due in | Friday 29 April |
| Appointment of Facilitator | By Friday 13 May |
| Delivery of programme | June-Dec 2022 |

**Project Management and Communication**

The SHARE team will recruit museums to the group. At time of writing, it is anticipated that the group will meet online, but this is open to the group to decide upon, and 1-1 follow up might be in person or by phone, email or online.

**How to apply**

Please send a proposal outlining how you would fulfil this brief, including how many museums you would want to include in the programme.

You can expect to be working with organisations ranging from small, volunteer-run museums to larger museums with paid staff. We are interested in your knowledge and understanding of smaller institutions and their potential needs.

The maximum budget available is up to **£7500 plus VAT for the project**. Please include an approximate breakdown of the budget as part of your tender. This should be fully inclusive of all expenses.

**Please submit your response by 5pm on Friday 29 April 2022.**

**Applications will be assessed against the following criteria**:

* Value for money
* Specific, relevant knowledge and experience
* Evidence of previous work with cultural organisations, and in particular an understanding of the needs and resource issues of smaller organisations
* Evidence of ability to work flexibly and respond to the requirements of different organisations
* Ability to deliver the project on time and to budget

For your response to the brief and/or queries:

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