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## Ripon Museum Trust - Consultancy Brief for Digital Content Development Strategy

### Background

RMT, with the support of the Culture Recovery Fund grant from Arts Council England, is looking forwards to creating an innovative and resilient plan for our 'recovery' year in 2021.

*RMT's Strategic vision is to use our heritage assets to inspire people to seek a fairer society. We will use the unique trio of the Workhouse, Prison & Police and Courthouse Museums, collections and the stories they tell to help people explore big issues such as fairness, equality, justice and welfare. Through excellent engagement, programming and outreach together we will inspire people to become compassionate and active citizens, shaping society for the better. We will work for greater participation in our heritage which will enrich lives and improve wellbeing. Volunteering is integral to our organization; at our core we work as one team. We can make a positive impact on Ripon cultural and economic development and provide a focus for skills and jobs. Covid-19 impacts all parts of society in a myriad of ways. We believe passionately that we should respond. We have a responsibility to find new ways to engage people with our heritage, addressing themes which resonate in the 'new normal' - health and wellbeing, isolation and segregation, rebuilding community cohesion and aiding recovery from the pandemic. We also want to build long term environmental and inclusion into all our plans.*

In 2018 we commissioned a 3 year overarching Digital Strategy which looked across all activity and potential at RMT, created an agreed vision and made recommendations. Whilst this previous Strategy still exists, we need this new consultancy to work with us over the next 2-3 months to help us look at **how** to create a content development strategy, using our rich curatorial and learning resources. How will digital help RMT reach and engage new audiences, further develop all its social channels and generate new ones and establish high quality online and live content, website, social media, vlogs, podcasts and games?

We are an Arts Council England National Portfolio Organisation until March 2023 and it is also our intention to submit a major grant bid to the National Lottery Heritage Fund in early 2021. Digital content, creation and delivery will be a key component of our sustainable future.

1. The consultancy needs to review the recommendations made 2 years ago in the light of the very rapidly changing environment for cultural digital content and the unprecedented ways in which the Covid-19 pandemic has changed the shape of delivery in museums and the use of digital technology.
2. This consultancy will help us to maximise opportunities for developing and monetising digital content products and create a Digital Content Development Action Plan.
3. The consultancy should advise on different routes to market - up to date examples of best practice from national and international museums, galleries and heritage tourism sectors, quality and industry standards
4. The consultancy must explore income from digital development consistent with our resources [human, financial, our collections (digitised and un digitised), our historic buildings and our amazing 'people stories'. Full account must be made of opportunity costs in respect of other operations.
5. The consultancy must find ways to work creatively with a simultaneous Business Resilience Consultancy.
6. This consultancy needs to have a strong practical focus giving us tools to continue with this development beyond 2021. It must include a costed action plan for procuring any additional hardware and software, licenses, intellectual property issues etc.

7. It must include a Training Needs Analysis of all our staff and volunteers to determine the priorities for skills development and include some actual costs for delivering some basic awareness training to priority staff and volunteers.

#### **The Outputs**

- A report covering the above objectives with a revised 2021 budget and a costed timetable for action
- Delivery of training

#### **Profile of the consultancy**

- The successful consultancy must have significant experience in the cultural sector developing and delivering sustainable digital engagement strategies and audience development
- In depth technical knowledge of the digital sector and the ability to communicate with and train others in this area
- The consultancy must find creative ways to maximise the value of the CRF grant alongside the simultaneous Business Resilience consultancy.

#### **The Budget: (inclusive of all expenses and VAT) is £12,000.**

Instalments paid on appointment, completion of Stage 1 and Stage 2.

#### **Project Management – indicative timeline**

- Receipt of proposals by 17:00 6<sup>th</sup> December 2020
- Selection w/c 7<sup>th</sup> December
- Start up meeting w/c 14<sup>th</sup> December (or earlier). Payment 1
- Preferred meeting method MS Teams
- Stage 1 activity December – January. Payment 2
- Stage 2 activity January – February
- Completion end February (RMT's financial year is January – December). Payment 3
- The Director, the Treasurer (RMT's Digital Champion) and the Learning and Outreach Manager are key contacts.

#### **Method of Appointment: proposal documents must include:**

- Details of the methods or approach proposed
- An indicative project plan & timetable, including time allocation & fee (inclusive of VAT and all costs) and stating planned number of days to be worked
- Details of relevant knowledge, experience and track record with specific reference to potential areas of support and CVs of key project personnel and contact details for two referees
- Declaration of any potential conflicts of interest e.g. where the consultant is currently a museum trustee or has pre-existing relationships with specific museums

**Submissions** must be sent to [helen.thornton@riponmuseums.co.uk](mailto:helen.thornton@riponmuseums.co.uk). By closing date: 17:00 6<sup>th</sup> December 2020

**Contact details:** For further information please contact Helen Thornton, Director, Ripon Museum Trust on 07913722205.

