

Request to Quote: Children & Young People Visitor Experience Project Development

1. Background

Museum Development Yorkshire supports the museums of Yorkshire and the Humber to be secure, accessible and sustainable homes for their collections, and of value to the diverse communities they serve.

Our role is to help museums fully understand the complexity of operating successfully in the 21st Century, and to build on good practice to assist them in releasing the cultural potential of their collections, people and sites. We guide museums on their development journey by enabling them to benchmark themselves, understand changes in audience, sector and stakeholder expectations, and identify the steps needed to realise their ambition.

We foster an environment in which best practice is developed, shared and used to inspire others to deliver their own growth.

Museum Development Yorkshire is funded by Arts Council England, and is part of York Museums Trust.

This brief is designed to provide Museum Development Yorkshire with additional capacity and specific expertise in developing projects with children and young people (CYP).

2. Purpose of this brief

Museum Development Yorkshire is seeking to support museums throughout Yorkshire and the Humber to develop their offer for children and young people, in line with Arts Council England Goal 5. In 2019-20, we will pilot a project to develop a new CYP visitor experience review process based on best practice in youth-led work.

To achieve this objective, the remit of this contract is to undertake a project scoping exercise resulting in a ready-to-deliver plan for a pilot project, in the Yorkshire region. The pilot project would introduce a CYP visitor experience review process into museums, with the overall aim of increasing participation in museums by children and young people.

The project will respond to Arts Council England's goals on multiple levels.

Firstly, the project will increase participation in museums by children and young people (Goal 5), by supporting a CYP group to take on the role of visitor experience assessors, providing constructive feedback to a museum on its public provision from their own perspective. The project will improve participants' confidence in the museum's commitment to delivering an offer for children and

young people, and in its readiness to listen and respond to the diverse perspectives of children and young people.

Whilst the participants will gain direct experience of a museum, their feedback and its implementation will enable the museum to make improvements to enhance the visitor experience for other children and young people. The aim of these improvements would be to increase CYP participation in the museum's offer.

Secondly, the project will work with an inclusive group of children and young people in support of promoting participation in museums by everyone (Goal 2). The project plan will be designed to ensure that inclusive participation in the initial participant group is a key priority amongst the deliverable outcomes.

Thirdly, the project will support the longer-term aim of developing the diversity of the museum workforce and leadership (Goal 4), by enabling participants to experience museums as a workplace. By increasing participation in museums by children and young people as one of its outcomes, the project will also enable a wider and more diverse pool of young people to consider museums as a potential workplace in the future.

3. Proposal

Museum Development Yorkshire is seeking to commission a professional experienced at working with children and young people in museums or arts settings, to undertake the following activities:

Stage 1 (August– September 2019)

Review and report on best practice examples of engagement with CYP using museum visitor experience review activities.

Identify other leading and relevant best practice examples of engagement with children and young people to achieve wider and increased engagement and participation, e.g.:

- Theory of Change
- Potential collaboration with key partners such as the Bridge Organisation IVE
- Barriers to participation
- Effective models for evaluation
- Preparation needs with the museum partner

Propose an outline format and structure for a pilot CYP visitor experience review project in the Yorkshire and Humber region, based on identified best practice and including:

- methods for recruiting young people and a participating museum
- youth-led project methods and co-production methods

- indicative project budget
- project evaluation methods

Key deliverable for 27th September 2019:

An outline project structure, plan and budget agreed with MDY lead officer.

If deemed appropriate, the contract may continue to a second stage of project development.

Stage 2 (October 2019 – November 2019)

Undertake a development phase for the project, resulting in a detailed project delivery plan. Development in this stage must include running and appropriate capture of the results of a formative consultation with a group of young people.

A project delivery plan, agreed with the MDY lead officer at draft stages, must include the following elements:

Recruitment and selection of project participants:

- **Museum:** Identify and agree participation with an appropriate pilot museum, including:
 - an agreed staff liaison contact
 - demonstrable receptiveness at senior/executive level to working with young people in a youth-led project
 - organisational capacity and capability to implement change recommendations
- **Young people:** Identify the CYP group, including but not limited to:
 - target age range for young people
 - recommended number of participants
 - recruitment method for participants including actions to address wider and diverse participation
 - any legal requirements and best practice for safeguarding participants during all activities;
 - identify an interested, existing group if appropriate and possible
- **Pilot project co-ordinator:** Specify role descriptor for a contract or commission of a project co-ordinator for delivery, including legal requirements for working with young people

Project delivery:

- **Methods:** Recommend in detail youth-led methods for project organisation and delivery to ensure meaningful ownership and participation in the project by young people, and a final personal outcome for participants, such as a reference or certificate. Include scope within the project for young people to gain awareness of museums as a potential workplace, e.g. through increased awareness of museum roles, skills development,

reference to workplace standards, whilst retaining a youth-led focus that ensures young people are empowered to implement their own ideas for the project.

- **Schedule:** Produce a project delivery schedule, with awareness of all participants' needs, including start-up and preparation, visitor experience activity, making and receiving recommendations, implementation of recommendations, project celebration, later feedback on effectiveness of museum changes made. The project delivery should be planned to take place and be fully evaluated by 31st March 2020.
- **Budget:** Detailed project budget including staffing, resources, access needs, museum implementation fund.
- **Response capability:** Liaison and/or development with museum(s) to ensure welcoming structures for young people's access, staff development, plans for receiving and implementing recommendations in an appropriate and enabling environment. Ideally, the CYP group should be enabled to report back to the most senior level of museum trustees and staff, as part of a positive process.
- **Evaluation:** Clear and responsive evaluation processes with young people of the project and outcomes; museum evaluation including impact of recommendations implemented on behalf of the young people on staff, behaviours, museum environment, visitor numbers.

Key deliverable for 29th November 2019:

A detailed project delivery plan, covering all required elements, agreed with MDY lead officer.

4. Areas to be covered and outputs

The selected contractor will deliver the following:

Stage 1

- A report on best practice examples of comparable projects, and wider best practice in youth engagement.
- An outline plan for a pilot CYP visitor experience review project in the Yorkshire and Humber region, including:
 - methods for recruiting young people and participating museum(s)
 - youth-led project co-production methods
 - project evaluation

To be signed off by 27th September 2019.

Subject to confirmation of a second stage:

Stage 2

A project delivery plan, including:

- Formative consultation with an appropriate group
- Recruitment and selection of project participants
- Project methods
- Project schedule
- Project budget
- Partnership working agreement with pilot museum
- Evaluation methods

To be signed off by 29th November.

5. Project Management

The principal contact for the commissioning process is Michael Turnpenny, Head of Museum Development Yorkshire.

6. Method of Appointment

The closing date for receipt of proposals is 09:00 Monday 5th August.

Proposal documents should include:

- Details of the methods or approach proposed
- An indicative project plan and timetable, including time allocation
- An indicative consultancy fee (inclusive of VAT and all costs) and stating planned number of days to be worked
- Details of relevant knowledge and experience with specific reference to potential areas of support
- CV of key project personnel
- 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
- Contact details for two referees

Proposal documents should include the following table:

Contractor Name	Estimated Days	Cost of project	incl Vat (tick)	incl. travel (tick)	incl. costs (tick)
		£			

Proposal documents should not exceed 12 sides A4 including CVs.

Selection will be according to the following criteria:

- Experience in and knowledge of the areas detailed in the specification
- Knowledge and understanding of the museums sector
- Evidence of ability to deliver to specification

- Stage 1: Price Indicative budget £1,000 to £1,500
- Stage 2: Price Indicative budget of £2,500 to £3,500

8. Timescale

- Receipt of proposals by 09:00 5th August 2019
- Selection notification by 17:00 9th August 2019
- Completion of Stage 1 activity by 27th September 2019
- Completion of Stage 2 activity by 29th November 2019

The project delivery should be planned to take place and be fully evaluated by 31st March 2020.

9. Submission of Proposals

Proposals, to be received by **09:00 5th August**, should be sent to:

mdyoffice@ymt.org.uk

If you have any queries, or would like to discuss this brief, please contact:

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