

Dee Coastliners / Arfordirwyr Dyfrdwy

Brief for Sense of Place Study

Scope of the Brief

The Dee Coastliners project has been awarded first round funding from the National Lottery Heritage Fund to further develop the project with the aim of submitting a second round application to the National Lottery Heritage Fund in 2020. Please see associated documents 'Dee Coastliners Project Summary' and 'Dee Coastliners Focus Areas Map'.

We wish to appoint a consultant to work with the Dee Coastliners Development Team on a Sense of Place Study for the Dee Estuary. The study will feed in to the Dee Coastliners project activity plan.

The study should include two outputs: an audience development plan and an interpretation plan. 'Who' and 'How' documents for the project. The study will involve planning, organising and implementation of a number of consultation sessions engaging with existing and other audiences to take place between June and September 2019. The consultant will collate and review the information gathered at these events using it to inform recommendations that will contribute to the activity plan the Trust is putting together. The study should also include a methodology for measuring sense of place which can be used as an indicator of project impact as part of the evaluation. The successful consultant will be expected to be familiar with natural heritage and community engagement projects, sense of place study and assessment, audience development and interpretation plans for National Lottery funding applications.

The audience development plan should:

- Establish baseline information about current audiences, including residents and visitors by collating existing research and updating this where appropriate.
- Identify how audiences currently value and engage with the landscape, catchments and natural heritage of the Dee Estuary area. This information should then be used to establish baseline assessment of public sense of place of the estuary. The report should present a simple methodology against which change in perception can be measured.
- Identify the priority audience groups for the project. Consider the characteristics, needs and interests of each audience group and identify how best to overcome any barriers and engage with them to promote greater understanding of the cultural and natural heritage.
- Develop communication messages/approaches appropriate to the needs and interests of the target audiences.
- Recommend types of events and activities most likely to engage communities during the delivery phase.
- Develop a set of recommendations for the activity plan based on the above.

The interpretation plan should:

- Ensure that target audiences and all stakeholders are engaged in and help inform interpretation and events provision.
- Investigate and assess and classify the sense of place of communities in the project area.
- Develop a narrative and identify clear themes for interpretation of the natural heritage of the area, based on the area's special qualities and sense of place.

- Identify barriers to engaging with heritage and offer solutions to overcoming those barriers.
- Inform the development of the projects outlined for the Dee Coastliners project by proposing the key messages, behavioural and intellectual outcomes, communication methods and media, and legacy for the project.
- Draw up proposals for interpretation that use new methods and technologies where appropriate, such as smart phone technology.
- Make recommendations for monitoring and evaluating the effectiveness of interpretation.

The consultants should take account of National Lottery Heritage Fund publications that provide guidance on Audience Development and Interpretation. Proposals for utilising digital technology should take account of their good practice guidance on 'Using digital technology in heritage projects'.

Methodology

Consultants are expected to outline their methodology in the submission. The consultant may feel it is necessary to conduct interviews, focus groups or otherwise to capture other groups. We will provide relevant supporting information so that any desk analysis can commence on appointment. This methodology should be described in the submission.

Payment

Consultants will be paid in full on satisfactory completion of the project. Interim payments may be paid, details and timings will be agreed with the successful consultant before any work commences.

Budget

The cost of hiring facilities and venues for any other consultation should be included in the submission, if relevant. All expenses **must** be included within the set budget. The budget we have available is in the region of £8,000 excluding VAT.

Tender submission

Tenders should be sent to: **Sarah Bennett, Dee Coastliners Development Manager, Hollybank House, Poole Lane, Thornton-Le-Moors, CH2 4JF**

Tenders can also be submitted by email: sbennett@cheshirewt.org.uk

Tenders deadline must be received by **noon on Tuesday 28th May 2019**.

Assessment of Tenders

- a. Consultants are expected to provide the following information in their submissions:
 - a demonstration that the brief has been understood
 - a concise description of how they would approach this contract and outline any suggested changes from the methodology suggested above
 - a commitment that the project will be completed on time
 - a timeline for delivery of the project including milestones
 - the number of days envisaged for the project by named individuals
 - the day rates and total costs for these individuals
 - identification of any expenses and travel costs which will be incurred
 - the full cost of delivering the work including VAT, if applicable.
 - the proposed format of the final report/s
 - a summary of the relevant experience of the individuals who will be carrying out the work
- b. Tenders will be evaluated against these criteria.