



COMMUNITY ENGAGEMENT & DEVELOPMENT BRIEF

Organisation: Society of Antiquaries of Scotland

Role: Community Engagement and Development Specialist

Estimated Fee: £20,000 - £25,000 (inclusive of meeting and travel expenses, and VAT if applicable)

Duration: Six months

Timetable: Submission deadline Monday 11th December 2023
Bidders notified of decision week commencing 18th December 2023
Work commissioned early January 2024
Interim report submitted late March 2024
Work completed June 2024

Location: Home or company based
(Must be able to travel to Edinburgh for project meetings with Society staff and travel around Scotland to run consultation interviews, focus groups & workshops)

Reporting to: Andrea Kaszewski, Fellowship & Development Manager

EXECUTIVE SUMMARY

We are inviting expressions of interest from a suitably qualified Consultant to undertake consultation (meetings and focus groups) with existing and potential partners to identify needs and opportunities, to develop a database of contacts of organisations, community groups and individuals, to map potential partnerships, and to develop an initial set of potential activities/programmes and evaluation framework.

This community engagement and audience development research will report on what people's views and ideas are for the Society's ambitious "Scotland's Heritage Hub" project. It will suggest how this can be incorporated into ongoing project development and design (through co-production).

We believe that everyone should have the opportunity to actively engage with and benefit from heritage. Improving accessibility and inclusion is a strategic priority for the Society and the building purchase and redevelopment offers an opportunity to review our approach, embed inclusivity, and to ensure that our project creates a welcoming and accessible space, free from barriers to participation.

1. SOCIETY OF ANTIQUARIES OF SCOTLAND

The Society of Antiquaries of Scotland is a charity registered in Scotland (charity number: SC010440). It is also the oldest antiquarian society in Scotland, founded in 1780, to provide an independent forum for the study, conservation and enjoyment of Scotland's past. Today, the Society is an independent charitable organisation, governed by a voluntary Board of Trustees called Council who employ a small team of staff based in Edinburgh. It consists of over 2,600 members (called Fellows) worldwide who are interested in and inspired by the study of Scotland's past.

The Society's vision is that Scotland's past is for everyone to research, share, enjoy and protect, home and abroad. The Society helps to translate Scotland's rich heritage for wider contemporary audiences, highlighting the importance of past and new research. It does this by publishing high-quality books and peer-reviewed papers, by supporting independent research with awards and grants, by running public lectures and conference programmes featuring leading experts, and by providing a home for two sector leading projects, Scottish Archaeological Research Framework (ScARF) and Dig It!

2. SCOTLAND'S HERITAGE HUB

The Society is embarking on an ambitious transformative project "Scotland's Heritage Hub" (working title), a project which involves the purchase and redevelopment of an under-utilised, B-listed building in central Edinburgh. A place which harnesses many people's skills and expertise and provides a focus for the heritage sector to increase and maximise public benefit. This will provide a vibrant space and welcoming doorway to Scotland's past for many people, Society members and non-members alike.

We already know how and why the overall project is important to the Society staff, but we need to know how its members (Fellows), and other organisations in the heritage sector in Scotland feel it could benefit them. The Society also wants to better understand what more both it and the redeveloped building can do for the wider public and for heritage in Edinburgh, Scotland and further afield. Who else can we collaborate with, support and learn from to better tailor our products, services and events?

This stage of the project (winter 2023 to spring/summer 2024) is focussed on Community Engagement to determine how, what and why Scotland's Heritage Hub could be important and useful to people in the local community and other communities of interest. This information will help the Society build and test a clear case for support - evidence the need, the positive difference and changes the renovated building and activities run from it will bring for people and heritage. With this community engagement and audience development research we want to ensure as many people's views and ideas as possible are incorporated into the development and design (co-production) of the project plans for the building.

3. KEY OBJECTIVES & THE PROPOSED SCOPE OF SERVICES

The main objectives of this community engagement and audience development research is to help find out what people's views and ideas are for the Society's ambitious project "Scotland's Heritage Hub" in order to better understand needs and opportunities and so build a stronger case for support, and to suggest ways that this can be incorporated into project development and design (co-production).

The scope of services should include but not be limited to the following areas:

- Identify previous/current and potential audiences and supporters, capturing information to use as baseline data and to review and assess barriers to participation
- Undertake consultation with organisations, community groups and individuals, including in person and online meetings and working with focus groups as appropriate to identify needs, barriers and new ideas
- Identify and recommend to the Society new opportunities for broader engagement and outreach
- Identify, map and discuss with potential partners, both local and national, the delivery of activities
- Undertake a review of engagement and participation opportunities

4. KEY DELIVERABLES & OUTPUTS

We will require a digital copy of the final report. This will include the following key deliverables:

- A database log of contacts (names of people met and potential partnerships mapped) and responses to consultation questions - a set of research data stored in an accessible digital format (e.g. Excel)
- Results of consultations, focus groups and meetings with a range of people, organisations and community groups identifying needs, real/perceived barriers and opportunities for partnership working
- A stronger case for support for the large ambitious and transformative project is tested and developed with individuals from local community, local groups, and with other communities of interest around Edinburgh, Scotland and the world, including potential new audiences and donors
- Recommendations on ways to involve as wide a range of people as possible in project co-production
- An outline of a detailed activity plan and an evaluation framework, in line with NLHF guidelines, with any supporting documents and summaries of research undertaken in preparing the report and plans
- Plans for possible future community engagement and audience development, and formal and informal learning, participation, and volunteering opportunities
- Recommendations on next steps for the Society with regards to which large funders to approach and when for the next important phases of work in 2024-2025 (development and delivery phases)

5. SKILLS & EXPERTISE

The consultant will engage with a wide range of people (much wider range than the Society currently does) to gather their views of how the Heritage Hub - a redeveloped building in central Edinburgh - would benefit and be useful for them. The skills and experience required include:

- Demonstrable experience of arranging and coordinating focus groups, consultations, and other engagement activities and of working with diverse range of people with diverse needs and interests being sensitive to their needs/requirements
- Demonstrable experience of working to best practice in community engagement, audience research, partnerships, and place-based methodology
- Detailed knowledge of NLHF and other large funders and their application requirements, and experience of working with organisations in preparing and finalising large funding applications
- Demonstrable experience and ability to take on feedback and undertake project evaluation
- Excellent interpersonal and communication skills (written and verbal)
- Experience of undertaking health & safety reviews and risk assessment in relation to in-person and online community engagement consultations, focus groups and meetings

6. CONTRACT MANAGEMENT

Timetable

We expect the service commissioned to begin in early January 2024, with initial meeting with Society staff as soon as possible after appointment. A draft work plan should be submitted by February and work completed with final report submitted to the Society by June 2024.

Costs

The budget for this work will be in the region of £20,000-£25,000 (inclusive of meeting and travel expenses, and VAT if applicable). Payment will be on a staged basis, with an initial start-up payment of 30%, another 40% on submission of the draft report (including a log of people met and their responses to consultation questions, a detailed activity plan and evaluation framework) and the remaining 30% on submission of the final report.

Reporting

The contract will be managed by Andrea Kaszewski (Fellowship & Development Manager) and as necessary Dr Simon Gilmour (Society Director). They will approve payments on production of satisfactory work and will also monitor progress on an ongoing basis to ensure the project deadlines are met. Regular agreed meetings will be held to assess progress in addition to normal day-to-day communications with Society staff.

The project is seen very much by the Society as a partnership and collaboration, with expectation that a few members of Society staff, mainly the Fellowship & Development Manager and Director, will need to work closely with the appointed consultant, especially at the start of the project.

7. AWARD CRITERIA

The consultant's proposal for this project should include:

- An outline of approach to be used in the project
- Details of relevant staff including a lead contact where required and their relevant skills, experience and expertise
- References from, and contact details for, previous clients
- Full costs and expenses for the work
- A project timetable for this phase of work

Proposals submitted will be assessed by the Society against the following questions:

1. To what extent does the proposal demonstrate an understanding of the issues related to this brief?
2. To what extent is the outline of approach appropriate to the requirements set out in this brief?
3. What skills and experience does the bidder demonstrate in order to successfully complete the work?
4. How well has the bidder structured their proposal to successfully win the contract and deliver the required work to budget and timetable?

8. PROCUREMENT PROCESS

The procurement timetable will be:

- Proposal submission deadline: 10am, Monday 11th of December 2023
- Clarification/Interview meetings if required week commencing 11th December 2023
- Society will notify bidders of its decision week commencing 18th December 2023

Proposals should be sent by email to Andrea Kaszewski – Andrea@socantscot.org