

Brief and Person Specification: Branding Consultant

Role:	Freelance Branding consultant for the Dean Heritage Centre
Location:	Working from home and at the Dean Heritage Centre, Gloucestershire
Fee:	Our total budget is £6,000 including VAT and all expenses including travel.
Status:	Freelance Consultant
Reporting to:	Emma Smith, Centre Manager
Period of contract:	Fixed term, to be completed by 10th March 2017

1 Project Summary

1.1 Dean Heritage Centre has secured an Arts Council England Resilience Museums Fund grant for a project titled Focussing on the Fundamentals. The development work includes:

- Access and interpretation work to improve visitors' experiences. In particular, we want to improve our 'telling of the story' of the Forest of Dean and the Dean Heritage Centre. Currently the centre has failings in the cohesiveness, both physical and intellectual, of the different parts of the site, the way-finding for visitors and the accessibility of the interpretive signage.
- Branding work to create a clear brand identity to reflect the values and character of the Dean Heritage Centre, and produce guidelines to help us ensure that this brand identity permeates all aspects of our service.
- Using the outcomes of our access audit and re-branding to re-design our website, in order to enhance our engagement with online audiences, both current and new. In addition, the re-design will ensure the website is fully accessible to mobile devices; thereby increasing its reach and effectiveness.

1.2 Dean Heritage Centre is an accredited museum, established in 1983. The heritage mill building and additional buildings are set in a five-acre woodland site with a mill pond. Its collections tell the story, starting in pre-history, of a geologically diverse area which has resulted in a fascinating mining and industrial heritage. The free miners of the Forest of Dean are unique and the museum tells their story as well as the social history of an area that was relatively isolated until the latter 20th Century. The museum holds an archive of 20,000 artefacts including oral history illustrating the forest dialect.

The outdoor exhibits include a Forester's cottage with a garden and livestock, a traditional charcoal burner's camp, chainsaw carvers working daily, a working waterwheel for hydroelectricity, a playground and a children's Gruffalo Trail.

We are also an Educational Charity and we offer an education programme which is delivered to 50 schools and 2,000 children each year. We are particularly interested in improving the accessibility of our collections for children and the intellectually disadvantaged.

1.3 In 2015 we commissioned a business planning consultation and report funded by Arts Council England. This report gives a valuable comprehensive assessment of our organisation and recommendations for each aspect of our business. We have also clarified the values of our organisation and our target audience. The background materials which will be made available to the consultant will include:

- The Iridescence Business Planning report published in 2015 – sections on market analysis and competitive positioning

- The purpose and values and target audience of the Dean Heritage Centre agreed by stakeholders
- Visitor numbers analysed by type
- The Access report which will be published by 28th February 2017

2 Scope of work

2.1 In addition to reviewing the relevant background material supplied by the Dean Heritage Centre, the branding consultant will make their own assessment of our current environment and the methods of delivery used to meet the needs of our audience.

2.2 The DHC is almost 100% funded through admission charges, its education programme, venue hire, the shop, and the cafe. All of these elements will benefit greatly from a unified brand identity, which evokes a feeling about our purpose and values. This brand identity needs to be present in everything the visitor experiences – finding their way around the site, our leaflets and signage, the interpretation of the exhibits, and the gift shop.

2.3 The consultant will work closely with the Centre Manager
The following tasks will be completed as part of the contract:

- Create a visual voice for the Dean Heritage Centre brand
 - To reflect our identity, purpose and aims
 - To work across all social media platforms
- Produce a branding strategy and brand guidelines to apply to our wayfinding and signage, printed media, digital media and website including:
 - Brand identity
 - Typography, font
 - Graphic identity
 - Colours
 - Photography style
 - Tagline
- Inform the website re-design
- Design supporting assets including:
 - Leaflet template
 - Site plan
 - Letter heads
 - Poster template
 - Advert template
- On completion provide guidance on implementation of the new brand identity to the Centre Manager

3 Website design

The website design work will follow closely, needing to be completed by 24 March 2017. **Consultancies may tender for both the website design and re-branding, please see the Website design brief for details.**

4 Copyright

The Dean Heritage Centre will retain full copyright for any marketing and branding materials created.

5 Access

All marketing materials must be fully accessible and comply with the relevant guidance in our Access report which will be completed by 28th February 2017. Imagery will be representative of a diverse audience using positive representations. Text must conform to DDA guidelines and simple English standards.

6 Timetable

The contract for the consultancy will be awarded on 17th February 2017 and will be completed by 10th March 2017.

7 Submission of project proposals

Proposals to undertake the project should be submitted by 12 noon on 13th February 2017 to the key contact, below, in digital format only. Interviews will be held on 16th February 2017 at the Dean Heritage Centre.

The proposal should include the following:

- Examples of similar projects you have undertaken
- Details of two referees for whom you have done similar work
- How you would address the brief
- Your timetable for work
- The skills and experience of the people who will be undertaking the project
- Your quotation

The successful consultant will be chosen on the basis of:

- Their approach to and understanding of the brief
- Their track record of the successful delivery of similar projects
- The expertise and skills that they can bring to the project

8 Fee

Consultants are invited to submit proposals for this contract up to the value of £6,000, including VAT. Tender costs should cover travel and all other costs associated with the work.

9 Reporting

The consultant will report directly to the Centre Manager

10 Contact

The key contact for applications is

Emma Smith
Dean Heritage Centre
Camp Mill
Soudley
Gloucestershire
GL14 2UB
Tel: 01594 822170

Please email applications to: emma@deanheritagecentre.com