



Briefs for externally commissioned work for proposed NLHF Resilient Heritage Project

Project Title: Pennine Heritage Resilient Future

Workstream: Marketing and Engagement

Work Required

Assessment and definition of our existing and potential 'offer' as a heritage charity and a social business

Review of current marketing and public engagement activity

Assessment of customer opportunities, prospective audiences and barriers to use and participation

Delivery of an inclusive community engagement survey, based on our defined 'offer' and assessing awareness of the existence and activities of Pennine Heritage and the Birchcliffe Centre. The survey must contact and receive feedback from a minimum sample of 250 individuals in the Upper Calder Valley.

Consultation with the facilities management work stream (Rents, Lettings, Hostel) to ensure the Marketing and Engagement Strategy reflects its findings and recommendations.

Liaison with Project Lead Adviser to ensure effective integration of work stream outcome into the 5 year Business Plan.

Production of a report setting out a Pennine Heritage Marketing and Engagement Strategy for the next 5 years incorporating the findings of the Community Survey and with defined targets and recommendations for action. The report's conclusions will be incorporated into the 5 year business plan

Specification

Delivery of successful marketing initiatives for charities/social enterprises

Knowledge of visitor destination, managed workspace and events venue markets in the South Pennines

Delivery of successful customer or community surveys/engagement activity

Understanding of Charitable Sector

Evidence of effective report writing and successful impact of advice/recommendations

Knowledge of heritage sector

Ability to work outside normal working hours

Timescales and Remuneration

Subject to agreement. Estimated working time 20 days, budget maximum £5,000 plus survey costs.