



## **Interpretation Consultancy Brief**

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## 1.0 Introduction

### 1. This Brief

The Romney, Hythe and Dymchurch Railway Association wishes to engage a professional consultant to investigate for phase 1 of a larger project. This piece of work requires the consultant to investigate the feasibility of a railway/ local area interpretation centre and accompanying action plan to inform a more detailed phase 2 interpretation plan. This brief provides the context, requirements and process for procuring such services.

### 2. The RH&DR and the RH&DRA

The Romney, Hythe and Dymchurch Railway (RH&DR) is a Heritage Railway tourist attraction. It opened in 1927 and continues to run as a PLC with an Operating Company, The Romney Hythe and Dymchurch Light Railway Co.

In 1967 a supporters association was founded, the Romney Hythe and Dymchurch Railway Association. The Association's subscriptions provide supporters with member benefits and supports the railway through donations and sponsorship of special projects. The Association became a [Charity](#) in 2009 with its aim, *to preserve and maintain the historic miniature trains and associated elements on the Romney Hythe & Dymchurch Railway for the benefit and education of the public in particularly but not exclusively by the provision of a heritage centre as well as financial and human resources.*

### 3. Related activities

The RH&DRA's Heritage Group work with a focus on promoting and archiving the railway's heritage through designing special events at the railway, creating publications, animating social media pages, creating short-term and long term interpretation materials.

## 2.0 The Project

### 2.1 Project Vision

Provide a high-quality interpretation experience for railway visitors and local visitors. The interpretation centre would tell the story of the railway, drawing on its place in the social history of the area.

### 2.2 Project Timetable

Phase 1 –	Feasibility study & action plan	Dec 2016
Phase 2 -	Interpretation Plan	April 2017
Phase 3 -	Fund raising	Dec 2018



### **3.0 Consultancy Requirements**

#### **3.1 Scope of work**

This brief addresses the procurement for Phase 1 of the timetable ONLY

##### Objectives (Phase 1)

Understand the scope of developing an interpretation centre for the RH&DR that will inform possible investors and other stakeholders.

Inform the development of an interpretation centre for the RH&DR in preparation of planning the process in greater detail.

#### **3.2 Outputs**

- a. Feasibility study and accompanying report
- b. Detailed recommended action plan for implementing the project
- c. Draft Procurement documentation for phase 2 to develop the interpretation plan.

#### **3.3 Detailed requirements:**

1. Justification for the need for such an interpretation centre through stakeholder engagement.
2. Collation and analysis of the necessary data to refer to in justifying the need for the interpretation centre.
3. Identification of a range of potential target audiences and their differing needs.
4. Thorough exploration of suitable and unsuitable locations for the interpretation centre at locations along the railway.
5. Identifying the possible benefits from investment in an interpretation centre.
6. Identification of the risks of investing in an interpretation centre.
7. Suggestions of and support for related activities that might provide evidence that will strengthen a funding bid in the future.
8. Analysis of possibilities within different budgets.
9. Analysis of potential funding opportunities in addition to HLF.
10. Design a detailed action plan for investing in an interpretation centre which includes key stakeholders, personnel required and indicative timescales.
11. Preparation of procurement documentation for phase 2.
12. Weekly progress emails to project group throughout the period of the consultancy.
13. Interim progress meeting with project group and final meeting to present the final report to project group and other stakeholders.

### **4.0 Budget and available funding**

We have allocated an initial budget for this piece of work, recognizing that this is a significant part of the pre-planning stage. We are interested in receiving detailed tender bids from a range of suppliers.

The decision to award the contract will be based on our assessment of best value in terms of time, level of involvement with the indicative budget and relevant professional experience. It is important to the RH&DRA as a registered charity that tender bids represent value for money

The RH&DRA will sponsor this first piece of work and the consultants' activity will be accountable to the RH&DRA.



## 5.0 Tender Process

5.1 The tender return should include the following:

- Proposed methodology and understanding of the project with indicative timescales
- Past experience of delivering HLF Activity and Interpretation Plans
- CVs or details for all proposed personnel carrying out the commission
- An explanation of each person's responsibilities and any subcontracting parts of the work (where necessary)
- A fixed fee proposal, proving a cost breakdown together with confirmation of any expenses
- The contact details of two references from two recent pieces of work
- Insurance details

5.2 Tender return details

The tender return should be emailed to Laura Jacques [heritage.group@rhdra.org](mailto:heritage.group@rhdra.org) no later than 5pm on **5th August 2016** Please mark all tenders 'Interpretation Consultancy Tender'. Any documentation arriving after this time will not be considered. Tenders can also be submitted by post to Laura Jacques, RH&DRA, New Romney Station, Littlestone Road, New Romney TN28 8PL.

## 6.0 Project Working Group

The project working group is a group of 4 volunteers made up partly from the RH&DRA and the RH&DRA Heritage Group. They each have jobs outside of this project and therefore may not be easily available during 'normal working hours' and have limited time available for face to face meetings. The consultant appointed should be prepared to meet with the project group during 'antisocial' times during the period of the consultancy and to wait until the evenings before email queries/ phone calls can be made.

Any questions relating to the project should be directed to Laura Jacques [heritage.group@rhdra.org](mailto:heritage.group@rhdra.org).

## 7.0 Copyright and confidentiality

The consultant will assign any documentation arising from the project outputs to the RH&DR Association for their use in connection with the future project. The consultant is responsible for clearing the copyright of any images or materials used in the documentation.

The documentation and intelligence produced by the consultant remains confidential between the consultant and the RH&DRA. The consultant may not share any documentation produced as part of this project without prior consent from the RH&DRA.



**PERSON SPECIFICATION**

**Job Title:** Interpretation Phase 1 Project Lead

**ESSENTIAL**

**DESIRABLE**

**TRAINING, EXPERIENCE AND QUALIFICATIONS**

- Demonstrable experience in designing and developing complex exhibition and interpretation projects for heritage attractions, museums or galleries (including the display of 3D museum objects and Audio Visual presentations and interactives)
- Demonstrable experience of working with volunteer organisations and / charities
- Demonstrable experience of the use of best practice project management processes and documentary controls
- Demonstrable experience of communicating with multi-disciplinary professionals

- Professional Qualification
- Experience of delivering interpretation schemes in the railway heritage industry
- A member of an industry related professional body
- Professional project management qualification such as PRINCE2

**KNOWLEDGE AND SKILLS**

- Excellent written and oral presentation skills.
- Excellent time and resource management with the ability to effectively manage conflicting priorities
- The ability to identify and resolve problems and develop innovative solutions
- A demonstrable understanding of audience focus, identification and the importance of audience research in delivering interpretive projects
- An understanding of CDM regulations 2015

- Industry award or quality mark

**INTERPERSONAL SKILLS**



<ul style="list-style-type: none"><li>• Pro-active and able to work on own initiative with minimum supervision</li><li>• Strong interpersonal skills and the ability to work with a wide range of stakeholders</li><li>• Ability to build confidence with potential funders</li><li>• The ability to gain understanding of complex issues; to advise, guide or persuade, and to balance and co-ordinate different views and priorities</li><li>• Demonstrable experience of working effectively as part of a team</li></ul>	<ul style="list-style-type: none"><li>• Useful contacts and networks</li></ul>