



**Saltaire World Heritage Education Association (SWHEA)/Saltaire Collection**

## **Audience research**

### **to widen access to Saltaire's heritage**

**A project funded by the National Lottery Heritage Fund**

## **Consultant's brief and invitation to tender**

### **Introduction**

Saltaire was founded in 1853, by Sir Titus Salt (1803-1876) as a model industrial community. It is situated within the Bradford Metropolitan District in West Yorkshire. It was designated as a World Heritage Site in 2001, UNESCO noting that it is the most complete example of its type. The Site contains a huge mill, over 800 dwellings, a range of magnificent public buildings and a Green Flag park.

The Site attracts many visitors but, because it is a living and working community, it is not possible accurately to count the numbers and make up of visitors who are focused on heritage, nor their experience of their visit. Moreover, visitor support facilities are limited. The Site has no visitor centre and there are only a few information boards. Access to public buildings is largely restricted: almost all are in daily use, many for educational purposes.

Three organisations – SWHEA, Saltaire History Club and Saltaire Festival - with exceptional local knowledge and considerable experience of holding village events, have come together in partnership to understand why people with minority ethnic backgrounds or with disabilities are far less likely to visit, and what can be done to address this. We want to hear their perception of Saltaire and its heritage and what obstacles stand in the way of them engaging with it. The National Lottery Heritage Fund (NLHF) has agreed to fund this audience research and we are looking to employ a consultant to lead that work.

SWHEA, which manages the Saltaire Collection (<https://www.saltairecollection.org/>), is the accountable body for the project and we invite individuals and companies with the requisite experience and skills to tender for the project consultancy.

## The project

The partnership's proposal to NLHF is the best **introduction to the project**. It can be found at <https://www.dropbox.com/s/ts2s7pafk8jqinb/220905%20small%20bid%20FINAL%20DRAFT%20public%20version.docx?dl=0>

The proposed **methodology** consists of running a number of focus groups with target audiences at Bradford District locations. However, this methodology may change: the partnership is ready to listen to the consultant's advice.

The **consultant's base** will be at SWHEA's office in Saltaire but we anticipate that the consultant may wish to work from home for much of the time.

The project's **timeframe** is 1 November 2022 to 31 July 2023. It is anticipated that the consultant's work will run from January 2023 to the end of May 2023.

**Project funding** is set out in the partnership's NLHF proposal.

**Management and support** The consultant will be managed and supported by SWHEA trustee and secretary Maggie Smith and Saltaire History Club officer Les Brook. The consultant will be responsible to Maggie. Other support (such as work by volunteers) will be made available.

## Our expectations of the consultant

Having studied the project details and this brief, we would expect the consultant to undertake whatever background research they feel necessary to make a success of their work.

Then, drawing on details (which SWHEA will supply) of community groups in the wider Bradford District, and working in tandem with these groups, we expect the consultant effectively to

- organize venues, dates, and times for consultation events with the groups' service users
- plan and deliver the marketing of these events
- manage each event to ensure full participation and maximum feedback with a view to achieving three objectives: to understand the target audiences' perceptions of Saltaire's heritage; the barriers that prevent them accessing that heritage; and the changes we might adopt to address unequal access, and
- ensure all relevant feedback is recorded.

The consultant can expect that the partners will have undertaken significant preliminary discussions with community groups.

The **key outcome** of this work will be a detailed written report to SWHEA. This will summarise the work that has been undertaken together with any information that has been gathered and which will be useful to SWHEA and its partners in the future. But the core of the report will focus on the three objectives.

### **Payments and contractual arrangements**

Fees for this consultancy are a maximum of £3,500 exclusive of VAT but inclusive of reasonable travel costs. 10% of the agreed fee will be withheld until a final report has been accepted by SWHEA's Trustees, the accountable body. Your invoice(s) must be submitted to SWHEA trustee and treasurer, Richard Midgley.

### **Applying and tendering for the consultancy**

You are invited to submit an application and tender for this consultancy, the details of which are specified above and which include the NLHF proposal.

Your application/tender must be submitted by 5 December 2022 to SWHEA trustee and secretary Maggie Smith [smithmaggie6@gmail.com](mailto:smithmaggie6@gmail.com). The target date for interviews is the week commencing 9 January 2023.

Your application/tender must be no longer than two A4 pages and include the following in the order specified:

- your full name and, if you have one, the name of your company
- your business address and telephone number
- a statement of your experience and qualifications relevant to this project. This should include work, skills, and knowledge – including knowledge of the Bradford District
- your thoughts on the proposed methodology (max 100 words)
- your tender for the work
- your VAT registration if appropriate.

The contact person responsible for the selection process is Maggie Smith. Maggie and Les ([les.brook@yahoo.com](mailto:les.brook@yahoo.com)) are available for pre-submission advice.