

**Staffin Community Trust**  
**Church of Scotland Annexe**  
**Staffin**  
**Isle of Skye**  
**IV51 9JX**



**Email: [skyeecomuseum@gmail.com](mailto:skyeecomuseum@gmail.com)**

**TITLE: Brief for Content development tender**

**Date: March 2018**

## **1. Background & Context**

Situated in the north-east of the Isle of Skye, in the Scottish Highlands, Staffin is renowned for its scenery and thousands of people from all over the world come to see its scenic landmarks which include the Quiraing, Old Man of Storr and Kilt Rock. Known as Taobh Sear in Gaelic, Staffin has a resident population of more than 500 people, who live in 23 different crofting townships dotted around Staffin Bay and the Trotternish Ridge. They have the good fortune to live in an area which has a range of top-tier heritage and environmental designations, possessing an international reputation for geology, palaeontology and cultural heritage. It is the purpose of this project to bring all these aspects of this community to life through the stories and experiences of the people of Staffin.

The Skye Ecomuseum, also known as 'Ceumannan,' is a museum without walls. All the exhibits are located in its environment and require a short walk to uncover their images and stories. It was established in 2008 by the Staffin Community Trust (SCT).

The Skye Ecomuseum became the first in Scotland and the UK, with funding from a variety of European and national sources, including the Heritage Lottery Fund (HLF), 10 years ago. With its other title, Ceumannan, 'footsteps' in Gaelic, the project is estimated to have helped attract thousands of extra visitors annually to Staffin and encouraged them to stay longer, boosting the local economy as a result.

In 2017, HLF approved a £522,000 grant to enhance the Skye Ecomuseum experience for visitors and the island's resident communities after SCT presented ambitious proposals to deliver a second phase of their project. The HLF award will enable the construction of a viewing platform at Lealt Gorge; new footpaths and interpretation; a central Staffin 'orientation point'; a full events programme; and the creation of a programme manager's job on a three-year

contract. The project has also received the support of the Coastal Communities Fund and the SSE Sustainable Development Fund.

In order to achieve this goal, over the course of the project, there will be a wide range of events and activities held in the community of Staffin. This will include family days on a range of different themes; an annual walking festival; a photography weekend; and a schools' programme. There will also be a renewed focus on finding out more about the history, archaeology and the Jurassic Coast of Staffin. This will help both visitors and locals will understand and appreciate that they are part of a unique and significant community.

Much of the impetus behind this project has come from the Staffin Community Trust. This was formed by local residents to improve the economic prospects of a rural district which has crofting and Gaelic at its heart. As a result, SCT has attracted more than £1.5million of investment in its 23-year existence. The SCT works with - and for - the community. Its project work is supported and funded by Highlands and Islands Enterprise's Community Account Management programme for fragile communities.

<http://www.hie.co.uk/community-support/account-management/community-account-management.html>

## **2. The Brief/Scope of work**

Staffin Community Trust (SCT) wishes to appoint a consultant with experience of working with a small team to deliver a community led interpretation project across 13 sites that make up Ceumannan: The Skye Ecomuseum.

We are looking for the successful consultant to evaluate the information already included within the existing interpretation boards and gather new and relevant information by working with staff and volunteers.

You will be expected to provide training over a number of sessions to be agreed, to help gather content and produce draft text for the interpretation boards.

It is anticipated that staff and volunteers would be upskilled to conduct short interviews with an agreed list of contributors that will form a blend of knowledgeable locals and academic experts. Key information, including some quotations, would then be returned to the content developer. The content developer would then assist the team in selecting the key piece of information to go forward.

It should be noted that the interpretation plan is being led by the interpretation consultant. This work is focused on the content. The work needs to be timed carefully so that that content person can respond to the other consultants work.

You will be required to develop a content strategy and plan for the project that will:

- Provide an overall framework within which each individual project site sits

- Inform a wide range of audiences about each site
- Develop interpretative themes and messages for the projects and sites.
- The content framework will link to the interpretation plan and strategy being developed and led by the Interpretation consultant.

You will have experience of writing brief, informative and accessible text aimed at a wide range of audiences. You will have a broad understanding of regional heritage and, if possible, the challenges and opportunities presented in the Highlands and Islands. You will bring your own expertise in providing different ideas that will contribute to the delivered content.

The project deliverables will include:

1. Evaluation of information included on existing interpretation boards including their uses and limitations
2. Creation of framework to gather content information.
3. Involvement and training of key staff members and volunteers in researching and gathering new and revised content for each site
4. Recommendations for information that does not make the final interpretation boards on how to make it available in other ways, such as on a website
5. Development of interpretative themes and messages for the project.
6. Production of draft and final texts for interpretation panels
7. Production of a list of images associated with the text.

Outputs:

- A Contents file for each site containing all relevant information
- Style guide for each site which can also be used in the delivery of Gaelic language content using a specialist on the local dialect where possible.
- Draft content for each interpretation board which will be reviewed by the Steering group before being finalized
- Final proof of content and artwork for each interpretation board

We are open to proposals on how best to carry out the work. We envisage that the consultant will interact with all staff and volunteers but we encourage consultants to put forward their own suggestions.

The successful consultant will also be expected to work with SCT and other consultants being commissioned to undertake interpretation and brand development work for the project.

#### **Key considerations for the appointed consultant**

Consultation with the following key stakeholders will be essential:

SCT board of directors/Ceumannan // Skye Ecomuseum steering group

#### **Target Audiences**

Audience Development research was compiled by Shirley Muir Associated Ltd in February 2016. The Staffin Community Trust found this to be a very well evidenced and highly professional piece of work. The data gathered covered a breadth of audiences. This contributed greatly towards identifying target audiences for the new phase of Ceumannan. Further detail of their views of the brand can be found at 5.4, page 21 of the Audience Development Plan Part I. This research identified our target audiences as visiting families with children, casual and serious walkers, heritage enthusiasts, wildlife enthusiasts. We will also look to further engage coach tours, Gaelic users and develop a local user group.

The steering group wishes (due to feedback from audience consultation) the style of the interpretation to be suitable for families with no more than 5/6 clear points made per board. Creative ideas for suggested activities linked to these sites will also be encouraged, where appropriate.

### **Technical requirements**

All artwork needs to be supplied in an accessible format to SCT and for use in a variety of formats (digital, print).

### **3. Budget**

The budget for the project should not exceed £4,000 inclusive of VAT.

The SCT will pay 50 per cent to the successful company upon the contract's commencement. Thereafter, 25 per cent will be paid on submission of the draft report and the remaining 25 per cent on completion of the contract

As part of the Methodology and timescale, the Consultant should provide details of milestones that they feel are appropriate and achievable. Payments will be made on completion of these milestones.

### **4. Timescales**

The outline timescale is as follows:

Deadline for submissions:	10/05/18
Interviews:	24/05/18
Start-up meeting:	04/06/18
Presentation of draft content:	12/07/18
Final design and content approved:	17/09/18

### **5. Tender Process**

The response to the brief should include:

1. Methodology and timescales – proposed method and programme of work

2. Budget – a breakdown of costs to include total number of days required to undertake the work and relevant day/hourly rate for each team member, estimated costs allowed for travel and separately, accommodation and other subsistence, if relevant (inclusive of VAT)
3. Relevant experience – details of previous and current work relevant to the project
4. A list of the personnel that will be working on the project with biographies and experience
5. An explanation of each person's responsibilities and any subcontracting parts of the work
6. Contact details of two references

**Deadline: All applications to be sent to Angus Murray no later than 03/05/18**

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