



Historic Chapels Trust- Growing, Engaging, and Sustaining Wellbeing- Digital Project

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CONSULTANT'S APPOINTMENT BRIEF- NOVEMBER 2020

This brief outlines the Historic Chapels Trust's (HCT) vision for their, "*Growing, Engaging, and Sustaining Wellbeing Digital Project*", through digital technology and online platforms.

The HCT believes that everyone should be able to able to engage with heritage, either collectively or individually, but ultimately in ways that benefits their sense of wellbeing and belonging. Local communities and wider audiences are at the heart of the HCT's vision in ensuring that the collection of historic Places of Worship in their care are available for people to encounter and enjoy.

We are seeking to employ an experienced Consultant to implement exciting and innovative digital engagement and content as part of this project. The project's specific aims of growth, engagement, sustainability, and wellbeing capture the main outcomes the HCT want to achieve:

- a) The long-term growth and resilience of the HCT as an organisation, and
- b) The engagement and wellbeing of existing and new audiences.

Now, more than ever, the HCT needs to ensure that its work reaches more people in a relevant and inspiring way.

The volunteers of the HCT are also key to the continued growth and resilience of the organisation. They play a vital role in maintaining and engaging audiences with the individual buildings that they care for. So, the successful consultant for this project must have people at the heart of what they do, and be fully prepared to work collaboratively with volunteers, staff and other professionals who work with the Trust.

- This project has been awarded a grant as part of the HCT's successful application to the National Lottery Heritage Recovery Fund. The total value of this project is £28,115.
- The project is required to be delivered between January- March 31st, 2021.
- The lead contact for this project is, Vivienne Cooling, Local Community Officer for the Trust. Contact information is: vcooling@theccct.org.uk or 07741 016 832
- All expressions of interest must be received by midnight 30th December 2020

INTRODUCTION

The Historic Chapels Trust (HCT) is a national charity dedicated to the preservation of nationally significant Non-Conformist Places of Worship in England. Established in 1993, the HCT has a repository of twenty buildings across England, including former chapels, churches, and meeting houses.

Over the past three years, the HCT has been investigating the charity's capacity for long-term sustainability, funded by a National Capacity grant from Historic England. The Churches Conservation Trust (CCT), as part of a working partnership supports the HCT in delivering this. One of the long-term aims of the HCT is to create a dynamic, creative and innovative form of audience engagement.

More recently, like many organisations in the heritage sector, the impact of the Coronavirus pandemic has had a major effect on the HCT's work. Most significantly, it has meant that the volunteers at the chapels have had to cancel many events and activities they have worked so hard to organise, which in turn has meant that local communities and visitors have been unable to attend events and enjoy the beautiful buildings. Raising the profile of the Trust and engaging with a wider and more diverse audience is even more important than ever.

Thanks to the recent successful application made to the **National Lottery Heritage Culture Recovery Fund**, the HCT is now seeking to appoint a suitably experienced and qualified Digital Consultant to deliver a creative and interactive programme of digital resources and online content. These resources will enable a wider audience to access and engage more effectively with the HCT, with the volunteers and with the buildings long-term. This brief provides an outline of the HCT, the HCT's aims and objectives for this project, the wider scope of the deliverables and the budget and timeline.

THE HISTORIC CHAPELS TRUST- BACKGROUND INFORMATION

THE ORGANISATION

The Historic Chapels Trust is the leading national charity preserving grade II* and grade I Non-Conformist and Roman Catholic Places of Worship in England. The buildings date from the 14th to 20th centuries and represent a rich breadth of architectural designs and scales. The collection includes small vernacular meeting houses, late Georgian chapels, gothic revival churches, stylish art-deco interiors, and post-war modern architecture. They are located across the length and breadth of the country: some are in remote locations, others were built as private chapels, and some are in the historic industrial centres of the North of England. **For more details of the individual chapels, please visit the HCT website at www.hct.org.uk**

The buildings also hold immense value for the historical social, political and religious stories they represent and the lives of the people who influenced reform and religious tolerance.

The denominations represented by the HCT's collection of twenty chapels include Baptists, Methodists, Quakers, Unitarians, German Lutherans, Unitarians, and Roman Catholics. Nineteen of the buildings are grade II* listed, and one, Todmorden Unitarian Church in West Yorkshire, is listed grade I. Around 100 volunteers raise funds for individual chapels and for the HCT by organising events and activities to encourage visitors and the use of the buildings. Some of the chapels have extremely active local volunteer groups: ten of these, varying in their structure, provide varying levels of activity and engagement at their specific chapel

Community engagement is at the heart of the HCT's strategy, and a Local Community Officer was appointed in 2019 to work solely with the local volunteer groups and wider communities associated with individual chapels.

BACKGROUND TO THE DIGITAL PROJECT

AIMS OF THE PROJECT

The HCT wants to extend the reach of the charity with new and existing audiences. A Digital project will offer an innovative and exciting way in which the HCT can connect with a more diverse audience. This will create a

more accessible platform to the HCT's buildings for people to engage with long-term. In turn, it will inspire people to support the HCT and ensure its sustainability for future generations.

Many of the HCT volunteers are of an older demographic, and a number of volunteers have had to shield during the coronavirus pandemic. As well as providing the potential for new audiences, this project is as much about providing an opportunity for volunteers to develop new skills and to support their wellbeing. The buildings in the care of the HCT are of historical and architectural significance and are places that tell the stories of national and international social, religious and community change. As such, they can offer historians, researchers, students, archaeologists, and others, access to a unique collection of Non-Conformist religious history and heritage.

The buildings also play an important part in the lives of local people. Through this project, the HCT hopes younger people will be able to connect with their own local history and schools will be able to access resources to complement their teaching. More local people will also be able to enjoy learning about their local heritage and will be encouraged to share their own stories and memories related to the buildings through on-line platforms.

VISION AND LONG-TERM OUTCOMES

Vision:

Establish the Historic Chapels Trust as a valuable resource for a wider audience.

To provide accessible, interactive, and creative ways in which the Trust shares the rich heritage of the Chapels with the public.

- Retain existing audience
- Attract new audiences (ethnic minorities, younger people and the disabled) and facilitate long-term engagement
- Increase access to the HCT's Places of Worship, events, exhibitions, and collections of artefacts
- Develop the skills of the Trust's volunteers so they can feel empowered to create new ways of engaging with audiences and raising funds
- Improve the resilience of the Trust as an organisation
- Improve financial sustainability of the Trust

KEY DELIVERABLES, AIMS AND OBJECTIVES OF THE PROJECT

Deliverable	Aims	Outcomes	
1 Three days of online workshops for HCT volunteers	3 days of workshops on: Digital engagement, engaging through social media & keeping digital records Storytelling & interpretation Using different digital recording equipment Recording monuments and graves	Improve volunteer wellbeing by increasing their ability to connect with others through increasing their digital skills and their awareness of wider digital audiences Increase volunteers' communication skillset Empower volunteers through greater digital inclusion Provide training resources and materials to support online training sessions in various aspects of digital technology use	
Guidelines	CCT Digital Risk Assessment/ safeguarding policy		
Further Information	The Consultant will be expected to work with the HCT Local Community Officer to deliver the workshops and the overall project		
Deliverable	Aims	Outcomes	
2 A downloadable pack of printable resources for Volunteers	To accompany the online workshops and provide an alternative accessible format, these resources should cover how to: Make digital recordings from production to delivery Create, Store, and share information Record oral histories Record buildings & burial grounds Undertake basic photogrammetry Choosing and interoperating stories A physical digital equipment pack to include: <ul style="list-style-type: none"> Good quality, simple-to-use audio recorder Deadening mats Directional screen 	For volunteers to be confident using everyday digital devices to capture audio and visual web assets For volunteers to be able to have the skills to upload visual and audio content onto web and social media platforms	Volunteers will feel confident to engage with their buildings in new ways and create immersive stories and contents Volunteers will feel empowered to reach wider audiences with new methods That the resources created will contribute to the breadth of the national historic environment record
Guidelines	<ul style="list-style-type: none"> W3C Accessibility standards CCT GDPR 		
Deliverable	Aims	Outcome	
3 360° Virtual Tours at two different levels	Standard version: A fully functional 360° photographic tour with text and photo pop-ups. Visitors will be able to click on hotlinks to either navigate to the next location or open interpretation windows that hold information on features or artefacts. (see appendix 1) Enhanced version:	That people will have access to the HCT collection on-line To increase HCT's organisational profile in the relevant sectors To create accessible resources for HCT's buildings portfolio and collections	People will have been able to use on-line resources for their own development, research, and enjoyment People will have been able to share memories, stories, and experiences through the online engagement

	<p>All the functionality of Tier 1 with added features. These include:</p> <ul style="list-style-type: none"> • The ability to mesh video and audio clips • 3D photogrammetry of significant artefacts • Themed tours with virtual guides <p>(see appendix 1)</p>	<p>To create an interactive collection of the different stories and people, associated with the buildings</p> <p>More people will be able to access events and activities</p>	<p>The on-line engagement will encourage people to visit the chapels for themselves that may not normally visit.</p> <p>A greater demographic of people will have engaged with the buildings then before</p>
Further Information	It is expected that volunteers will put forward several suggestions for the contents of any interactive stories or tours for the respective chapels. This will be in discussion with the consultant and LCO.		
	Deliverable	Aims	Outcomes
4 Photosets	<p>A full photoset and a photoplan for 19 of the chapels, to provide up-to-date material for the HCT website, social media, and to enhance the archive of each building. (see appendix 1)</p>	<p>There will be accurate and up-to-date images of the buildings</p> <p>The images will provide evidence for condition and management reports</p> <p>Keep accurate historical records of the current condition of the buildings in case of loss, damage, or change</p>	<p>The architecture, archaeology and conditions of the buildings will be better understood</p> <p>The management and conservation of the buildings will be better informed and therefore better decisions over any repairs and change will be made.</p>
Further Information	Local volunteers will be the main contact for access to the chapels. A list of contacts will be made available so the consultant can arrange visits directly with the appropriate person (s).		
	Deliverable	Aims	Outcomes
5 Recording Memorials	<p>The social history of Non-Conformist burial grounds is extremely important but often overlooked.</p> <p>This part of the project is to create a database for each memorial marker that will include: the extant text on the memorial; digital images; 3D models where appropriate; GPS coordinates; and explanations of any noteworthy features.</p>	<p>The historical burial grounds will be better understood</p> <p>Accurate records will be available for people to access Records will be available in the event of loss or damage</p> <p>People will be able to contribute to recording the burial grounds in a safe outdoor environment during covid-19</p>	<p>More people will have been able to access to the burial ground information.</p> <p>People will have been able to engage with local and family history.</p> <p>The burial grounds will have been better managed long-term.</p> <p>People will have had the opportunity to safely meet outside whilst enjoying being part of a project which will improve their wellbeing.</p>
Further Information	It is expected that local volunteers will work with the consultant to collate the information after delivery of the volunteer training.		

THE Historic Chapels Trust Website

An independent Consultancy, Frith Heritage, currently manages the Historic Chapels Trust website. The Consultant of this project will need to work with Frith Heritage to access and upload any content created as part of this project.

NLHF GUIDELINES FOR DIGITAL CONTENT

In line with the grant conditions of the National Lottery Heritage Fund's award, all digital outputs must comply to the following guidelines:

(1) All digital outputs must be kept up-to-date, function as intended and must not become obsolete for 5 years from the project completion date of the 31st March 2021.

The Consultant awarded the tender must therefore be prepared to ensure that the content is compatible for this period.

(2) Content must be CC4.0 licensed or equivalent

(3) All content created must be free and have unfettered access

(4) All metadata will be treated under a CCO.1.0. Licence or equivalent

EVALUATION OF DELIVERABLES

As part of the process and at the end of the project, an evaluation will be required to measure the success and the impact of the individual deliverables and overall engagement of the project.

The appointed Consultant will be expected to contribute to the evaluation process for this project. The information collated before, during and after each project deliverable, will be used to create several evaluation reports as evidence to support the outcomes of the project.

Please provide information as to the methodologies you will apply to be able to collect the relevant information as part of your tender proposal.

CONTRACT MANAGEMENT

- The project is expected to start by **18th January 2021** and be completed **by 31st March 2021**, although there may be a possibility for some of the work to be carried forward after this time.
- The anticipated budget for this project is **£28,115 to include all expenses and VAT**. The Historic Chapels Trust will let the contract.
- Please specify a cost for each project deliverable in your expression of interest, inclusive of VAT and expenses. This must include a day rate for each person working on the project and the number of days against each deliverable,
- Please be aware that there will be extensive travel involved and potential overnight accommodation needed whilst visiting the chapels which need to be factored into the costs.

PROJECT TIMELINE AND PAYMENT SCHEDULE

The following target dates have been set for the project delivery:

Activity	Completion Date	Payment
Proposals to be submitted	30 th December 2020	
Interviews for short-listed by Zoom	Week commencing the 11 th January 2021 (tbc)	
Meeting with HCT project lead	Week ending of 22 nd January (tbc)	40% prior to commencing this work (s)
Digital Toolkit	3 rd February	
Volunteer training	19 th February	
First Evaluation	1 st March	
360 virtual tours	19 th March	40% prior to commencing this work(s)
Recording of burial grounds	19 th March	
Photosets	31 st March	
Final Evaluation	31 st March	20% on completion of the project

Vivienne Cooling, local Community Officer for the Historic Chapels Trust, will lead the project and be the main contact.

AWARD CRITERIA

YOUR PROPOSAL FOR THIS PROJECT SHOULD INCLUDE THE FOLLOWING:

- (1) Detail of how you will approach each deliverable of the project, including activities, training, and how you will co-ordinate the work with the volunteers.
- (2) The number of site visits you will need to complete the 360° virtual tours, photosets and any individual work with local volunteers. (Dependent on Covid-restrictions and guidelines at the time).
- (3) A timescale for carrying out the project
- (4) Details of staff allocated to the project, together with experience of the main consultant and staff members in carrying out similar projects. Identify who the lead contact will be.
- (5) The allocation of days between members of the team
- (6) The daily charging rate of individual staff involved
- (7) A methodology for how the different deliverables will be evaluated.
- (8) An overall costing for the work

Proposals submitted will be assessed By the Historic Chapels Trust against the following criteria:

- (1) How well the proposal demonstrates an understanding of the purpose and aims relating to this brief
- (2) How well your consultant or team is structured to successfully manage the contract and deliver the required work to the budget and timetable required.
- (3) Your experience of working directly with volunteers, community groups and as part of a team.
- (4) The proposed methodologies for evaluation show that they consider the outcomes and aims of the project.

Please note: the contract will not necessarily be awarded solely on cost, and the HCT is not bound to accept the lowest tender. Quality, experience and understanding of the brief, plus the ability to deliver are key to this project.

THE PROCUREMENT TIMETABLE FOR THIS PROJECT WILL BE:

- Proposal return deadline: Midnight 30th December 2020
- Meetings for those shortlisted will take place the **week commencing, 4th January 2021 via Zoom with a panel made up of the HCT Local Community Officer, HCT Trustee and a another (tbc). From larger consultancies we would expect to meet with the person(s) who will be undertaking the work.**
- The Historic Chapels Trust will notify bidders of their procurement decision in the **week commencing 11th January 2021 via phone and email.**
- Please address all proposals to, Vivienne Cooling, Local Community Officer, Historic Chapels Trust by email to: vcooling@thecct.org.uk by midnight on 30th December 2020.
Contact Tel: 07741 016 832

APPENDIX 1

	Chapel	Standard 360 Tour	Enhanced 360 Tour	Photoset	Recording Memorials	Volunteer Training
1	Bethesda Methodist Church		✓	✓		✓
2	Biddlestone R.C Chapel	✓		✓		✓
3	Coanwood Friends Meeting House	✓		✓	✓	✓
4	Cote Baptist Chapel		✓	✓	✓	✓
5	Dissenters Chapel			✓		✓
6	Farfield Friends Meeting House	✓		✓	✓	✓
7	Grittleton Baptist Chapel	✓		✓	✓	
8	Longworth R.C. Chapel			✓		✓
9	Penrose Methodist Chapel			✓		✓
10	Petre R.C Chapel	✓		✓	✓	
11	Salem Independent Chapel	✓		✓	✓	
12	Shrine of our Lady of Lourdes			✓		✓
13	St. Benet's R.C Chapel & Presbytery			✓		
14	St. George's German Lutheran Church		✓	✓		✓
15	Todmorden Unitarian Church		✓	✓	✓	✓
16	Umberslade Christ Church Baptist Church		✓	✓	✓	✓
17	Wainsgate Baptist Chapel		✓	✓	✓	✓
18	Wallasey Unitarian Church	✓		✓		✓
19	Walpole Old Chapel		✓	✓	✓	✓
20	Westgate Methodist Chapel	✓		✓		✓