

**Consultancy Brief:** Digital Collections Discovery

**Project Title:** Museum Renewal Fund Digital Public Engagement Discovery

**Organisation:** Bradford District Museums and Galleries (BDMG)

**Contract Type:** Freelance Consultancy

**Fee:** £4,000 (fixed fee, inclusive of expenses)

**Timeline:** December 2025 – March 2026

**Contract Managed By:** Collections Manager

**Supported By:** Staff Lead for Digital Access Improvements

Bradford District Museums & Galleries (BDMG) have been awarded funding by the Arts Council from the Museum Renewal Fund to improve public access to Bradford's museum collections through digital development work.

## **Purpose**

We're seeking a consultant to help us explore how our online collections offer can better reflect public interest and curatorial priorities. This short discovery phase will generate insight into what's currently working, what's missing, and where future investment could have the greatest impact.

This isn't a full evaluation—it's a short strategic exercise. We want to begin to better understand:

- What kinds of collections and stories resonate most with audiences online.
- What digital collections content would be of interest and relevance to our audiences.
- What curators want digital collections to achieve.
- What minimum viable improvements could increase relevance and reach.

## **Scope of Work**

### **1. Review Current Digital Offer**

- Conduct a light-touch review of BDMG's existing online collections presence (e.g. platforms, formats, content types).
- Identify strengths, gaps, and opportunities from a curatorial and public engagement perspective.
- Provide a short, annotated overview of current assets with commentary on usability and relevance.
- Liaise with Digital Development Consultant to ensure work and recommendations are aligned and integrated.

### **2. Consultation**

- Facilitate a reflective session with curators, learning, outreach and family teams to explore aspirations for access to digital collections and perceived barriers.
- Surface themes, stories, or object types with strong potential for online engagement.

- Encourage thinking beyond documentation—toward storytelling, interpretation, and emotional connection.

### **3. Public Interest Insight**

- Draw on existing audience knowledge, sector benchmarks, or light-touch consultation (e.g. 1–2 interviews or informal feedback).
- Identify signals of public interest—what people engage with, share, or remember.
- Suggest 2–3 audience personas or engagement archetypes to guide future design.

### **4. Strategic Recommendations**

- Recommend 3–5 thematic or collection-based areas for future digital focus.
- Suggest minimum viable improvements to increase relevance and accessibility.
- Highlight opportunities for future investment, digitisation, or interpretation.

#### **Deliverables**

- Short written report (max 10 pages) summarising findings and recommendations.
- Annotated overview of current digital assets.
- Suggested priority areas for future development.
- Optional: sample audience personas or storytelling formats for future use.

#### **Who We're Looking For**

We're keen to work with someone who understands both curatorial practice and digital public engagement. You might come from a museum, heritage, or cultural consultancy background. What matters most is your ability to ask the right questions, interpret audience needs meaningfully, and help us shape a digital offer that's rooted in relevance and care.

We're especially interested in someone who can bridge curatorial insight and public-facing strategy - someone who sees digital collections not just as data, but as stories, relationships, and tools for connection.

#### **Payment Terms**

- 50% (£2,000) payable on contract commencement (December 2025)
- 50% (£2,000) payable on submission of final deliverables (March 2026)

The consultant will be solely responsible for their own tax, insurance, and equipment, and will not be considered an employee of BDMG.

#### **Application Process**

If you feel you are the ideal candidate, please send a CV and cover letter to [Elizabeth.llabres@bradford.gov.uk](mailto:Elizabeth.llabres@bradford.gov.uk)

The deadline for applications is **30<sup>th</sup> November 2025**. If there are any adjustments that would help support you in your application, please do let us know.

Interviews will take place the week of the 8th of December.

We are an inclusive employer and recruit on the basis of ability, we are keen to hear from any applicants who feel suitably experienced.

Any offer of contract will be subject to right to work checks and references.

The consultant will be responsible for their own tax, insurance, and equipment, and will not be treated as an employee of BDMG

All outputs will remain the intellectual property of BDMG and may be adapted for future use.

### **Evaluation:**

#### **Consultants will be asked to provide:**

##### **1. Reflective Summary (1–2 pages)**

- What worked well
- Challenges encountered
- Recommendations for future phases

##### **2. Staff Feedback**

- Participate in a short handover or reflective session with internal staff
- Capture informal feedback on process, tools, and outcomes

##### **3. Legacy Contribution**

- Identify any reusable templates, workflows, or guidance
- Suggest next steps or priorities for internal teams

##### **4. Funder Reporting Support**

- Provide short quotes or insights for inclusion in evaluation reports
- Flag any outcomes or metrics relevant to funder goals (e.g. improved access, sustainability, skills development)