



Date: 31 October 2024

INVITATION TO QUOTE FOR:

Development and delivery of Green Narratives 2025-2026

Introduction

Museum Development Midlands (MDM) is inviting quotes from consultants to develop and deliver a new Green Narratives programme in 2025 and 2026.

Green Narratives will support a small cohort of four Midlands museums to identify, research and reinterpret objects from their collection to produce a new display that creatively and confidently engages audiences with the climate emergency or previously untold environmental stories.

By the end of the programme, the four Midlands museums will:

- Better understand how to engage audiences with climate change and environmental narratives
- Have increased confidence in talking to visitors about environmental issues, sustainability, and the climate crisis
- Produce a new display using items from their collection to tell climate stories
- Gain the knowledge and skills to research and develop future displays using their collections
- Develop connections with the other participating museums to enable peer support once the programme ends

MDM is seeking proposals for how the programme can be delivered to achieve the aims above. Potential delivery includes, but is not limited to, one to one mentoring support, cohort events, and/ or training workshops. Delivery could be fully online, in-person, or a mix of both.

The successful applicant will work with MDM to develop the Green Narratives programme in early 2025 for delivery in 2025 and early 2026.

This activity sits within the MDM Environmental Responsibility strand of work and supports Arts Council England's [Let's Create](#) strategy.

MDM will consider applications from agencies, individual freelancers, or a team of freelancers if you wish to apply as a group.

About Us

Museum Development in England is delivered by five area providers. Museum Development extends across the UK and forms the national Museum Development Network. Each provider tailors opportunities for participation in schemes, training, grants programmes and networks based on an informed understanding of the context and needs of museums in their area.

MDM is delivered in partnership by Ironbridge Gorge Museum Trust and Leicestershire County Council, funded by Arts Council England.

The MDM programme will invest in the development of individuals and organisations via a range of advice, information, initiatives, and small grants and directly supports the delivery of the UK Accreditation Scheme for museums and galleries in England.

There are currently 241 Accredited museums across the Midlands region, plus 24 who are formally Working Towards Accreditation. The sector includes English Heritage, Independent, Local Authority, National Trust and University; with a diverse range of collections covering archaeology, archives, buildings, ceramics, costume, decorative and fine art, geology, industrial heritage and social history.

Programme Deliverables

The successful applicant will facilitate and deliver the following outputs:

Year 1: Development (February 2025 – March 2025)

- Programme development - refine plans for the Green Narratives programme including setting key dates/schedules and developing any event/workshop content for year 2
- Programme promotion - work with the MDM team to develop promotional comms and application form
- Programme promotion - work with MDM to promote the programme and answer questions from prospective museum applicants
- Open applications for the programme in March 2025

Year 2: Delivery (April 2025 - March 2026)

- Recruitment and selection of cohort in April 2025
- Programme delivery from May 2025, ending by late March 2026
 - Delivering programme Green Narratives as developed in year 1
 - Responding to queries from participating museums
 - Supporting participating museums to access MDM Strategic Small Grants

During year 2, the four participating museums will be able to apply to MDM Strategic Small Grant funding to support the development of new displays, such as printing or materials, conserving items for display, or accessing subject specialist advice. MDM will undertake all grant administration. Museums may ask the Green Narratives programme facilitator for guidance or advice on activity linked to their applications.

Other Time Commitments

Quarterly meetings with MDM team to update on programme delivery and identify any risks to delivery or opportunities.

Input from MDM

MDM will provide administrative support to promote the programme, administer and shortlist museum applications, and connect the successful applicant with the four cohort museums.

MDM will host and provide support for any online events on the MDM Zoom account.

MDM will facilitate or book accessibility services or adjustments for delegates where requested. Please see [MDM Training Accessibility Statement](#).

MDM will undertake end of programme evaluation.

In the 2025-26 year of the programme, participants will have the opportunity to apply to MDM for strategic grants supporting new displays. MDM will undertake all grant administration.

MDM is seeking candidates with the following experience and expertise:

- An excellent overall understanding of environmental sustainability, collections research and interpretation, and audience engagement
- Knowledge of current good and emerging practice in relation to using collections to talk about climate change and the environment
- Discretion, sensitivity, and the ability to treat discussions with the upmost confidentiality
- Working with a range of organisation sizes and governance types
- Delivering high quality online training
- Mentoring experience
- Delivering projects to time and budget
- MDM will share participant contact details with you. You should be registered with the Information Commissioner's Office (ICO)

Scoring Criteria

Applications will be shortlisted for interview on the following criteria:

- Does the proposal reflect an understanding of the issues related to this brief?
- Is the proposed methodology appropriate to the requirements of the brief?
- Does the application demonstrate relevant experience and expertise?
- Has the bidder structured the proposal to successfully manage the contract and deliver the required work to budget and timetable?

Timescales and key dates

MDM is working to the current timeline:

- Invitation to quote closes: 9am, Friday 13 December 2024
- Interviews the weeks commencing: Monday 13 January 2025 and Monday 20 January 2025
- Successful applicants notified by: 5pm, Monday 27 January 2025

Project budget and payment terms

The maximum budget is **£13,000** including all expenses and VAT over two years.

- Year 1 maximum budget **£4,000** for programme development (delivered before end March 2025)
- Year 2 maximum budget **£9,000** for programme delivery (delivered before end March 2026)

Please note, as this is a freelance opportunity, the successful applicant will be responsible for arranging their own National Insurance and tax.

Your Proposal and Costs

If you are interested in working with us, please provide a written response to this brief covering the following shortlisting criteria:

- Your approach to the project, including timescales, how we would work together, and addressing potential project problems (maximum 2 sides of A4)
- How you meet the required experience and expertise
- Itemised project costs
- Details of your relevant experience and expertise
- Evidence of delivering comparable projects, this should include two references for clients you have worked with in the past three years or any testimonials from similar contracts you feel would support your application.

Please email your proposal to MDM enquiries, enquiries@mdmidlands.org.uk

Any queries or things you would like to discuss beforehand?

MDM is happy to discuss the project with you beforehand and answer any queries you may have. Please contact [MDM enquiries](#) to arrange a friendly, informal phone call or Teams chat.



If you would like a copy of this document in another format please get in touch.

Prepared by:

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