



**Ymddiriedolaeth Treftadaeth Gymunedol Porthaethwy
Menai Bridge Community Heritage Trust**

Rhif Elusen / Registered Charity Number 1082013
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**Appointment of a Museum Development Consultant,
Prince's Pier, Porthaethwy, Ynys Môn**

Project Brief

MBCHT is seeking to appoint a project consultant to prepare a business plan and assist trustees to develop and sustain the remit of the Trust.

The Trust and its Activities

Menai Bridge Community Heritage Trust (MBCHT) manages a museum and visitor attraction located at Canolfan Thomas Telford in Porthaethwy, Ynys Môn. MBCHT was established in 1997 and is committed to preserving and promoting the artefacts and historical record of the two iconic bridges over the Menai Strait. In addition, we raise awareness of the importance of the ecology of the Strait and provide a centre of excellence and learning for all ages with a strong 'sense of place' and pride in the locality.

Our remit is to create, develop and sustain an internationally recognised museum and social enterprise, celebrating and interpreting the history of the Strait, its bridges and the communities which grew up around them. We aim to inspire, engage and inform visitors and local people and also to provide long-term employment possibilities.

MBCHT is managed by a group of Trustees. It employs a part time Centre Manager and relies on the support of a number of volunteers. During 2019/20, funding from the Welsh Government Communities Facilities Programme and the Museum, Archive and Library Transformation Capital Grant scheme has enabled us to commence on a journey which has, for some time, been the ultimate goal of MBCHT which is to relocate the museum to a waterfront location in Porthaethwy / Menai Bridge known as Prince's Pier.

Currently we run our accredited Museum with a full programme of activities including school workshops aimed at introducing engineering concepts to young people. Our events and lecture series attract local audiences as well as visitors from far afield. We offer a programme of bespoke bi-lingual guided walks with a focus on the bridges and the local area. Some of our guides are accredited in a Level 2 qualification in Tour Guiding which was specifically devised for the Trust in 2009.

We recruit and train volunteers to manage our collection, promote and run our activities and develop skills and knowledge. We have recently launched a publishing programme with several successful books, including a recent one aimed at young people and focussing on engineering concepts. Although we aim to engender a 'sense

of place and local pride in the town and surrounding area' we also have a national and international audience due to the unique engineering heritage.

We communicate to nearly 2700 members via our *Menai Bridge Memories* Facebook page. In the 12 months prior to the lockdown, regular public drop-in sessions resulted in over 150 donations to the collection.

The Trust is working in formal partnership with local schools, Bangor University and local youth groups.

The Trust prides itself in its bilingual policies and operates with a fully bi-lingual ethos at all times. The Trust is fortunate in a mix of bi-lingual Trustees which is at the heart of all our activities. Indeed, during the 2020 lockdown MBCHT published a fully bi-lingual children's book aimed to inspire the young generations in the importance of the STEM curriculum.

Our Projected Move

It has always been the Trust's ambition to relocate the Menai Heritage exhibition to the nineteenth century wharf and warehouse at Prince's Pier and, to that end, the Trust entered into Partnership with Menter Môn, the Anglesey Enterprise Agency, in progressing the restoration and revitalisation of the site.

The proposed project has emerged from the local community and meets local needs and circumstances and has involved thousands of hours of voluntary activity. The project will provide a new tourism hub in the town and will stimulate economic growth as well as social cohesion. The project will contribute to the regeneration and improved access of the waterfront and the regeneration of the Menai Bridge community, and the enhancement of the physical environment within the designated conservation area.

The site is on the shores of the Menai Strait in a former maritime quarter that has recently seen significant investment and job creation.

There are still a few challenges remaining before the transfer to the Princes Pier site can be finalised.

About the Role

Delivery of the project has been delayed by the Covid-19 pandemic and the Trustees are in need of professional support to resume the development to meet funder requirements and museum standards. The project consultant will work with the Trust in developing its overall objectives. They will be flexible in their approach and be aware that there are still some challenges remaining in locating to the Prince's Pier building.

The Project

The redevelopment project will achieve a comprehensive strategy for achieving the Trust's remit, either in Prince's Pier, or in the unlikely event of that not being achieved, at their current location at Canolfan Thomas Telford.

If, as envisaged, the Project at Prince's Pier progresses, the consultant will support the trustees in the relocation of the current museum from Canolfan Thomas Telford to Prince's Pier (which will offer improved access, both physical and intellectual, to the museum collections and building). This will involve:

- Conversion of a historic former warehouse into a vibrant community space and museum
- Interpretive planning, concept design, and the complete redisplay of the museum collections, ensuring the relevance and accessibility of the new displays for existing and potential users
- The creation of an accessible community space which will add value to the existing community offer provided by MBCHT

Contract Deliverables

The key priority for this appointment will be to support MBCHT trustees to prepare a realistic business plan for the museum that will:

- Demonstrate an ability to meet current and predicted costs, including realistic projections for increased visitor numbers commensurate with the redevelopment of the museum
- Include a drawdown schedule for grants already awarded
- Meet Museum Accreditation Standards

In the scenario of a successful transfer of premises, the consultant will:

- Liaise with the project architect to ensure that the agreed design of the building meets museum requirements and those of funders
- Help to identify elements of the project which other suitable funders might support and help to prepare appropriate bids
- Maintain regular contact with the MBCHT Trustees through an agreed reporting schedule and attend monthly meetings (these may be virtual or face to face in accordance with Covid-19 regulations in Wales)
- Support trustees, and other volunteers, to identify and acquire the necessary skills to carry the project forward beyond the end of the contract period

In the scenario of a transfer of premises not progressing, the consultant will:

Support the Trustees to

- Undertake a strategic review and develop a new vision for the future of the museum
- Help to identify potential projects which funders might support and help to prepare appropriate bids
- Support Trustees, and other volunteers, to identify and acquire essential skills

Essential criteria for the successful candidate

- Experience of museum building / conversion projects (including awareness of collections care and conservation requirements for a museum building project)
- Business Planning experience
- Strategic review / planning experience for charities
- Experience of working with small, volunteer-based museums, and preferably community museums
- Proven experience of preparing successful funding bids for museum projects

Desirable criteria for the successful candidate

- Museum qualifications
- Ability to communicate through the medium of Welsh

Practicalities

The successful candidate will liaise through the Chair of Trustees, or her nominated deputy, on a day-to-day basis. The successful candidate may also need to communicate directly with project funders.

The period of the contract will be from April 2021 to the end of September 2021 but with a concentration of input to prepare the Business Plan by mid May 2021.

The maximum fee for the project will be **£12,000** including all expenses and charges.

Applicants must submit a detailed application setting out how they will address the brief, identifying how many days they will dedicate to each expectation and providing a breakdown of anticipated costs. Applicants should also supply a current CV including qualifications and examples of relevant experience.

All applications should be emailed to info@menaiheritage.org.uk by noon Friday, February 26th 2021