

Brief: Audience Development Consultant | CV Life

1. Introduction:

CV Life seeks to appoint an *Audience Development Consultant* with proven experience of working with museums, heritage or place-based organisations.

CV Life is a place-based organisation that operates a variety of museums, heritage sites, destination attractions and leisure centres across Coventry. Further information on the venues CV Life operates can be found here: <https://cvlife.co.uk>

Background

CV Life operates four cultural venues, including Coventry Transport Museum (CTM), The Herbert Art Gallery and Museum (HAGM), Roman Lunt Fort and the Old Grammar School. CTM is home to a Nationally designated collection of vehicles of national and international significance. The HAGM houses world class arts and heritage collections and is an Arts Council National Portfolio organisation. The venue played host to the prestigious Turner Prize exhibition in 2021 as part of the Coventry City of Culture programme. The heritage sites provide a national draw for visitors to our city as well as serving our local communities and residents. There is potential to reach both audiences through targeted and strategic planning at a pivotal moment for the city.

Culture Coventry Trust and Coventry Sports Foundation started operating as CV Life in May 2021. As a result of this operating model the work the values and purpose of the Trust have been expanded and are driven by a place-based approach to working. Key themes are improving quality of life and the mental and physical well-being of diverse local communities. CV Life wishes to take a user-led approach and consultation should be a key component of the audience development strategy.

2. Aim of the Brief:

To appoint an Audience Development Consultant to carry out a comprehensive audience development review of CV Life and produce an audience development strategy and action plan targeted at specific audiences with short, medium and long-term goals.

Links between the primary segmentation model *Audience Spectrum* and the *Sport England Market Segmentation* model should be considered in the final strategy and action plan. The strategy needs to be developed in the context of Arts Council's Let's Create 10 year vision [Let's Create | Arts Council England](#)

3. Strategic Aims:

Below are the CV Life strategic aims which should be reflected in the finalised audience development plan.

1. To serve and reflect the full diversity of Coventry's population through pioneering outreach work, imaginative programmes, high quality venues, flexible pricing, and sensitive customer service

2. To make positive changes to lives, by recognising the layered and complex inequalities that persist in some of our communities, and then offering innovative and tailored approaches
3. To always strive to widen the reach of our work and deepen the impact upon the lives of people and their communities
4. To attract residents, and visitors from further afield in our destination venues, in ever-growing numbers, by exceeding customer expectations and by implementing measures to continually widen access
5. To play a leading role in the regeneration of Coventry, increasing pride in the city amongst its people, and contributing to inward investment with consequent city-wide benefits
6. To earn income from the destination venues that can further enhance and expand the Trust's community work, ultimately bringing increased and more diverse usage in those venues

4. Deliverables:

The Audience Development Consultant will provide CV Life with an audience development strategy and action plan aimed at widening audience participation and engagement in the short, medium and long term. A programme for the delivery of the overall project should also be provided for initial evaluation.

The document should be provided in electronic PDF format with external links enabled.

The finalised plan should:

- Map local, regional and national audiences using the latest Census data and other relevant data channels, such as the Cultural Profiler. Audiences should be segmented using the *Audience Spectrum*.
- Identify audiences who visit or engage with CV Life and importantly, those who do not – including detail of which activity audiences are engaging with.
- Evaluate and review our current offer and suggest ways we can improve inclusivity and relevance to key audiences in the short, medium and long-term.
- Suggest actions to encourage visits from specific target audiences who are under-represented in the short, medium and long term.
- Suggest ways to engage with the local community and respond to their needs, enabling CV Life to position itself at the heart of the community.
- Be in a format which is easily digestible for both internal and external stakeholders.
- Suggest an approach to embedding audience development across CV Life departments. Including recommendations for how staff and processes could be structured to enable matrix working across the Trust.
- Investigating mutually beneficial partnership projects to enhance audience engagement within CV Life.

5. Measurement:

CV Life will have a robust and achievable audience development action plan in place aimed at increasing audience participation in the short, medium and long term.

6. Price:

The fee proposed for this work has been set at a total of £10,000 inclusive of VAT and expenses. We envisage this work to incorporate desk research, consultation with internal and external stakeholders and collaboration with the Senior Leadership Team.

7. Timeline:

Days to be worked at the discretion of the appointee in consultation with the Senior Leadership Team with delivery in report format by 31st October, 2022.

8. Further Information and to apply:

To discuss this brief further, please contact Aman Surey at the following email address:

ASurey@cvlife.co.uk

To apply please submit a proposal outlining how you will approach the brief, including a timeline, key milestones, outputs and how these will be measured.

Applications will need to be submitted by 15th August 2022 with a proposed start date for the work 1st September 2022