

Transformation Project: Museum Spaces Consultant

Budget: £10,000

Term: July – September 2023 (number of days to be agreed)

Location: National Football Museum

Closing date: Sunday 11th June 2023

The National Football Museum (NFM) wishes to commission an options review and visitor journey brief for the museum's galleries and public spaces, to facilitate grant applications and content development as part of our Transformation Project.

Context

Overview of the National Football Museum

The National Football Museum in Manchester is the only cultural organisation that tells the complete story of England's national game and holds the largest public collection of football objects in the world. Our vision is to be a leading national museum exploring why football is the game of our lives; our cause is to champion equal opportunity for all to enjoy football culture and we have a major commitment to represent diversity in the game, including a pledge of 50% representation of women and minoritized genders in football at the museum by 2024. Our mission is a simple one; to share stories about football in imaginative and inclusive ways.

The fundamental principle underlying our future ambition is *Football Creates*. This philosophy embeds creativity at the heart of everything we do. Football is not just a game: it is a catalyst to do, to make, to play; it is a lens through which we can view the world around us; it is a foundation upon which we can build inclusive and equitable practices. We will develop *Football Creates* with our colleagues, our stakeholders and our communities, in order to build a sustainable organisation that represents football and gives everyone the chance to be part of it.

We hold a collection of c. 40,000 objects ranging from match-worn shirts and boots to trophies, from ephemera to fan-memorabilia. In 2012 Arts Council England gave the NFM Designated status 'for the world's finest collection of football artefacts'. Our own collection is complimented by loans from key bodies such as the FA, which help us to tell the full story of English football from its foundation to the present day.

Having recognised the quality of NFM's work, in 2012 Manchester City Council funded a move from our original site in Preston to the iconic Urbis building and the creation of four floors of gallery space. The museum spaces currently consist of two permanent galleries ('Match' and 'Play'), one temporary exhibition gallery ('Score'), a learning suite, two commercial bookings floors, and a hybrid events space ('Pitch'). In addition we host a shop and a café. More details of the museum's layout can be seen on the visitor guide (link below). The building was purpose-built to house the original Urbis Museum, which has led to challenges in maximising its effectiveness as the home of NFM.

In 2019 we moved to a charging model and have continued to grow our visitor base so that we now welcome c. 200,000 visitors per year. In April 2023 we became one of Arts Council England's National Portfolio Organisations in recognition of our important work and future ambition.

The Transformation Project:

The National Football Museum's *Transformation Project* is a 5-year project to reimagine the museum's spaces and programmes to support our *Football Creates* agenda and embed good practice into everything that we do. In 2023/24, we will deliver the first phase of the project; this includes a rebrand and writing a new strategic plan, as well as scoping the focus and scale of a physical transformation, which is the focus of this brief.

To do this, we will develop a suite of potential approaches to our spaces that support access, engagement and creative outcomes. We will look at the multiples ways in which our spaces are used, from drop-in visits and community events to commercial bookings, and challenge our teams to consider how these uses might change or develop to better support the needs of our audiences and our organisation.

This phase will provide a solid foundation to build a full development phase, which will consist of more detailed planning of spaces, content creation, community consultation and delivering a fundraising strategy. It is hoped that the successful consultant will be invited to support future stages as appropriate.

The Brief

Aims of the Project:

The consultant will work with the Director of Content to assess the visitor journey at the museum and identify potential spaces for museum displays, activities and collaboration. The project will provide the museum with a detailed understanding of how our spaces could be used to ensure a coherent visitor experience, the capacity to deliver both community and commercial outcomes, and the flexibility to grow as an organisation. It will deliver a minimum of three options based on increasing levels of investment.

Outcomes should be based on:

- Discussion with the CEO and members of the Strategic Leadership Team
- Consultation with staff
- Analysis of previous work around visitor experience and strategic planning

Project Team and Participants:

The consultant will work primarily with the Director of Content, who is responsible for overseeing the Transformation Project. Other key stakeholders will include the CEO, members of the Strategic Leadership Team and the museum's Board of Trustees. However, it is vital that this work has feed-in from colleagues across the organisation, so the consultant will be required to plan and facilitate working groups – or other forms of consultation – to support this.

Deliverables:

The consultant will produce an Options Review with relevant additional information. We anticipate that the review will include a minimum of three options, pitched at increasing levels of investment. The review should:

- Provide a minimum of 3 options for the use of museum spaces to support an enhanced visitor journey, pitched at increasing levels of investment (with indications of the anticipated level of investment for each).
- Outline a visitor journey to support the *Football Creates* agenda and underpin the future sustainability of the museum.
- Propose relevant spaces for museum activity, as identified through consultation with staff, a review of the site, and a critique of current uses.
- Provide a top-line overview for content in each space, based on the proposed visitor journey.
- Identify key touch-points and moments in the visitor journey and provide advice on how to make best use of these.
- Provide text and information, or give presentations, as requested by the Director of Content, to support funding applications and stakeholder communications.
- To take into consideration our offsite store based at Preston North End Football Club.

Proposal Requirements:

If you are interested in this opportunity, please send the following to Recruitment@NationalFootballMuseum.com by midnight on Sunday 11th June:

- An outline of how you would approach the work, incorporating your proposed timeline and milestones, and how you would meet the requirements of the brief.
- A budget for the project with a break-down of costs.
- A CV detailing your previous experience in delivering projects of a similar scope, plus examples of previous work that you feel are relevant.

Additional Information

Our vision and values: [Our Vision | National Football Museum](#)

Football Creates: [Arts Council funding for our Football Creates initiative | National Football Museum](#)

Our Visitor Guide and floorplan: [NFM Visitor Guide \(nationalfootballmuseum.com\)](#)

Our 2022/23 visitor statistics: [National Football Museum highlights stellar growth from 2022-23 | National Football Museum](#)