

# Cynon Valley Museum Trust Business Plan Brief

## Summary

Cynon Valley Museum Trust (CVMT) are inviting individuals and organisations to tender for a contract to deliver a Business Plan that supports our future trajectory from 2022 – 2027. The role requires the individual or organisation to work collaboratively with CVMT, which include:

- Board of Trustees
- Staff
- Volunteers
- Other stakeholders

The Trust is committed to promoting the conservation and improvement of the environment when acquiring goods, services, works and utilities in a way that gets value for money on a whole life basis.

## Introduction to Cynon Valley Museum

Cynon Valley Museum is a dynamic, welcoming Museum, on the site of the historic Gadlys Ironworks The Cynon Valley Museum, situated in Aberdare, as a museum holds the story of the Cynon Valley's past and as a contemporary gallery and centre of the community the story of the Cynon's present and future.

As a museum, we are ideally situated to share the history of the Cynon Valley supporting events, exhibitions, festivals and workshops. With a permanent exhibition, a shop, two galleries, a café and various room hire options, the Museum is well placed to offer local community groups, charities and businesses a unique visitor experience.

Cynon Valley Museum Trust is a registered charity with a board of trustees currently formed of 6 trustees who are responsible for CVMT's successful operation, including sustainability, development, compliance and strategic decision making. The Museum is managed by a small team of staff that have responsibilities across strategy, management, venue coordination, fundraising, finance, outreach and front-of-house. CVMT has a successful volunteer program, who commit to more than 120 hours per week (pre-pandemic).

Please see our website and social media for further information: [www.cynonvalleymuseum.wales](http://www.cynonvalleymuseum.wales) . This captures our outreach work to date including our approach in addressing engagement through the COVID-19 pandemic, as well as our initial re-opening plans.

## Business Plan Requirement

CVMT are seeking an experienced consultant to develop a Business Plan that will contain (as a minimum):

- Local attitudes to returning to cultural and heritage organisations, with a particular reference to the Cynon Valley.
- Consult with existing and new target audiences about their wishes and needs for engagement with Cynon Valley Museum.
- Review both in-person and digital audiences, capturing the potential future levels of engagement and income generating opportunities.
- Consider and review the extent to which CVMT offer our current services i.e., shop, gallery, museum, café and events, and a way forward, to support our long-term sustainability.
- Facilitate workshops and meetings with the Board, Staff Team and Volunteers to feed into the development of the business plan.
- Create in agreement with the Trust an appropriately structured and realistic business plan running from 2022 to 2027.

We will require one hard copy of the full report, an electronic copy (in pdf and word format) including an executive summary.

We also require an initial presentation to the Board of Trustees and Staff Team.

## Project Budget

The total budget for this contract, to cover day rate, resources, translation costs etc., is £5,000 including VAT.

## Proposed Payment Schedule

<b>Inception meeting and contract awarded:</b>	<b>10%</b>
<b>Interim Report</b>	<b>60%</b>
<b>Business Plan</b>	<b>30%</b>

The project will be managed on a day-to-day basis by the Fundraising and Finance Officer and overseen by the Museum Manager.

## Key Dates

Deadline for Tenders	Tuesday 24 <sup>th</sup> August
Interviews (proposed)	Thursday 2 <sup>nd</sup> September
Contract awarded	Friday 3 <sup>rd</sup> September
Inception meeting (via Zoom)	Tuesday 14 <sup>th</sup> September
Interim Report	Friday 15 <sup>th</sup> October
Business Plan Completion	Friday 29 <sup>th</sup> October

## Selection Process

The Consultant will be recruited through an open selection process. Applications will be evaluated on the basis of 40% value and 60% quality

### Phase 1: Qualification Criteria:

- Two years previous experience and/or demonstrable skills to deliver the contract.
- Names and CV's of individuals within your organisation who will be undertaking the work
- Two examples of previous work delivered. We would be particularly keen on case studies that outline experience of developing business plans of similar heritage and arts organisations. CVMT reserves the right to contact the organisations referenced
- Confirmation of £5m Public Liability insurance and £1m Professional Indemnity Insurance. (If applicable)

This will be assessed on a pass/fail basis. Applications that pass will proceed to the scoring stage below.

## Phase 2: Scoring Matrix

Criteria	Weighting	% of available score	Scoring rationale
Quality of method statement in response to this brief	60	100	Feasible methodology with realistic timescale
		80	Methodology and timescale needs minimal development
		60	Methodology and timescale needs moderate development
		40	Methodology and timescale needs significant development
		20	Methodology and timescale needs extensive development
		0	Ideas are weak and there is no scope for development
Budget allocation i.e. day rate, resources, translation etc.	40	100	Budget allocation well thought out
		80	Budget allocation requires minimal scrutiny
		60	Budget allocation requires moderate scrutiny
		40	Budget allocation requires significant scrutiny
		20	Budget allocation requires extensive scrutiny
		0	Budget allocation unfeasible

In line with CVMT's procurement thresholds, please note, that we will not be using the online Sell2Wales or similar portal to manage the collation of proposals.

## How to Apply

Send an e-mail to [manager@cynonvalleymuseum.wales](mailto:manager@cynonvalleymuseum.wales) confirming that you wish to apply, with your e-mail included and titled **Business Plan Tender Proposal**.

Please submit your proposal ensuring that the following items are included:

- Evidence of a minimum of two years previous experience and/or skills to deliver the contract.
- Names and CVs of individuals within your organisation who will be undertaking the work.
- Two examples of business plan work delivered. We would be particularly keen on case studies that outline experience of developing business plans for similar heritage and/or arts organisations.
- A clear methodology for delivering the business plan highlighting what experience you have in the relevant areas.
- A breakdown of how you would allocate the budget.
- A project timeline, for completion by **Friday 30<sup>th</sup> October**
- Evidence of Insurances.

**The Application Deadline is at midnight on Tuesday 24<sup>th</sup> August**

CVMT reserves the right not to accept any quote.