

King's Theatre, Edinburgh

Activity Plan Consultant

1. King's Theatre, Edinburgh

The Grade A listed King's Theatre opened in 1906 and stands on a prominent site in Edinburgh's Tollcross area. It is one of Scotland's oldest and most loved theatres. Some 200,000 audience members a year flock to the King's for a mix of high culture and popular entertainment. The King's is home to Scotland's biggest Panto production, the annual Gang Show and each year plays a pivotal role in hosting the Edinburgh International Festival.

This ambitious, £25 million redevelopment project will result in the repair, enhancement and expansion of one of Scotland's oldest working theatres. Through this project we will transform and optimise the King's theatre for the next 50 years. We will modernise the venue creating a transformed theatregoing experience whilst preserving and showcasing the heritage.

Capital works will include modernisation of front and back of house areas, making them suitable for 21st century audience and performer needs. Back stage will see current areas of risk addressed. Works will transform accessibility challenges throughout the building making it equitable for all users. All redevelopment activities, through a conservation plan and management and maintenance plan, will ensure heritage is preserved and restored. Generously supported by the National Lottery Heritage Fund (NLHF), we are now looking to procure an Activity Plan Consultant to help further our ambitions for the project.

2. Background

The King's is often described as the 'People's Theatre' and there is a tremendous opportunity to put people at the heart of this project. Through the project we aim to bring the King's to life during the day as well as for evening performances. We aim to shift perceptions of what the theatre is now, who it is for, and to explore what it could be, to our wider communities. Through consultation with community stakeholders and heritage partners, we have the opportunity to understand their interests and needs, to collaboratively create heritage activities which enrich and stimulate.

The redevelopment provides an exciting opportunity to enhance and expand our learning and participation programme, working with the King's key assets: the building, its heritage, a vast network of performers and audiences over 110 years of the King's and the pantomime. These are all key parts of the theatre's identity and capital theatres want to use them as a basis to create innovative, engaging and inclusive projects.

We believe the performing arts can play an important role in animating the heritage of the King's. Our aim is to use the experience and expertise that we have as an organisation to present and tell the story of the heritage using the performing arts as the vehicle by which to do so. We want opportunities to engage with the King's heritage to reflect our identity as a performing arts venue, using our skills and assets to maximum effect.

3. The Project

Between 2020 and 2025, we aim to engage over 23,000 people with the King's heritage via our Activity Plan. We aim to build a multi-generational sense of ownership of the King's Theatre and for the theatre to be firmly rooted in its local community. Storytelling, in many forms, is a key strategy for reaching a wide range of audiences. Stories connect us all across time and place. Uncovering the stories of the King's can help frame – and reframe – the heritage of this unique building.

In line with our Learning and Participation strategy, we want to increase and broaden cultural engagement to bring the King's to life, animate the heritage and uncover aspects of its heritage which is currently hidden. Through the delivery of the Activities, Engagement and Skills Development Plan our audiences will be more diverse when we re-open the King's. We will programme a broad range of activities that reflect the outcomes of the community consultation which we have undertaken so that a wider range of people can take part in activities which meet their needs and interests, and so that they have fun and find the activities interesting and rewarding.

4. Responsibilities and outputs

Capital Theatres, King's Theatre redevelopment project is currently in the NLHF development phase, following the first-round pass awarded in November 2019. Capital Theatres is now seeking to appoint a consultant to initiate the delivery of the Activity Plan; coordinate and advise project staff and consultants and develop the second stage Activity Plan for a National Lottery Heritage Fund application in December 2020. Key responsibilities will include:

- Develop the outline plans contained within the Activity Plan for the development phase of the project, and implement the delivery of these plans
- Direct project staff (Volunteer Coordinator and Heritage Engagement Coordinator) and consultants (Archivist and Interpretation Designer) on their areas of activity that relates directly to the Activity plan; ensuring the Activity plan stays on track, and stated outcomes and outputs are achieved
- Devise and test further activities and events to achieve the National Lottery Heritage Fund's outcomes to inform a detailed Activity Plan for submission with a Round Two funding application to the NLHF in December 2020. The Activity Plan should be informed by an understanding of Capital Theatres previous and potential audiences, existing strengths, challenges and future opportunities. The consultant will be responsible for writing the detailed Activity plan, in partnership with the Learning and Participation team and other colleagues where necessary.
- Work with other consultants archival and interpretation plans to make sure the respective strategies, policies and plans align and complement one another.
- Work with Capital Theatres staff to ensure the Activity Plan complements the Audience engagement strategy, Artistic Strategy for the Kings and the Learning and Participation Strategy for the King's post opening.
- Liaise with the Evaluation consultant on the development of Evaluation Framework
- Undertake consultation with existing and potential audiences and with stakeholders; gathering and using participant feedback to inform the development of the project plans.

You will advise the Heritage Engagement Coordinator in planning and delivering these in an appropriate format. The Activity Plan Consultant will also be responsible for taking the research results and feeding them into the developed Activity Plan

- Benchmark and research comparators activities and areas of work, to demonstrate need for activities amongst chosen target audiences to include within the detailed activity plan
- Develop the project advisory panels (Youth and Community) to inform the development of our project and the direction of the Activity Plan
- Attend Heritage Fund liaison meetings as required (including National Lottery Heritage Fund development review)

6. Skills and Experience

We seek a professional who has a relevant a professional experience of developing and delivering Activity Plans for National Lottery Heritage Funded projects. You will have worked with internal and external parties to deliver a successful stage 2 national lottery Heritage Fund Application. You will be familiar with the new NLHF guidelines and have the experience to develop an Activity plan that fulfils the new framework outcomes whilst aligning to the organisations strategic aims and vision.

7. Methodology

We require the following information to be submitted with your bid.

- CV, including relevant previous experience of staff allocated to this project
- Details of how the tenderer intends to manage the project, including a project plan and timeline
- Overall costs (including daily rates and VAT as applicable)
- Contact details (phone and email) for two references
- Shortlisted candidates will need to supply at least one example of an Activity Plan that formed a successful stage 2 bid, to discuss during interview.

All tender submissions will be evaluated to identify the consultant who will deliver best value - balancing quality and price, with a significant emphasis on the quality (Quality 70%: Price 30%).

The outline Activity Plan will be provided to shortlisted candidates in preparation for interview.

8. Theatre Management & Operation

The King's Theatre is currently owned by the City of Edinburgh Council. The building is leased to Capital Theatres on a 25-year lease. It is a receiving house which with a year-round programme of visiting productions.

9. Project Team Co-ordination

The appointed Activity Plan consultant will need to liaise with the Interpretive designer, Archivist and direct the work of a volunteer coordinator and Heritage Engagement coordinator to ensure the successful delivery of the activity plan for the Development phase, whilst developing the

Activity Plan for a Stage 2 submission. They will also work closely with the Learning and Participation team to use the networks and the experience and knowledge of current audiences and participants to inform the planned activities.

The appointed consultants will be required to report to the Head of Learning and Participation. They will have no line management responsibility.

11. Fee Proposal

A budget of £20,000 has been allowed for during the Development Phase of the project (January – November 2020), excluding VAT, for consultant fees. This fee will need to be fully drawn down during this period.

The fee proposal should also include any additional sub-consultancy fees deemed necessary by the consultants. It should be fully inclusive of all expenses.

It should be noted that all information, reports etc. produced by consultant will become and remain the copyright of the Client.

13. Timescales

Issue Brief	-	25 November 2019
Tenders returned	-	19 December 2019
Interviews	-	7 or 8 January 2020
Kick off meeting	-	w/c 20 January 2020
Draft plan and costs	-	July 2020
Final plan	-	November 2020

13. Reporting

The consultant will report to Head of Learning of Participation

14. Tender returns

Tender submissions should be returned to: Director of Operations, Festival Theatre, 13/29 Nicolson Street, Edinburgh, EH8 9FT

Please email tender submissions to: hr@capitaltheatres.com with the subject header 'King's Theatre Activity Plan tender'

The tender return date is Thursday 19 December at 12 noon.

