



POSITIONING PROJECT BRIEF

overview for tender

Help build our resilient future and define the Thackray

forming part of *Insights, identity and imagination* – a series of vital initiatives funded by National Lottery Heritage Fund to propel the Thackray into its next exciting chapter

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Introduction

In 2021 the Thackray Museum of Medicine re-opened following a £4m redevelopment project, principally funded by the Heritage Fund, with new galleries designed almost entirely through co-creation, alongside bright, fresh spaces for schools, community groups and many others to use and enjoy. The transformation has given us an incredible platform to place the museum as the foremost of its kind in the UK, with the potential to attract 100,000 visitors a year, acting as both a proud hub in the Harehills community as well as being a must-see Leeds cultural attraction.

The Thackray has gained great recognition since re-opening for its efforts, particularly around democratising the collection, and co-curating with our communities. With a visual rebrand already successfully released, now is the time to grasp our new positioning and cement it in our strategy.

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About you

We are looking to partner a positioning consultant that specialises in working with arts and culture organisations.

You will have a commitment to, and an understanding of, the Thackray's ethos of democratising our collection and working collaboratively with communities.

You will have worked with a number of high-profile culture clients who have been able to put the positioning you help define into practice to enable impactful results.

What you will do

You and your organisation will:

- define a positioning statement, that is accessible and easily understood by all staff, in order that the museum's team are all strategically focussed on the same goal, have a basis for all strategy and planning they undertake, in order to build a more sustainable and resilient future for the Museum;

- build a set of core values that the Thackray's staff can represent;
- use the information gathered to help define a set of suggested positioning activations to bring the positioning to life.

Deliverables

To undertake the positioning definition, we would potentially like you to:

- conduct one-to-one interviews with a range of stakeholders, trustees, industry colleagues and critical friends;
- desk research the organisation, taking in previous Thackray-commissioned research and looking at the museum's press and comms output;
- contribute towards a community focus group, alongside the audience research project;
- facilitate a fun and engaging staff workshop, helping to define ideas and positioning areas.

You will produce or deliver:

- the positioning statement alongside a set of values with an explanatory report;
- an all-staff presentation and workshop, with the potential for follow-up surgery sessions.

Timescales

The Thackray anticipates that this project should not take longer than three months to complete, and wishes to start the project in March/April 2024.

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Express your interest

Please write to the Chief Executive, Edward Appleyard to express initial interest or to arrange a conversation by Friday 16 February. Deadline for submitted tenders Friday 1 March.

edward.appleyard@thackraymuseum.org

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