



PRICING PROJECT BRIEF

overview for tender

Help build our resilient future with Membership + Ticketing

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 reached pre-Covid ticket levels in early 2023, and now needs to maximise on its new positioning and audience research projects through building revenue to make it more sustainable and resilient for an exciting future.

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About you

We are looking to partner a ticketing/membership 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 supporting our local communities and embody the idea of greater access in all the work you undertake.

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

What you will do

You and your organisation will:

- define a new pricing strategy that may include membership, to increase engagement in the museum from revisiting audiences, and to maximise income from new ones whilst retaining access for our communities;

- include all aspects of the Thackray's ticketable activity in such a strategy, including schools, groups, holiday activities, special events and tours.

Deliverables

To undertake the pricing strategy, we would potentially like you to:

- analyse current pricing models and use box office data to identify strengths and weaknesses;
- benchmark similarly-sized organisations and institutions both locally and further afield;
- use audience research (commissioned separately) to inform a membership scheme;
- engage staff in the new strategy's benefits and how best to fulfil its goals.

You will produce or deliver:

- a report outlining research findings;
- a set of new suggested price plans and pricing policies;
- the outline of a potential membership scheme.

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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Generously supported by National Lottery Heritage Fund, with thanks to National Lottery players.

