

the HARRIS



#HarrisYourPlace

Communications Brief

Preston City Council is seeking dynamic and innovative communications and PR services to support their Harris Your Place capital project.

The Harris Museum, Art Gallery & Library will submit a Round 2 application to the National Lottery Heritage Fund (Heritage Fund) in November 2020 for the £10m Re-Imagining the Harris #HarrisYourPlace project, an ambitious project led by Preston City Council working with Lancashire County Council and supported by a range of key partners.

Our communities have told us what they want – Preston’s hidden collections on show, new spaces to enjoy, more opportunities to be inspired, and for the Harris to be their place - and here for the others who need it too - forever. Now, we have a one in 100 year opportunity to make the Harris uniquely special again – for everyone. We’ll create a cultural and community hub for Preston and Lancashire, #HarrisYourPlace.

The project is one of the most important cultural developments in the north of England.

The Council submitted a Round 1 bid to Heritage Fund in 2018 which was successful against stiff national competition. The Council is working with an external project team to develop the Round 2 bid for submission in November which if successful will start the delivery phase of the project including capital works. The Harris is scheduled to close to the public in September 2021 to enable this, although significant work will take place during the closure to keep audiences and partners engaged.

Specification

Develop a project narrative increasing public and stakeholder awareness of the #HarrisYourPlace project. This must inspire excitement and support, generating a buzz around the vision and ambitions of the project and pride in Preston’s and Lancashire’s ambitions.

Ensure that #HarrisYourPlace becomes the accepted identity and title for the project, used by internal and external teams and supporters. It began as the ‘Re-imagining the Harris’ project,

but we now wish to promote it publicly as #HarrisYourPlace, reflecting our vision for a Harris which welcomes and inspires everyone, from local communities to tourist visitors.

Leading on copywriting for the narrative to reach and resonate with a broad audience from local communities who love and cherish the Harris, to professional sectors including tourism, regeneration and the wider cultural sector from Preston, Lancashire and nationally. This will require the condensation of an extremely complex project into inspiring copy which gets people talking positively about the benefits of #HarrisYourPlace for people and for the heritage.

The overarching project narrative must support the public giving campaign, led by the Harris' Capital Fundraising Manager, due to launch in October, to ensure a consistent feel and tone of voice. This campaign is intended to raise £25K from our communities to show local support for #HarrisYourPlace, which will in turn help lever in Heritage Fund and other major grants, as well as attracting advocates locally and nationally. It is important these two campaigns align so fundraising activity supports the wider PR drive, and vice versa. Fundraising messaging and other activity is being developed using Decision Science principles and the campaign is fronted by the [Friends of the Harris charity](#).

Support the project team around public engagement with design plans as these further develop in the RIBA Stage 3 phase. Assist in public consultations and workshop sessions as appropriate. To include supporting pilot activity such as the #HarrisYourPlace test bed gallery opening over the autumn which will inform RIBA stage 4.

Provide communications and PR support leading up to and around the Heritage Fund bid submission in November 2020 and the expected decision in March 2021. This should also include a contingency plan should the bid be unsuccessful.

Work with the existing Harris Marketing team, including Audience Development Officer, Digital Engagement Officer and Graphic Designer to provide strategic development support, helping to build delivery systems to enhance current reach and performance. Invest in the long-term development of the team to support the future delivery of the Harris Your Place project.

The Harris Marketing Team will assist the appointed organisation/individual with the development and issuing of press releases, social media, web content and communications delivery and the Harris Capital Fundraising Manager will work directly with the successful bidder on fundraising aspects.

We are seeking a dynamic and innovative approach to communications and PR with good local knowledge of Preston and current strategic developments including City Investment Plan, City Deal and the 12 year Cultural Strategy development.

Specification Objectives:

- Keep Preston residents and project stakeholders informed of the #HarrisYourPlace plans and Heritage Fund bid submission in November 2020;
- Build support for #HarrisYourPlace in national and specialist media, as one of the most ambitious cultural development projects in the north;

- Work to ensure that the submission of the Heritage Fund bid is viewed as a positive, progressive step for the city and its people;
- Support the public fundraising campaign with press and social media activity, taking into account the Friends of the Harris charity brand and the requirements of the [Code of Fundraising Practice](#);
- Help to guard against any negative feedback relating to specific elements of the proposed project; or Mitigate risk to the project through any negative public feedback received through press and/or social media;
- Engage hearts and minds in the process of pushing the #HarrisYourPlace project forward by giving confidence in the proposed project outcomes;
- Build on the extensive community consultation and stakeholder engagement undertaken over the past 6 years to continue support for the project sand the Harris;
- Connect the public fundraising campaign with the project narrative work to position a seamless communication approach;
- Dovetail project communications with ongoing work to develop a compelling narrative and differentiated value proposition for Preston.

Timetable

- Application process launches – Monday 14th September 2020
- Deadline for submission of proposal – Friday 25th September 2020
- Interviews with shortlisted candidates - Wednesday 30th September 2020
- Consultant appointed Thursday 1st October 2020
- Public giving campaign launched - October 2020 (to run to March 2021)
- Heritage Fund bid submitted - November 2020
- Bid Decision - March 2021

Fee

The total project fee is £10,000 + VAT to include all expenses associated with this work.

Application process

To apply please submit a proposal outlining how you would deliver this project, a breakdown of days and services against the fee, named project members/management and two examples of similar work you have delivered in the past twelve months including a local authority.

Please also provide a day rate fee for an additional work that may be required over and above the set fee.

If you wish to discuss the brief prior to submission please feel free to contact Timothy Joel at t.joel@preston.gov.uk Telephone: 01772 903660

Proposals to be sent to Timothy Joel via:

Email: t.joel@preston.gov.uk

Or post: Cultural Services, Preston City Council, Town Hall, Lancaster Road, Preston, PR1 2RL

Deadline: Friday 25th September, 12:00 noon



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