

## **Freelance Digital Learning Resources Consultant**

### **Introduction**

This document is a brief for a consultant to work with the Museum Manager and Communications Manager at the Charterhouse and our web agency *Design Culture* to undertake the production and promotion of online learning resources to inspire school children and families to engage with the newly refurbished Great Chamber at the Charterhouse.

The document sets out:

- Part 1: Information about the client – the Charterhouse
- Part 2: Background information on the context for the development of these new online resources
- Part 3: The brief
- Part 4: The practicalities for this brief including information requirements

### **Part 1: The client - The Charterhouse**

The Charterhouse is a former Carthusian monastery in London, located between Barbican and Smithfield Market, and to the north of what is now Charterhouse Square. Since the dissolution of the monasteries in the 16th century the site has served as a private mansion, a boys' school and an [almshouse](#), which it remains to this day.

Our mission is to provide housing, care and support for older people in need, while sharing our heritage and preserving it for future generations.

Residents of the almshouse are known as 'Brothers', which is a purely traditional term acknowledging the Charterhouse's monastic past. The building is formally known as Sutton's Hospital in Charterhouse, and is a registered charity (number 207773).

The public are invited to discover our dramatic story in our free museum, which was curated in 2017 in partnership with the Museum of London. It is possible to visit our historic site on pre-booked [tours](#), hire areas for [private functions](#) and attend services in our [chapel](#). We also have a purpose built Learning Centre from which we run our exciting Learning Programme for schools and families.

## **Part 2: Educational work at the Charterhouse and our response to the Pandemic**

The Charterhouse receives no regular funding from public bodies and is dependent on donations and revenue generated from visitors (admission charges, retail sales and venue hire) to meet its running costs and to care for the beneficiaries of the charity. The Charterhouse opened up its doors to the public in 2017 as part of the NLHF project to 'Reveal the Charterhouse' and a brand new museum and learning centre were created, welcoming over 26,000 visitors on average per year and over 3,000 school children since opening.

The Charterhouse has recently embarked on a new venture to refurbish our Tudor Great Chamber and in 2019 we received generous support from the National Lottery Heritage Fund to complete this work. As part of this project to encourage and maximise audience engagement with the Great Chamber and in light of the recent pandemic, we will be redesigning our Learning webpages to provide children and families with creative and educational resources that they can access from home.

For the past three years, we have devised and implemented a successful learning programme which focuses on the history of the Charterhouse, from its beginnings as a Carthusian monastery through to its later purpose as a Tudor mansion, boys' school and now as an almshouse. We have forged successful partnerships with the Museum of London, London Metropolitan Archives and other organisations such as Spectrum Drama and the Young City Poets (National Literacy Trust) to create a varied and exciting programme for school children. As part of this work, we have had successfully received generous grant funding from the Haberdashers' Company and the Worshipful Company of Arts Scholars to create an after-school art club and facilitate group visits for SEND schools in collaboration with ArtBurst. Alongside our schools offer, we have also designed family activities such as trails, arts and crafts and held 'Baby Broadway' musical events for a younger family audience.

During the pandemic, the Charterhouse has remained closed to the public for the protection of the vulnerable and elderly residents who live on site at the Charterhouse. This has meant that we have not been able to open up our museum and learning centre, as well as our newly refurbished Great Chamber, since March, which as a result has significantly affected the charity's finances. Currently, school visits are not possible and there is likely to be little appetite for face-to-face visits of this kind for the foreseeable future. However, this time of closure has enabled us to think more about our online offer and engage our audiences in new ways. To this end, our grant application to the National Lottery Heritage Fund included a sum for developing online educational content for children and families. In addition, the grant we received from the Worshipful Company of Goldsmiths will also be used to contribute to the funds available to undertake this project.

## **Audiences for this piece of work**

The audiences targeted specifically through this new work will be:

- School children (KS1-3) seeking to learn about history, English, British values and portraiture.
- Parents, families and teachers seeking new ways to teach history, English, British values and portraiture.

## **Part 3: The brief**

We would like to commission a consultant to work with the Museum Manager and Communications Manager at The Charterhouse, to undertake the production and promotion of online learning resources to inspire all the above audience groups and facilitate their engagement with the newly refurbished Great Chamber and its portraits.

## **The Tasks**

1. To create highly engaging, well developed and innovative digital resources for our *Learning* web pages, hosted on the Charterhouse website.
2. To develop and create two school sessions based upon the Great Chamber, its portraits and its history. One should focus on KS1 and the other should focus on KS3. The topics will likely include both British Values and Portraiture. To provide detailed notes on how these sessions should be taught/conducted.
3. To develop and create three school online resources, such as downloadable classroom activity sheets, based upon the history of the Charterhouse, for instance focusing on the Black Death, Tudors and the Great Chamber.
4. To create a storyboard and voice-over script with the view to creating three pieces of video content (c.5 mins each) for school children and/or teachers, based upon the history of the Charterhouse for instance focusing on the Black Death, Tudors and the Great Chamber. The storyboard and script should provide a brief overview of the history of the Charterhouse including a mini tour or image stills of some of the rooms that schools can expect to see during their visit. The videos should also include more detailed information on some of the school sessions as an example to teachers whilst also acting as a promotional tool.
5. To develop and create three online downloadable arts and craft activities for families which are based upon the history of the Charterhouse and the Great Chamber.
6. To ensure teacher feedback is included in the development of the resources.

## **Key timescales**

We wish this project to be completed by Friday 26 March 2021. This is therefore envisaged as a 12-week project, with key target dates for delivery throughout.

### **What support The Charterhouse will provide**

- All relevant existing resources to enable the consultant to review, revise and create new ones
- The Museum Manager at the Charterhouse as the main point of contact on a day to day basis. The Museum Manager will provide overall management of this project.
- Key team members to attend meetings and provide any requested material ahead of meetings.
- Facilitate regular meetings with Design Culture to ensure the resources are able to be uploaded on to the webpage.
- Facilitate onsite visits to Charterhouse as and when necessary and when it is safe to do so.

### **The person specification**

The skills and backgrounds we require are:

- Solid and extensive experience in developing, reviewing and revising online learning resources for museums/ historic houses / heritage sites aimed at both formal and informal learning audiences
- Experience of project managing the development and delivery of creative, engaging, public-facing content, aimed at primary level in a range of formats
- Experience of working collaboratively with teachers and families to pilot learning resources
- Experience of creating digital resources for children and educators in English, History and portraiture
- Excellent IT skills including the use of Microsoft Office, social media, and websites
- Outstanding communication skills with the ability to write clearly for a defined audience with a rigorous eye for detail
- Highly effective organisational, prioritisation and time management skills with experience of managing external suppliers, ensuring work is delivered on time, within budget and to brief
- Experience of working collaboratively with a diverse range of stakeholders to achieve shared aims
- Experience of setting and achieving strategic targeted aims

### **Management and reporting arrangements**

You will be contracted to the Charterhouse and be expected to report to Gabriella Swaffield, Museum Manager.

1. To work closely with the Museum Manager, meeting regularly to ensure that the

project is running on time and to budget and is completed to a high standard.

2. To work closely with the Museum Manager to confirm key measures of success for the project and ensure that they are met.
3. To work closely with the Museum Manager and Communications Manager to ensure that the project is communicated in an effective and timely way.

### **Key dates**

- Closing date for applications: Wednesday 9 December 12noon
- Interviews (online): w/c 14<sup>th</sup> December
- Start date for successful candidate: Monday 4 January 2021
- Completion date for all materials and go live on our website: Friday 26 March 2021

### **Fee**

Please quote the fee you would wish to be paid with a cost breakdown along with your proposal. Please include any other costs for resources in your budget. Please highlight whether you are VAT registered. The fee available for this work is in the region of £4,000.

### **Confidentiality and Data ownership**

If you undertake this work you are required to maintain the confidentiality of all proprietary or privileged information to which you may be party to in the course of the contract and you are expected to work on behalf of the Charterhouse. All data collected in whatever forms remains the property of the Charterhouse.

### **Part 4: Responding to the brief**

To respond to this brief, the consultant should provide the Charterhouse with:

- A short methodology statement explaining how the brief requirements stated above will be delivered within the timescale required
- This should include an anticipated timetable of activities and key dates
- Any relevant examples of your previous work
- An up to date CV

A response of no more than 6 pages of A4 should be emailed for the attention of Gabriella Swaffield [gabriella.swaffield@thecharterhouse.org](mailto:gabriella.swaffield@thecharterhouse.org) If you have any queries about this brief, please do not hesitate to contact us.

November 2020



