



## **Brief for Audience Development Consultant**

### **1. Introduction**

Dorset Wildlife Trust seeks to appoint a consultant to develop a framework for audience development in North Dorset to support its Heritage Lottery funded project and inform content for the emerging Nature Connections Activity Plan.

### **2. Background to the Project**

Nature Connection North Dorset aims to facilitate community involvement in conserving and enhancing local natural heritage over a five-year period. Through working with communities to enhance or create new spaces for nature, we aim to foster a shared vision for nature recovery in Dorset, promoting ecological resilience and community well-being. The project revolves around three interlinked themes: Wildlife Connections, Community Connections, and Personal Connections, with activities designed to connect people to their natural heritage, improve understanding of environmental issues, and inspire collective action.

Funding has been received from The National Lottery Heritage Fund to develop the project and prepare the application for the five-year project delivery phase.

### **3. Scope of the work**

The role of the consultant will be to liaise with our marketing team to develop a framework to increase breadth and depth of engagement with Dorset Wildlife Trust (DWT) and nature more generally in the targeted area of the Nature Connections project, which is primarily North Dorset.

DWT have an in-house marketing team, members of which have geodemographic profiling experience. However, we do not currently have ongoing access to demographic profiling applications so are exploring opportunities to either commission a bespoke report or secure licencing for a fixed term period. Advice from the consultant on this at an early stage of the project would be appreciated.

The consultant will work alongside the team to support this work to develop an Audience Development Framework which will include:

- Geodemographic market profiling report within the N Dorset area to identify target audiences – this can be cross referenced with what we know about who currently engages with us to identify potential areas for growth. This area of work will be developed collaboratively with our in-house team, the consultant will summarise the findings in the Audience Development Framework.
- Overlay the information above with Acorn/Mosaic type profiling to understand interests, motivations etc - i.e. propensity to engage with DWT/the project and what the triggers for this could be.
- Summary of existing sector research into interests and motivations (DWT can provide initial links and pointers to relevant information)
- Support to the project team to develop a plan to undertake consultation (primarily face to face but maybe also surveys or similar) with local communities and target groups to understand in more depth what they are interested in
- From the above suggest the type of communications content and platforms most likely to engage target audiences, this will be used to inform our communications strategy for project delivery
- Framework to also include the kind of activities that target audiences would be most likely to engage with, which will inform the content of our Activity Plan.

The Audience Development Framework should be structured to feed into the Activity Plan and other development phase planning documents.

The consultant will:

- Convene a start-up workshop with the project team to finalise the scope of the contract, format of the Audience Development Framework and to ensure that the approach is collaborative and complementary to work undertaken by the in-house marketing team
- From the workshop findings, develop a detailed Audience Development Framework to include the areas detailed above with clear outputs and outcomes to support the project development and delivery
- The framework should be mindful of the requirements of The National Lottery Heritage Fund and their expectations in relation to outputs that have been committed to be delivered within this funded project.
- Design a toolkit that staff and volunteers will use to undertake more in-depth consultation with communities and target groups.
- Deliver a workshop with staff and volunteers to support the implementation of the toolkit.
- Provide light touch support to staff and volunteers throughout the development phase to facilitate data collection
- Ensure that all outputs on the contract meet The National Lottery Heritage Fund and other funders' requirements

#### **4. Expected outputs**

- 2 x workshops with project team: Start up and toolkit training
- Detailed Audience Development Framework to include:
  - Summary of geodemographic profile of target delivery area

- Assessment of propensity, motivations and triggers for engagement based on segment characteristics
- Proposals for comms platforms and suggested content to engage target groups
- Proposals for activities types to engage target groups
- Design creative toolkit to ensure consultation includes the best approach to elicit the information required. The consultant should liaise with the Evaluation Consultant to ensure coherence with the Evaluation Framework

## **5. Available documentation (upon request)**

- Nature Connection North Dorset Consultation & Research Report
- Nature Connection North Dorset Activity Planning
- Nature Connection North Dorset Project Briefing

## **6. Management of the commission**

The commission will be managed by Nicki Brunt reporting to the Project Advisory Group and The National Lottery Heritage Fund Senior Investment Manager and project monitor. We expect a commissioning meeting and regular communication throughout the project.

## **7. Skills required**

We are looking for a consultant with excellent communication skills, able to inspire and engage people with a wide range of backgrounds and skills.

The consultant should have experience and expertise in:

- Audience development, ideally but not necessarily in the nature/wildlife/environment sector. To include experience of planning and using geodemographic profiling to develop targeted plans.
- Clear and incisive analytical skills to enable analysis of data, outputs and outcomes
- Writing project development documents to The National Lottery Heritage Fund guidelines
- Ability to write clear and accurate copy
- Supporting teams to develop as projects progress
- Working with community groups and consultation practices generally

The successful candidate / company are expected to have public liability insurance of at least £2 million as well as a standard DBS check.

## **8. Requirements of the submission**

Your proposal should include:

- Approach to the project and implementation methodology
- CVs of proposed team members
- Examples of similar projects undertaken
- Two client references

- A fixed fee showing your daily rates between individuals, number of days spent on each task and including all fees and expenses
- Projected timescale

## 9. Date of submission and timescale

The submission deadline for tenders is **5pm 12 July** and should be submitted to **Nicki Brunt, nbrunt@dorsetwildlifetrust.org.uk**. We will acknowledge receipt of all submissions

The maximum fee for the Audience Development Plan is £9,000 excluding VAT, but including all expenses.

We expect the contract to be completed by 30 October 2026, with an interim report in mid September.

For an informal discussion or to request further documentation, please contact: **Nicki Brunt, nbrunt@dorsetwildlifetrust.org.uk**

## 10. Tender Evaluation

The criteria for the appointment is as follows:

<b>Selection criteria</b>	<b>Weighting</b>
Quality and experience	50%
Methodology and approach to commission	40%
Interview	10%
<b>TOTAL</b>	<b>100%</b>

Short-listed candidates will be notified week commencing **13 July**. Interviews will take place on **20 or 21 July** online.

As part of the interview, short listed candidates will be required to give a short presentation outlining how and why they are best suited to the work tendered.

The award of the contract will be based on the most advantageous tender in terms of the stated criteria. Dorset Wildlife Trust will not pay for any costs of any tenderer. Dorset Wildlife Trust reserve the right not (a) to make an appointment or (b) to accept the tender with the lowest price and may take other factors into account in assessing the tender responses received by them. The successful consultant will be required to enter into a contract with Dorset Wildlife Trust in a form to be agreed.

*Using money raised by National Lottery players, The National Lottery Heritage Fund supports projects that connect people and communities with the UK's heritage. Nature Connection North Dorset is made possible with The National Lottery Heritage Fund*