

**Hebden Bridge Community Association
Community Engagement – Consultant Opportunity
Hebden Bridge Town Hall**

Responsible to: Trustees of Hebden Bridge Community Association
Line Manager: Executive Director, Hebden Bridge Community Association

Budget Available: £5000

Timescale of Delivery: Start Immediately, projected end date 31st August 2022

Purpose of Consulting Opportunity:

To plan, develop, deliver and evaluate a series of inclusive community engagement activities, events and workshops (both face-to-face and online) to form a well-rounded and cohesive portfolio of community consultation in relation to the future use(s) of the Old Building – the Grade II listed part of the Town Hall site.

Connecting and networking with a wide range of prospective and existing building users and stakeholders this role will work alongside and feed into current activity taking place within the Town Hall building.

Primary Tasks:

- Develop an awareness of the Town Hall building and proposed future architectural works and amendments.
- Collaborate with Heritage Project Co-ordinator to assess and define existing public engagement activity and current offer at the Town Hall and online.
- Assessment of building user opportunities, prospective audience development and any barriers to active participation placing equity, diversity, and inclusion at the forefront of these considerations.
- Assessment of extant public awareness of activities taking place at the Town Hall and marketing resources available to support this.
- Consultation with building stakeholders including facilities management, events coordinator, tenants and business associates, volunteers as required.
- Delivery of inclusive community engagement survey(s) as required.
- Development and delivery of a programme of inclusive community-centred engagement activities, including all session planning, marketing & promotion (which would include the preparation of rooms for activities).
- Production of a Town Hall engagement strategy (in line with HBCA strategy) incorporating findings from community survey(s), stakeholder consultation(s) and assessment outcomes with defined targets and recommendations for action.
- Detailed engagement activity review and evaluation, including refinement of emerging themes and offer propositions.

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To give a feel for the role, proposed activities could include:

- Online and face to face interviews and paper surveys undertaken in the locality.
- In depth interviews with tenants, volunteers, cultural partners and prospective audiences.
- Gauging interest through consultation with local schools, academies, faith schools and home-schooling networks (where applicable) to identify learning links - e.g. to the National Curriculum.
- Liaison and co-production of resources with local organisations
- Development and delivery of consultation(s) and participation activities as part of Heritage Open Days (presently planned for September 10th - 19th 2021, and 9th - 18th 2022).
- Coordinating and managing the recording/capture of participant responses to both building and community engagement proposals including in digital formats e.g. oral histories / vox pops etc. as appropriate.
- Assessment of consultation activity (and outcomes) to capture stakeholder and user demographic data.

Final Project Outcome(s)

Project report: A detailed and realistic report of action to emerge from the stakeholder and community engagement phase with suggestions for projects to take forward, including a budgeted breakdown of staffing and resource requirements.

Elements to be covered in the report:

- Audience participation and engagement objectives / goals including opportunities for future community co-curated/co-produced activity.
- Marketing opportunities / goals
- Suggested opportunities for linking up and collaborating with other local events and arts, culture, heritage or community venues / services in the locality.
- Outline of any architectural / building considerations or limitations occurring during the consultation phase of activity.
- Current stakeholder perceptions
- Current audience profile(s)
- Target audience profile(s) and Persona(s)
- Audience engagement & development strategy & goals
- Volunteer learning & development recommendations including upskilling and training opportunities – (suggested list of activity, with rough costings).
- Suggested list of activity aimed at different audiences (with rough costings).
- Formal and informal learning audiences including schools – (suggested list of activity, with rough costings).