



## **SELBY ABBEY: The Origin Stories**

### **Marketing Consultant**

#### **Scope of services**

##### **1.0 INTRODUCTION**

*Selby Abbey: The Origin Stories* is a transformational £1.5 million initiative funded by The National Lottery Heritage Fund. Running from June 2025 to October 2027, the project will secure the future of our Grade I listed Abbey through vital restoration and a wide-reaching public engagement programme.

##### **2.0 BRIEF TO CONSULTANT**

Selby Abbey is seeking a skilled marketing consultant to develop a marketing plan for the duration of the project Delivery Phase to promote events, activities and opportunities at the Abbey to target audiences.

During the project Development Phase, we commissioned a new branding exercise. Selby Abbey now has a new logo and a set of branding guidelines. As part of the project Delivery Phase, we want to embed our new logo and increase awareness of the Abbey through its use in marketing and promotional assets, both digital and physical. We will use our new logo alongside the delivery of a marketing plan that will be designed to reach our target audiences.

During our Development Phase consultation, our visitors told us that it was hard for them to know what was going on at the Abbey as they were not confident negotiating the internet to find information. To address this, we will design and produce flyers and posters that will be targeted in areas of Selby with lower engagement with the Abbey.

The Marketing Consultant will need to understand the needs of different target audience groups, understand barriers to engagement, and develop a marketing plan that will address this.

Our target audiences for this project are:

- Local families with children (particularly in areas of deprivation)
- Local older adults and couples
- Tourists and day trippers
- Local school groups
- Young people

Local community groups  
People with wellbeing needs  
People with disabilities

### **3.0 FEE**

The maximum fee for this work is £7000.00 ex VAT. to include all expenses incurred such as travel and subsistence.

A separate budget is available for the design and production of marketing assets.

### **4.0 SCOPE OF SERVICES**

We are seeking a marketing consultant to deliver the following:

- a marketing plan to promote activities, events and opportunities to target audiences during the project Delivery Phase
- review existing marketing activity and make recommendations for improvement
- ensure the Selby Abbey new brand identity is embedded across all existing and new marketing assets
- deliver training to staff and volunteers about how to use the branding guidelines and embed best practice in the use of these
- work with the Interpretation Designer and Operations Manager to produce marketing assets.
- write content for marketing assets
- oversee the production and print of marketing assets, working closely with the Operations Manager
- liaise with the Community Engagement Co-ordinator about the distribution of flyers and posters and ensure a schedule of recipients of marketing assets is included in the plan
- deliver briefing to staff and volunteers to familiarise them with the marketing plan (who will be delivering/arranging postage of leaflets etc.)
- support the project evaluation activity being delivered by the Evaluation Consultant
- attend monthly project meetings during the contract period.

### **5.0 MANAGEMENT AND WORKING RELATIONSHIPS**

The Project Delivery phase is being managed by our Project Manager. As project lead, they intersect with the Origin Stories Project Steering Group made up of representatives from Selby Abbey PCC and Selby Abbey Trust.

The Project Manager will make relevant connections to other consultants working on the project where appropriate to ensure maximum sharing of knowledge. The Marketing Consultant will also be expected to work closely with our Operations Manager and the Interpretation Designer.

The Marketing Consultant will be expected to attend monthly project team meetings (remote) during their contract.

The consultant will need public liability insurance to the value of £5 million and public indemnity of £1 million. If these are not already in place, the consultant should undertake to obtain them ahead of the commencement of the contract.

This contract will begin 1st October 2025 and end 31st October 2027.

## **6.0 AWARD CRITERIA**

To tender for this work, please send a proposal including:

Your approach to delivering the scope of services

A CV which details your relevant experience to date, and for each consultant if more than one

Two brief case studies of similar work delivered

The allocation of days between members of the team (if applicable)

The daily charging rate of each consultant

A timescale for example for carrying out the project

An overall budget.

Proposals submitted will be assessed against the following questions:

To what extent does the proposal demonstrate an understanding of the brief?

To what extent are the methodology and methods appropriate to the requirements set out in this brief?

What degree of experience does the bidder demonstrate to successfully complete the work?

How well has the bidder demonstrated the ability to deliver the work to the budget and timetable required?

## **7.0 PROCUREMENT PROCESS**

Proposals should be sent via email to [originspm@selbyabbey.org.uk](mailto:originspm@selbyabbey.org.uk)

Proposal return deadline: 17:00 Sunday 28th September 2025

Selby Abbey will notify bidders via email of our decision week commencing Monday 29th September 2025.

## **8.0 METHOD OF APPOINTMENT**

A letter of appointment will be issued on the basis of the approved response to this brief and will include a final payment schedule, conditions of appointment (e.g. production of insurance documents etc.) and reporting timetable. The consultant will indicate acceptance by signing a copy and returning it to the client.