



Community Engagement Brief The Jewel in the Strand project

1. Introduction

We are half way through the development stage of our Jewel in the Strand project, working with NLHF. We have been working with Headland Design who are leading on our activity planning and community consultation. Their work is supported by St Mary le Strand who is running The Jewel in the Strand, transforming St Mary le Strand for generations to come.

We are seeking to appoint an experienced London-based community engagement specialist who can support Cheshire-based Headland Design's work, undertaking more in-depth consultation with target groups, trialling activities, summarising and evaluating consultation undertaken for inclusion in St Mary le Strand's stage two NLHF bid to deliver The Jewel in the Strand.

This brief sets out our requirements, how interested practices should tender, the deadline for responses, and how the tender will be evaluated.

2. Project summary

On the face of it, this project is about a beautiful 18th-century church, but it's about people and communities, not bricks and mortar.

Although the outputs are based in physical realities such as opening up the crypt space, the driving force behind each and every output is the impact that they can have on the lives of the individuals and communities who occupy the Strand Aldwych and surrounding area for leisure, work and study.

St Mary le Strand's Jewel in the Strand project is central to the wider Strand Aldwych Project. St Mary le Strand is a sanctuary – a place of welcome, worship and well-being – at the heart of the Strand Aldwych of Northbank. This area is in the middle of a long-term transformation with the East Strand being pedestrianised to create a new landscaped public space and 'global cultural thinking quarter' for the City of Westminster.

The vision for this project is that St Mary le Strand will be a restored and redeveloped church building and garden, with a renewed mission and ministry positioned within a newly established townscape setting.

3. Project background

St Mary le Strand is a Grade 1 listed building but it is also so much more. It is a place where people come together, reflect and enjoy a sense of shared cultural heritage.

St Mary le Strand was built in 1714-21 to the designs of the renowned Scottish Architect, James Gibbs – his first building on his return from studying in Rome. It is often said to be one of the UK's loveliest Baroque churches, with its fabulous plastered, curved and coffered ceiling, unparalleled in Britain. The original church of St Mary le Strand was demolished in 1549 to make way for Somerset House. The present church was constructed following an Act of Parliament which called for 50 new churches to meet the demands of an expanding eighteenth century London.

As a local church in the City of Westminster, St Mary le Strand is committed to delivering Christian, Public and Cultural benefit, all of which sit at the heart of the Jewel in the Strand project.

To strengthen its core value of inclusivity, St Mary le Strand is a member of 'Inclusive Church' as a church which celebrates and affirms every person and does not discriminate.

The project will transform St Mary le Strand into a place that is relevant to the 21st century and beyond, maximising on space and presenting flexible and up-to-date facilities; attracting new audiences, and ensuring that the Church can be accessed and enjoyed by everyone. St Mary le Strand will work with key partners, including The Northbank Business Improvement District (BID), King's College London, the London School of Economics, Somerset House, the Courtauld and other local partners and stakeholders to deliver this ground-breaking project.

Proposed capital works will:

- deliver urgent repair and conservation works (inside and out), restore the apsidal Sanctuary, and redecorate the interior – sharing an enhanced heritage site with a wider audience, encouraging access to the arts and heritage, as well as wider cultural engagement.
- introduce flexible Nave furnishings – turning this into a space that can be enjoyed in a variety of settings, for a variety of individuals and communities, responding to their needs and co-producing within the church spaces in genuine partnership with the people the church serves.
- sustainably renew heating, lighting, and AV systems, as well as making the space more accessible for people regardless of whether they have a visual impairment, mobility issue or other access requirements.

- improve the Churchyard – creating a space for quiet reflection and encouraging passers-by to engage with nature, supporting health and wellbeing, as well as creating a space that can support income-generating activities.
- respectfully relocate human remains – in line with all the current legal and ethical guidance
- provide a new southern opening and ramped access to the Crypt for the creation of The Strand Crypt with public areas, kitchen/office space/toilets
- create spaces that can open up the Church to new audiences – building on its current track record of delivering concerts, art exhibitions and a variety of one-off cultural and community events.

In addition to proposed capital works, the project will create opportunities to engage new audiences with heritage through activities, volunteering, training, and new interpretation. Research to tell more diverse stories through on-site interventions and activities form a key part of the project, making this site relevant and accessible to everyone, regardless of their background, for generations to come. During the development phase of the project, we have been working with project partners and volunteers to develop our ideas through consultation and engagement.

Community engagement is a core element of the project. Engaging existing and potential visitors in the project will help to foster community cohesion, ensure capital works and activities address community need, and help to develop an increased sense of ownership of St Mary le Strand and its facilities.

Headland Design has undertaken activity planning and consultation but is limited in what it can deliver on-site and in-person. We would like to commission work to develop relationships with our activity project partners and to deliver a series of pilot activities to test ideas and to understand more about barriers and needs for our target audiences. These will be based on ideas for activities which were described in our R1 application to National Lottery Heritage Fund.

It is expected that the Community Engagement consultant appointed would provide work that supports Headland Design and fills gaps in the current consultation process.

The target audiences for this project are:

Core Audiences

- Tourists
- People with an interest in the history or academics
- People attending concerts

Target Audiences

- Wrens and women in the Armed Forces
- People who work in the area and would like to improve their wellbeing
- Young people living in Westminster
- People of many faiths
- People in FT education, secondary schools, FE and HE

Across all audience groups there should be a diversity of ethnicity, gender, age, as well as inclusivity for people with disabilities.

These target audiences were identified in our R1 application and have been developed through workshops and consultation. More information regarding Headland Design's work to date can be found in the following documents which will be issued on appointment:

- Summary of target audiences
- Consultation summary
- Audience development summary
- Consultation plan
- History summary

If you require further information to respond to this brief, please get in touch with Ruth McKew at Headland Design (ruth@headlanddesign.co.uk).

4. Our requirements

We need to appoint an experienced community engagement specialist to carry out the following tasks:

- Deliver a focus group with a group of people who work locally. This could be in partnership with the Courtauld/Somerset House, inviting their front of house staff to take part in a focus group to understand their perceptions of SMLS and barriers that prevent them from engaging with the heritage.
- Develop and deliver at least four pilot activities with specific audiences, and record consultation to help inform the development of our activity planning. These are set out below. Some will take place at SMLS, and others across Westminster or at partner venues. The pilot activities will be delivered for small groups (between 6 and 12 people).
- Gather and summarise participant data, and evaluate the success of these events as well as any other consultation work undertaken.
- Summarise the outcomes of the consultation in a written report.
- Liaise with Headland Design to ensure that new work is not repeating old work, and that the new work delivered complements investment to date.
- Advocate the project to a wide range of local organisations, encouraging partnership working and widespread engagement.

Pilot activities:

1. Young people – build on our existing relationship with Westminster City Lions and deliver an activity in partnership as part of their holiday activities programme. This will be an opportunity to listen to the views of the young people and to explore one of the heritage themes in more depth.
2. People who work locally and would like to improve their wellbeing – Work with St Mary le Strand's project team to develop wellbeing activities in church and

to undertake consultation with participants to understand what works well and how this could be developed in the future. Work with Westminster Council who deliver wellbeing activities to undertake consultation with participants to understand barriers to engagement, needs, and interest in taking part in wellbeing activities at the church.

3. Build on current volunteer research into key historic women connected to the church's history. Develop the research to create digital interpretation to tell the story of these women. This could link to our partnership with Strandlines at KCL.
4. One other pilot activity to be determined through conversation with client team and Headland.

5. Programme

We are working to a tight deadline and need to work with someone ready to hit the ground running.

- February recruitment
- March–8th May consultation and activities
- 3rd June write up and submission to St Mary le Strand

6. Wider project team

The successful tenderer will be expected to work collaboratively with other members of the project team in developing our second-round application to NLHF. Other key members of the team will be:

- Headland Design (consultant producing Activity and Interpretation Plan)
- Project Director
- History Advisory Group
- Project Board
- Church wardens, administrators and volunteers

7. Project Outputs

- Consultation plan setting out consultation and planned pilot activities – this will need to be reviewed with client team
- Project plan for each pilot activity – to be reviewed by client team
- Summary notes for all consultation and pilot activity events
- Four pilot activity events with target audiences
- Summative evaluation for each pilot activity

Draft(s) and final outputs should generally be provided to us electronically in PDF format.

St Mary le Strand will retain copyright of all the material produced in the context of this commission and will have the right to reproduce any material provided and distribute the material in part or whole to any organisation or individual it determines, at no extra cost. The consultant should clear the copyright for any illustrations or other material used. The outputs may be made publicly available.

8. Insurance

The successful tenderer will be expected to have Public Liability Insurance (no less than £1m) and Professional Indemnity (no less than £500,000).

9. Data protection

The successful tenderer will be expected to work closely with St Mary le Strand's project team to ensure all data is collected in accordance with governing rules and regulations.

10. Tender process

Tender programme

Tender issued	25.01.24.
Tender returns due	15.02.24.
Tender evaluation	16.02.24.
Interviews	w/c 19.02.24.
Kick off meeting	w/c 01.03.24.

Tender submission

To be considered for this project, you will need to submit:

- A brief method statement that sets out your approach (two sides of A4).
- A programme setting out key tasks, how long you expect them to take and demonstrating you can deliver within our timescales (two sides of A4).
- Examples of similar projects that you have completed (e.g. NLHF-funded, heritage projects in churches, similar budget; no more than three sides of A4).
- A fee proposal to provide the services outlined in the brief of not more than £5,000 (we expect this to be 15-20 days' of work), as well as any additional allowances you feel may be necessary to achieve the end result. Please provide a day rates for additional tasks if needed (one side of A4).

Tender evaluation

Your tender submission will be evaluated as follows:

- 70% of your score will be based on the quality of your tender submission.
- 30% of your score will be based on your fee proposal where the lowest price will score 30% and higher prices will score less as a percentage of the lowest price.

Your response will be marked using the following scale:

Score	Judgement
0	Statement is unsuitable and / or suggests unacceptable risk
2	Statement fails to meet requirements in a significant way
4	Statement fails to meet requirements in some way
6	Statement meets all the requirements ("par")
8	Statement exceeds requirements and adds some value
10	Statement exceeds requirements and adds significant value



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