



The Synergy Project

Co-creation brief

Introduction

Catalyst has applied for funding to make the heritage offer accessible to new and under-represented audiences in an exciting and meaningful way. We are therefore looking to appoint a Co-creation Consultant so that Synergy is codesigned and co-created to include all components within the scope of the brief for the design. The timescale for this project will be January 2023 to December 2023.

The heritage of our place is important for people to understand, not only its genesis but its relevance to the modern world and how it has shaped this area. We want to engage people with our local heritage and use our vast, underutilised heritage archive including our social history/lived experiences to create much richer and meaningful content using real stories and making the connections between our heritage and the science. This makes better use of our resources and archives and opens up the local history and heritage to a much wider range of people.

The Birth of an Industry gallery was installed in 1996. It tells the story of the chemical industry's origins, which fundamentally shaped the local area; however, it currently provides a general/global history rather than foregrounding local stories. The gallery is old fashioned, the stories uncoordinated and generic, the interpretation is didactic, text-heavy, displays are outmoded, and our feedback tells us that it is uninspiring/uninteresting to our target/local audiences.

Although the history it relates to is highly important to the area, the gallery is the least visited part of our offer, as the narrative in its current form does not seem relevant to children/young people or easy to absorb for those with learning difficulties, autism, and other related conditions.

The 4th floor glass-walled Observatory gallery was last refurbished in 2000 and houses exhibits that link to the surrounding area/environmental issues. It is used for bridge building and local history workshops for local schools, sleepovers for uniformed groups, heritage afternoon teas and for corporate events.

This project recognises the need to deliver a coherent scheme for the whole building that addresses orientation around the building's four floors, makes the best use of transition spaces and creates links between the science and heritage elements of our organisation – the then and now.

Overall purpose

The aim for this co-creation project is to allow us to engage people in much more interactive and relevant ways and build on the interest that we know exists.

We would like to develop our existing offer:-

- to enrich peoples' lives and improve their well-being through a better understanding of the relevance of the heritage of our area – to embody a “sense of place”
- engage authentically with new audiences using real stories (social history)
- to develop an understanding across a wider audience of the significance of the local chemical industry heritage and its influence on the world today
- to integrate heritage and science offers throughout the building so that the heritage offer is more accessible

We require a consultant who will lead and coordinate all co-creation activities. Their final report will inform/influence the design and content of our first-floor gallery, transition spaces, observatory as well as heritage programmes and activities. They will need to be able to interpret the vision of our Heritage Manager, and all staff teams as well as incorporate the themes identified by our Trustees, to enable this to be co-created by target audiences and stakeholders. Clearly, this will require a level of balancing of different views, whilst keeping in mind Catalyst's original purpose and not straying too far from this.

An essential element of this project is to build on previous successful outreach and co-creation work and to fully engage our target audiences and the local community. We have already started to build contacts for this work.

Target audiences to be engaged with:-

- People with physical and/or learning disabilities or their support networks
- People experiencing mental health difficulties or their support networks
- Children from disadvantaged schools in Halton
- Local history, science and heritage groups and organisations
- Stakeholder groups such as chemical industry community groups
- Our staff, trustees, volunteers, Friends of Catalyst

Objectives and key Tasks

The primary objectives for the consultant will be:-

- To bring together several visions for Synergy as identified above and interpret this so that it can be used for co-creation purposes
- To establish the Citizen Co-Creator Working Group
- To ensure the Citizen Co-Creator Working Group views are fully reflected in the overall design of Synergy
- To consult with the designers to ensure that the co-creation process is reflected in their plans
- To produce a common sense, creative and achievable report to inform the future design of Synergy

Key tasks:-

- To develop an engagement plan/strategy for this project

- To effectively interpret the vision of the Heritage Manager, Trustees, and all staff for the content of the new gallery, link areas, observatory, related programs, and activities (Synergy)
- To establish, recruit and coordinate the Citizen Co-Creators Working Group in order to facilitate the co-creation of Synergy (this group will represent all identified target audiences – however, it is for the consultant to decide how this is to be structured)
- Coordinate and manage all co-creation activities/workshops and sessions
- Produce text for publicity materials to promote co-creation activities
- To be the main point of contact for the Citizen Co-Creator Working Group and to ensure that they receive feedback on their input
- To produce a progress summary report and present this to PIG (Project Implementation Group)
- To collate findings from all co-creation activities to feed into the final report
- To engage with the designers to ensure that their plans align with co-creation findings
- To ensure that co-creation activities and reports occur within project timescales
- To provide regular updates to the Community Engagement Coordinator
- To produce a final report to include recommendations to fully inform the design of Synergy so that it can be easily interpreted by potential funders and designers.

Timeframe and Key Dates

Please see extract from the project timetable below.

The Synergy Project - Development Phase Timetable																
Stage / Date		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15
Set up a Community Engagement strategy to lead into our co-creation workstream.																
Deliver the co-creation workstream with appropriate community and external support.																
Engage with designers to interpret the outcomes of the co-creation and use this to assess costs for the delivery phase.																
Engage with local authorities on planning and listed building consents.																
Milestone report into our funder on progress																
Write delivery stage bid including all the supporting documents.																
Submit delivery phase bid																

Key dates

Whilst some key dates are fixed/critical, others will depend on the co-creation process developed by the consultant.

End Jan 2023 – Engagement Plan Developed

End Feb 2023 – Citizen Co-Creators Working Group established
Feb 2023 – May 2023 Co-Creation workstream
April – August 2023 – Engagement with potential designers
End May 2023 – Present Progress Report to PIG
End Oct 2023 – draft final report
By 8th Dec 2023 – Final Report

Skills and Experience of Consultant

The skills and experience we are looking for:-

- The appointed consultant will need to be a heritage sector specialist with community engagement and co-creation experience alongside a proven track record of working to tight deadlines.
- The consultant will also need experience of working with exhibition and heritage designers so that the end report they produce can be easily translated by both our heritage staff and the designers.
- The ability to maintain a level of diplomacy and being able to achieve a balance of all views will be incredibly valuable.
- The ability to engage with a wide range of groups of people from a variety of backgrounds in ways that will inspire and interest them whilst maintaining existing relationships with key community partners that have taken time to develop.

We will require at least two testimonials of previous, relevant work.

The appointed consultant will need to confirm that they have Public Liability Insurance.

Budget and payment schedule

The budget for this commission is £10,000. This budget is inclusive of all project costs. It is anticipated that this will be paid in three instalments of 40% on commencement, 40% at half-way stage and the final 20% on completion.

Management of Consultant

The consultant will be responsible to Catalyst's Community Engagement Coordinator.

Further Information

For any enquiries about this brief please contact Clare Lightfoot at clare@catalyst.org.uk