



Charity number: 245120

Amgueddfa Sir Henry Jones Museum Development Project Museum Development Support Consultant

Y Cwm, Llangernyw, Abergele, LL22 8PR

Further to funding from the Heritage Fund, the Sir Henry Jones Museum Trust is seeking to appoint a suitably qualified professional to support the Sir Henry Jones Museum in a capacity building and resilience-building project to secure its future.

This work will be part time over a two-year period and will cover a broad range of museum development support across accreditation, research, consultation, volunteer management and reporting and the preparation and writing of major funding applications.

Background

The 'Cwm' – where the Museum is based, is the childhood home of Sir Henry Jones. The Sir Henry Jones Museum exists to commemorate the achievements of Sir Henry Jones, and to interpret his life in the context of a 19th Century Welsh rural community. This is accomplished through museum collections, displays and educational materials.

It is situated in the middle of the village of Llangernyw on the A548 between Abergele and Llanrwst.

Like most other children in the late 19th Century, Henry Jones left school at 12 and went to work. But unlike others, Henry was encouraged to study. Working with his father, the village shoemaker during the day and, 'working at my books... throughout the small hours and till morning came,' he won a scholarship to train as a teacher. Continuing his studies, he eventually became Professor of Moral Philosophy at Glasgow University. Henry was a brilliant philosopher and teacher, whose work was greatly influenced by the shoemaker's workshop and life in his home village. He never forgot his humble origins and worked hard to improve the system of education in Wales. In 1912 he was knighted and in 1922 made a Companion of Honour. Following Henry's death in 1922, a memorial fund was established and in 1934 his childhood home, Y Cwm, was opened as a museum.

The number of visitors to the Museum is low but recent development in the Museum garden that is being transformed into an "Incredible Edible" space has breathed new life into activity at the Museum.

The challenge

The museum will celebrate its 100 birthday in just under 10 years' time. In recent years, the museum Trust has experience challenges with the recruitment and retention of volunteers, in particular office bearing trustees. The impact of covid and the cost of living crisis, combined with an ageing Board of Trustees has exacerbated the problem, and the Museum is in need of support to rebuilt its capacity, resilience and sustainability for the future.

The challenges we are facing require us to think differently and try new ways of revitalising our offer for contemporary audiences in a way that is also appealing and resonant for the local community. We know that Sir Henry Jones is an important and enduring story. We want to re-imagine this story in ways that will bring 19th Century rural Wales to life for new audiences.

The need

1. At present, the Museum holds provisional museum accreditation, as there are some issues to address around governance and collections management. This will be the first thing that the consultant will tackle including the formation of an

intermediate forward plan and a review of collections management and conservation requirements.

2. The museum needs to find more diverse income streams through a combination of commercial activity, marketing and fundraising in order to enable the museum to be staffed on a more regular basis. Subject to a successful forthcoming National Lottery Heritage Fund Development Phase application, the consultant will need to work with the museum to update and revamp the museum's shop, online presence, income streams and visitor experience and produce an updated 3 year business plan for the Trust.

3. The museum is in need of new Trustees and it will be in the remit of this post to better understand the barriers to recruitment of Trustees and to support the recruitment of new active members of the community to become more involved in the life of the museum, with an emphasis on identifying role bearing Trustees.

4. The Museum Consultant will work with the Museum Development Officer and liaise with Conwy's Museum Officer to ensure that the Collections are maintained safely and museum standards are met.

Project Description

The purpose of this present project is to work with Sir Henry Jones Museum's Trustees as part of a National Lottery Heritage Fund Development Phase project, further to funding being awarded in July 2025.

The successful consultant will be expected to work alongside the Trustees to develop and submit a Stage 2 Heritage Fund Delivery Project Application in 2027/8, by consulting with the community of Llangernyw and surrounding area.

The consultant will lead on the following:

Consultation, engagement and dialogue with the wider community to understand their needs, aspirations and perceptions of the museum in partnership with rebranding/marketing team from <https://roweandbear.co.uk/>

- Linked to the above, a brand story to re-imagine the name and key themes of the museum, working with the wider community to identify ways to update the name, offer and visitor experience proposed for the museum post-redevelopment.
- A 3-year business plan
- An updated suite of Museum Accreditation documentation

Specific Requirements

1. Conduct a start-up meeting with the Board of Trustees, to agree a Project Delivery Plan and go over the scope of the brief in detail and attend a minimum of 5 interim meetings to discuss project progress Approx 8 days total
2. Carry out a series of at least 3 Community engagement outreach events to capture the views of community members and visitors about the elements of our collection that are most important to them and how they would like to see them interpreted to further their understanding, knowledge and engagement with Llangernyw heritage. The first will be a partnership community call out with Casgliad y Werin in the summer of 2025 to collect copies of old photos and artefacts from the local community and scan them for posterity. Approx 5 days.
3. Organise and facilitate stakeholder meetings including Business Consultation Meeting with Bangor University who are keen to support the Museum by having students volunteer and have work placements at the Museum. 2 days.
4. Over a period of 24 months, prepare all documentation required for a Stage 2 NLHF bid and any associated match funding applications. Approx 30 days
5. Update relevant accreditation documentation, and liaise with Conwy County Borough Council's Museums Officer. Approx 20 days.

65 days in total.

Selection of suitable contractor

There is a maximum of £24,500 available for this project.

Applications will be submitted to Sir Henry Jones Museum Trustees.

Payment

A total of £10,500 is available for the first year for 30 days. Method of payments will be agreed with candidate after appointment. A second year will £14,000 for 35 days due to the additional work of creating a Heritage Fund bid.

Selection

Suppliers must be registered on Sell2Wales to apply for this commission.

We expect suppliers to demonstrate excellent experience in developing projects of this nature, and specifically business planning for the cultural tourism sector.

Submissions should include:

- Method Statement and approach
- Previous relevant experience
- Full budget including a breakdown of costs by item/activity
- Examples of previous work

Your submission will be assessed according to the following criteria:

- Value for money (30%)
- Method statement and approach (20%)
- Examples of previous work (20%)
- Relevant past experience (30%)

Contact

Proposals should be emailed with a covering letter to;

The SHJ Trust

Email: Trust Secretary

Holly.Evans@denbighshire.gov.uk

A copy of the Museum's consultation reports and development phase application is available on request