

Creative Consultation Evaluator brief

Background to the project

About The Postal Museum

The Postal Museum is one of the newest and most exciting museums in London. Since opening in 2017, visitors can experience hands-on exhibitions exploring over 500 years of British social and communications history and a subterranean ride through the tunnels of the old Post Office Underground Railway – Mail Rail. The museum welcomes over 160,000 visitors and our online content reaches almost a million users a year. We deliver award-winning learning, access and outreach programmes. The museum also operates a children's play space – Sorted – popular with young families and schools.

We Will

- Be **open** and **generous** in spirit and action.
- Deliver **innovation**.
- Communicate our stories with clarity and **playfulness**.
- Be **curious** about people's stories and experiences.

Community Engagement at The Postal Museum

Community engagement at The Postal Museum facilitates access to opportunities designed to inspire a creative response, enhance wellbeing and reduce social isolation for diverse audiences. The programme is underpinned by building strong partnerships, collaborating with the target audience to understand and break down barriers to engagement and delivering needs-based activity.

We now have plans to deliver a more ambitious and strategic community engagement programme, enabling us to expand our reach and increase our capacity to deliver inclusive and engaging experiences. The vision is for our audiences to make meaningful connections to the collections and for the museum to work with community partners to identify opportunities where participatory practice can support and enrich core work across the museum. Wider research, led by the museum team, will involve understanding local council and community provider priorities, enabling us to identify the ways we can contribute to and support some of these programmes and ambitions.

Creative Consultation Project

This creative consultation project with local community groups, residents and partners seeks to understand what local under-represented and under-served communities want and need the museum to be, what the key barriers to engagement are and how to overcome them.

This consultation will inform a Community Engagement Strategy and Action Plan co-produced with all partners which describes how we will fulfil our long-term ambition to be a participatory museum, including changes to our practices inside and outside the museum.

The project will be co-ordinated by the Community Programmes Producer, with support from the Head of Exhibitions, Access and Learning, the Access & Community Engagement Manager and colleagues from across departments in the museum.

Aims of the research

The Creative Consultation Evaluator will work with the internal project team to develop an evaluation plan which enables us to:

- Understand the barriers to access for identified under-represented and under-served local communities.
- Understand tangible ways identified barriers to access can be addressed.
- Identify opportunities where participatory practice can support and enrich core work across the museum.
- Understand the participants' response to the project and approach, and how they found working collaboratively with the museum.
- Pilot and learn new creative audience research methods to embed into our future practice.

Target audiences

Local communities under-represented and under-served by the museum. Groups and participants will be identified and recruited by the museum.

Method

We invite the researcher to propose a suitable methodology to conduct this consultation but anticipate it to be qualitative and quantitative in nature and we hope to pilot creative audience research methods.

Deliverables

- Collaboratively develop an evaluation framework with the team which sets out research questions, methodology and targets.
- Delivery of the agreed methodologies set out within the evaluation framework.
- Produce an evaluation report with key findings and recommendations.
- Present findings to the internal project team.

Budget

£6,000- £8,000 to cover your time, costs and travel expenses (participant fees and expenses covered by The Museum).

Timescale

Tender closes: Wednesday 28th May 2025

Informal interviews: Week commencing 2nd June 2025

Kick-off meeting: Week commencing 9th June 2025

Report and presentation: End of November 2025

How to apply

To apply, submit a written response that sets how you will deliver the aims of the brief and examples of relevant experience from previous projects. The response should be no longer than 2 x A4 pages.

Please send your response to communities@postalmuseum.org.

Please note that all candidates must be eligible to work in the UK.

The Postal Museum is a Disability Confident Employer, if at this point you wish to disclose any disability, kindly let us know at hr@postalmuseum.org before the application deadline in order for us to take appropriate action.