**Customer Services & Operational Review Consultant(s) Brief**

**This Brief form is part of Re-connect, a new Project funded by National Lottery Heritage Fund which will engage our local communities through creative and innovative activities that will inform a refreshed customer-centric welcome for our heritage sites across Luton (Wardown House Museum & Gallery, Stockwood Discovery Centre, the Hat Factory Arts Centre and the Hat District Creative Industry Cluster).**

**The Brief**

We seek an experienced Customer Services Review Consultant(s) with experience balancing formal and informal consultation methods that will engage our local communities, our customers and non-users. The Consultant (s) shall also examine gaps in provision and make recommendations for change based on data and need. This shall lead to a plan for improvement.

**Working with:** The Re-connect Project Manager, Director of Customer Experience, Finance Director, HR, Marketing and Heads of departments and the Project Manager and front of house teams, casual staff and volunteers.

**Reporting to** Director of Customer Experience

**Place:** Stockwood Discovery Centre, The Hat Factory Arts Centre & Wardown House Museum & Gallery, Luton with occasional work at other local sites across Luton.

**Fee:** Fully inclusive fixed fee of £9800 +VAT

**Duration** Start April 2025 – Conclude September 2025

Established in 2008, the Culture Trust, Luton is a vibrant and progressive independent charity and our mission is **‘to connect communities through culture’**. We do this through our accredited museums, theatres, galleries, creative workspaces and Arts Centre in Luton. We attract over 200,000 visits per annum to our sites: The Hat Factory Arts Centre, Hat House and Hat Works creative workspace, Wardown House Museum & Gallery and Stockwood Discovery Centre Gardens & Museum. We present multi-cultural and year-round programme of events, exhibitions, workshops and performances. We co-produce activity with our community, partners, Museum Makers volunteers and team of cultural experts. We support creative talent and skills by providing opportunities, platforms and cultural career progression. For more information about the Culture Trust, Luton visit [www.culturetrust.com](http://www.culturetrust.com).

**Key Responsibilities**

* **Audience Research**: To review data, box office system Spektrix and Illuminate data and analyse existing use. To also attend three 'inviting views' community events (consultations) at heritage sites (at Wardown, Stockwood and Hat District) and engage customers in meaningful discussions about provision, services and ideas for improvement, to document this data and evidence to inform improvement.
* **Customer Service Operational Review:** To examine and review our customer services across our three sites, and digitally through visits, engaging in discussions with customers, observation and surveys.
* **Data review:** To review operational processes, staffing, opening hours and service provision across all three sites**.**
* **Community Engagement**: To Design, develop and deliver outreach and consultation surveys and activities with the Project Manager to gather views and insights. We seek to engage with knowledge of a diverse range of cultures and to grow. To plan a methodology for drawing data from non-users living one mile around our sites. For this method to be combined with our creative activity programme with communities and schools led by the Project Manager.
* **Write the ‘Re-connect’ customer service operational review** based on audience research, data review and non-user insights. To work with the Culture Trust teams on combining aspiration for best quality services with affordability and budgets. To produce evidence based recommendations on physical and digital service point improvement, opening hours, operational structures, team and volunteer timetabling. To also demonstrate how improvement shall lead to increased customer satisfaction and more visitors. To develop a feasible short-term delivery plan (6-9 months) working with the Director of Customer Experience and Head of Operations and Head of Finance and HR.
* **Digital systems:** To advise on methods for gathering data on visitors to our free sites, considering how we can gain accurate data about their use and characteristics that will help us better form digital customer relationships with them and understand frequency of use across multiple sites.
* **General:** Induction attendance, reporting, record keeping, documentation, administration, presentations and meeting attendance. To work flexibly and positively to achieve the objectives of the project and over-all business plan and charitable objectives of the Culture Trust, Luton whilst adhering to Trust policies and procedures. Maintenance of public and professional liability insurances for the duration of the project.

**How to make a submission**

Consultant(s) are asked to submit an application for this fixed term contract. It shall be assessed against the following information which you will need to supply in one document (PDF) that can be emailed or printed submission that is posted to be received by the closing date.

|  |  |  |
| --- | --- | --- |
| **Assessment area** | **The information you should include in your tender** | **% of assessment** |
| **30% COST: Value for Money** | **For the fully inclusive fee of to provide** a full break-down of costs - this should include your day rate and allocation of days throughout the year. To itemise other costs included in this fixed fee. | 30% |
| **70%**  **EXPERIENCE, SKILLS & ABILITY** | **A letter of application and CV demonstrating the following:**  Skills & Experience to deliver the Key responsibilities and ability to produce outputs to a high standard (50%) | 70% |
| **Two references** from a client or an organisation who has commissioned or employed you for work similar to this brief.  Excellent track record of working to deliver to client expectations (10%) |
| **Availability** to meet timescale, outlining the start and finish date (10%) |
| Please send your submission to [fuschia.burton@culturetrust.com](mailto:fuschia.burton@culturetrust.com), or by post to Fuschia Burton, The Hat Factory Arts Centre, 65-67 Bute Street, Luton, Beds, LU1 2EY to arrive no later than midday  14 March 2025 (which is the closing date). | | |