



## Unlocking the Potential of The Hunterian

### Accessibility Vision and Approach

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## 1. Overview of the Requirement

### 1.1. Overview

The Hunterian (the Client) wishes to commission an agency (the Contractor) to deliver an accessibility scoping project, building on existing work, with the aim of providing us with data and insights to support the redevelopment of The Hunterian public venues.

The Access Research project will involve an element of collaboration/co-production in the design and implementation of the research.

The Hunterian is seeking a suitably qualified contractor to deliver onsite and digital research with experience in the cultural sector to provide a range of services which include:

- Desk based best-practice research.
- Sector best-practice research.
- Co-ordinating collaborative research with disability and access groups.
- Providing written reporting and proposals.

The lead client will be the Head of Audience Experience and Engagement.

This is a one-off contract requirement covering a period of nine months with a budget in the region of £5–7k. The contract will start on 5 May 2025, with a set up period in April 2025 and ending on 31 January 2026.

‘Unlocking the Potential of The Hunterian: The Changing Museum’ is made possible with The National Lottery Heritage Fund. Thanks to National Lottery players, we have been able to start work on a project that will shape the future of The Hunterian and explore what is needed for a sustainable redevelopment of our public-facing venues, the Hunterian Museum and Hunterian Art Gallery.

### 1.2. The Hunterian

At the heart of the University of Glasgow since 1807, The Hunterian connects people with stories, individuals and ideas found in stunning collections of objects, belongings and artworks. Today The Hunterian is a space for questioning and experimentation, for enjoyment and enrichment, for connection and collaboration and for reflecting on the role museums and individuals can play in furthering equity, justice and diversity in our society. We actively work to make The Hunterian a more relevant and meaningful place – for University students and staff, for Glaswegians, for Scots and for our global visitors.

### Audiences

In its Strategic Plan, The Hunterian committed to becoming “**a more meaningful place for more diverse audiences.**”

#### 1. We want to diversify our audiences by:

- Increasing the percentage of visitors to our venues who are from **Glasgow**.
- Taking an intersectional approach and aiming for this Glasgow visitor profile to mirror that of Glasgow in terms of age, ethnicity, gender, disability and socioeconomic profile.
- Building our relationships and audiences from **Maryhill (G20)** and from our **local University community** (staff, students and G12).

## **2. We want to develop meaningful audience relationships:**

- Reflected in the motivations and experiences of our audiences.
- Building repeat visits in our Glasgow audiences, as well as bringing in first time visitors.

### **Our Collections**

The Hunterian cares for some of Scotland's finest collections that cover subjects as diverse as the history of medicine, zoology and art. The Hunterian's whole collection is 'Recognised' as nationally significant in Scotland. The Hunterian collections include outstanding Roman artefacts from the Antonine Wall; vast natural and life science collections; scientific instruments used by James Watt, Joseph Lister and Lord Kelvin; one of the world's greatest collections of coins and medals and objects and belongings brought to Glasgow from around the world during hundreds of years of trade, empire, exploitation and migration.

### **Our Venues**

#### **Hunterian Museum**

The Hunterian Museum is a stunning space filled with collections that explore the development of knowledge and understanding, and the relationship between Glasgow, Scotland and the rest of the world. The Antonine Wall displays tell the story of Roman settlement in Scotland, and the gems, fossils and dinosaurs reveal the very history of the earth. The history of medicine in the west of Scotland and Lord Kelvin's scientific instruments feature in the displays about scientific innovation in Glasgow. The Curating Discomfort intervention highlights the ways in which our collections and displays are inextricably linked to the history of colonialism and empire, and the foregrounding of a Western account of the world. The Hunterian Museum is located in the historic Gilbert Scott building at the University of Glasgow and is a five-minute walk from the Hunterian Art Gallery.

#### **Hunterian Art Gallery**

The Hunterian Art Gallery is famous for its Whistler and Mackintosh collections and has a wide range of outstanding works on show. It was the first museum in Britain with a gallery of paintings and today the Hunterian Art Gallery holds one of the most distinguished public art collections in Scotland. Works range from Rubens and Rembrandt to the Scottish Colourists and Glasgow Boys, as well as an important collection of works by leading contemporary artists. It also features an outdoor sculpture courtyard with a selection of works by British artists. The Hunterian Art Gallery is located on Hillhead Street beside the University Library, a five-minute walk from the Hunterian Museum.

#### **Mackintosh House**

Charles Rennie Mackintosh and Margaret Macdonald were Glaswegian artists and designers whose style is now world famous. The Mackintosh House, now an integral part of the Hunterian Art Gallery, is a careful re-assemblage of the main rooms from the Mackintoshes' Glasgow home. The Mackintosh House Introduction Gallery tells the fascinating story of the artists, their house and the Mackintosh collection.

#### **Zoology Museum – out of scope for this project**

The Hunterian Zoology Museum, located in the Graham Kerr building, showcases the astonishing diversity of the animal kingdom. Familiar mammals, marsupials and reptiles feature alongside lesser-known creatures such as sponges that look like glass ornaments, worms that live in the gut of a horse and microscopic marine animals.

## **Kelvin Hall – out of scope for this project**

At Kelvin Hall, the University of Glasgow has created The Hunterian Collections Study Centre, a purpose-designed facility offering opportunities for innovative object-based research, teaching and training for a wide educational audience. The Hunterian runs events at Kelvin Hall throughout the year. Kelvin Hall is on Argyle Street, a ten-minute walk from the Hunterian Museum.

### **1.3. Project Background and Status**

The Hunterian is in receipt of National Lottery Heritage Fund funding for a future scoping project which will run alongside a University of Glasgow Estates Feasibility study.

This project will deliver outputs that will enable a next stage project to deliver significant redevelopment. It is anticipated this will be funded through a combination of funding avenues.

The scoping project will deliver:

- a. Strategic master-planning processes across the Museum and Art Gallery venues to provide basis for development of final, fundable, proposals.
- b. Outline Activity Plan – including opportunities for skills development, collections logistics, etc.
- c. Detailed audience research to devise, test and evaluate processes, outline costs and timescales for delivery of full community co-production and consultation processes with stakeholders.
- d. Development of high-level interpretative and display strategies.
- e. Outline strategic conservation challenges/options for the relevant collections (notably, the Mackintosh House).
- f. Fundraising feasibility study to assess potential of external support from public bodies and private philanthropy to amplify programme of capital investment by The National Lottery Heritage Fund and the University of Glasgow.

More information on The National Lottery Heritage Fund scoping project can be found in Appendix 1 - Document 1.1: National Lottery Heritage Fund Project Overview. This brief will support the delivery of c. audience research.

## **2. Scope and Objectives**

### **2.1. Access Project Scope**

The successful Contractor will co-ordinate a programme of research and engagement which will inform and shape the development of The Hunterian venues, collections interpretation and physical and digital content.

The Contractor will work closely with Hunterian staff to **engage three to four groups of individuals with a range of characteristics which might have an impact on their visiting experience**. Without being too prescriptive in the nature of these characteristics, for the purpose of scope, they can largely be grouped into **sensory, mobility or neurodivergence needs**.

The Contractor will be required to take an **intersectional approach** and work in a way that supports The Hunterian's audiences strategy (see 1.2.1 above).

The Contractor will support the groups in:

- a) Exploring the key elements of the target venues and events programme.
- b) Imagining the ideal facilities and resources in venues and spaces to ensure a comfortable, enjoyable and rewarding experience.
- c) Identify from experience examples of excellent practice elsewhere in the sector.
- d) Identify essential and desirable service features and interpretation approaches in a museum/gallery visit to ensure a sense of welcome and belonging.
- e) Informing aspects of the parallel workstreams on digital scoping, programming and interpretive framework (see Appendix 1 - Document 1.1: Scoping Project Overview).

The Contractor will also **review and collate legal requirements and sector best practice** to create:

- f) A list of essential and desirable service features to be taken forward to the development phase.
- g) A set of guidelines for future inclusive design of venues and spaces, navigation routes and facilities to ensure equity for all our visitors.

## **2.2. Key Objectives**

There are four key objectives for the research:

1. Engage individuals and community groups to explore barriers to participation in cultural venues and innovative best practice that could be adopted. This will build on Accessibility Review work carried out by The Hunterian in 2024. Full documentation of this will be supplied on appointment.
2. Develop an authoritative overview of disability legislation and best practice both in and beyond the sector.
3. Provide development guidelines for spaces, facilities, and modes of presenting information (physical and digital).
4. Further our understanding of how to successfully engage participants in research and evaluate this with them.

This research and consultation will inform thinking at an early stage of the project to shape the development of spaces, interpretation and programming that delivers impact and benefit for our audiences.

## **3. Requirements**

### **3.1. Outputs**

The following outputs will be required:

- Delivery of engagement/consultation events with three or four participant groups.
- A mid-term report document.
- A final report in the format of a written report and team presentations.
- A set of research data, to be stored in a readily accessible electronic format such as Excel.
- Project evaluation – including direct responses from participants and quantitative and qualitative data.

### **3.2. Work Programmes**

The work programme will include:

## **Sector Research**

Working with legal frameworks, sector best practice, case studies from other projects and any visitor evaluation, the Contractor will review and collate findings into the final reporting and framework.

## **Consultation**

1. Explore barriers to access (physical, sensory, neurodiversity, economic, social) to the venues:
  - Physical barriers.
  - Sensory barriers such as provision for those with support needs.
  - Economic barriers.
  - Social barriers such as the perception that Museums are 'not for me'.
  - Geographic barriers due to its West End location.

It will be important to consider the impact of intersectionality for those who experience multiple characteristics, and additional target characteristics such as race, gender, neurodiversity or cultural identity.

2. Learn how to add value for the participants or support their interests, needs and challenges:
  - Establishing consultation and engagement methods that are supportive to all needs.
  - Identifying steps towards addressing inequalities.

## **Embedding Evaluation**

A key part of the evaluation of the project will be demonstrating the impact on individuals. The Contractor will work with The Hunterian to embed an evaluation mechanism into the research process. This might include, for example, end of project review (e.g. interviews/focus groups/surveys) and formative evaluation via project documentation at interim stages.

The project will also appoint an overarching evaluator and the Contractor for this brief will be required to work with and support the overarching evaluation.

It is anticipated that community partners/participants would be remunerated for their role in the Access project.

Payments for participation would need to be at rates agreed with the client. Administering the payments would be the responsibility of The Hunterian. The budget for this is not included in the project fee and will be met separately.

### **3.3. Out of Scope**

The following services are excluded from the scope of requirement:

- Hunterian venues out of scope: Zoology, Anatomy, Kelvin Hall.
- Research access to stored collections.
- Online Collections Search.

#### 4. Timetable

Project set up and briefing	April–May 2025
Desk based and sector research	May–June 2025
Establishing relationships and building participant groups	May–July 2025
Interim reporting	July 2025
Two-way information sharing with other workstreams	April–October 2025
Participant sessions	June–September 2025
Analysis	October - November 2025
Evaluation	September–October 2025
Summative research report including all above elements	3 November 2025

#### 5. Quality and Performance

##### 5.1. Equalities

An Inclusive Planning Assessment has been produced and the outcome requirements will be shared with applicants. The successful Contractor must show they have considered in full the conclusions of this and should have clear integration of this in the design and delivery of the contract.

##### 5.2. Roles and Responsibilities

The Contractor is responsible for delivery of research including:

- Reviewing all relevant reports/data to build the findings and access framework.
- Ensuring that research activity corresponds with legislation and best practice.
- Providing reporting, presentations and feedback in clear English and with useful analysis to ensure maximum engagement from Hunterian staff.
- Management and full responsibility for all sub-Contractors.
- Attending all planning, operational and performance review meetings.
- Developing robust, creative and cost-effective research plans and methodologies.
- Building strong relationships with staff from key departments across the organisation.

The Hunterian is responsible for:

- Providing access to relevant existing data and reports.
- Working alongside the successful Contractor to agree on audience research priorities and process.
- Supporting the set up and delivery of in venue research and, for example, workshop sessions or focus groups.
- Ensuring all KPIs in the contract are met as required.

##### 5.3. Performance Management

The Contractor will be named in any contract to flow from this procurement exercise. The Contractor will monitor and review the quality of the services provided and will meet with the Head of Audience Experience and Engagement to review the contract delivery.

The Key Performance Indicators (KPIs) are detailed below:

<b>KPIs – Access Brief</b>	<b>Target</b>
Legislative and best practice framework and guidelines, accompanied by research data	30 June 2025
Interim report	31 July 2025
Final report with summative evaluation and project guidelines	3 November 2025
<b>General</b>	
Responsiveness to general queries	<= 4 days
Response to complaints in writing	<=7 days
Invoice accuracy	100%
Services completed in line with programmed timescales	>=90%

## **6. Implementation**

### **6.1. Project Set Up**

The contract set up period will be during April 2025. During this period all elements of the research will be agreed between the client and agency and prepared for launch.

### **6.2. Project Delivery**

The procurement and ongoing project management is led by the Audience Experience and Engagement team including contract administration and finance.

### **6.3. Use of Sub-Contractors**

The Contractor will act as the single point of contact for this contract. The Contractor shall be entitled to engage sub-contractors to assist in the provision of the services subject to obtaining the prior written consent of the Client.

The Contractor must detail all sub-contractors that may be required to fulfil the requirements of this contract. The Contractor will be fully responsible for all sub-contractors that are related to this contract. Where there is agreement to sub-contract any part of the Service, the Contractor shall be responsible for the acts and/or omissions of their sub-contractors as though they were their own as per the Terms and Conditions of this contract.

### **6.4. Payments**

The Contractor shall provide an invoice breakdown detailing the charges relating to elements of the work delivered. Invoices shall be clearly itemised with the number of days, service description and pay rate. This is not a commitment to purchase. Commitment to purchase will be made only through the receipt of a properly authorised University of Glasgow purchase order. Invoices received for work where no corresponding order exists will not be paid.

It is the responsibility of the Contractor to notify The Hunterian of any cost variance from the original quote prior to engaging in any additional work. This must be approved in writing by The Hunterian.

### **6.5. Confidentiality**

The Contractor will assign the copyright of all outputs to the University of Glasgow for use in connection with their operations. The Contractor should clear the copyright for any illustrations or other material used. This will be a confidential document. The Client will decide on release and distribution. The Contractor may not distribute without prior consent from the Client.



## **6.6. Fair Work Practices**

The University of Glasgow supports the Scottish Government Fair Work First approach which aims to ensure that Fair Work is at the heart of its employment practices, funding of grants and procurement of contracts.

This means:

- Appropriate channels for effective voice, such as trade union recognition.
- Investment in workforce development.
- No inappropriate use of zero hours contracts.
- Action to tackle the gender pay gap and create a more diverse and inclusive workplace.
- Providing fair pay for workers (for example, payment of the real Living Wage).
- Offer flexible and family friendly working practices for all workers from day one of employment.
- Oppose the use of fire and rehire practices.

The University of Glasgow is a Living Wage accredited organisation. To ensure the highest standards of service quality in this contract the University expects the successful Contractor and its sub-contractors (if any) as proposed to commit to progressing towards adopting the Fair Work First criteria in the delivery of this contract as part of a fair and equitable employment and reward package as a route to progressing towards wider Fair Work practices set out in the Fair Work Framework. Within the technical response the successful Service Provider will be required to provide evidence and examples of practices, relevant accreditations, policies, or action plans supporting the criteria of Fair Work.

## **7. Next Steps**

If you would like to submit a response to this brief we would be pleased if you submit the following:

1. Experience of other similar projects.
2. CVs of the team that will work on the project.
3. A Method Statement setting out how you would approach the project.
4. Programme demonstrating how the project would be delivered including development of strategy, implementation and reporting periods.
5. Two references.
6. An overall budget for the work including VAT, any travel and subsistence expenses and charging rates for staff involved with the delivery of the project.

### **7.1. Selection Criteria**

You will each be assessed on your capability and previous relevant experience.

We will apply the following evaluation process to all Quotes received. The Contract will be awarded based on the following:

#### **Quality 70%**

Contractors are required to provide the following in order for the Client to assess their experience.

Assessment will be based on:

- To what extent does the proposal demonstrate an understanding of the issues (including social values) related to this brief?
- To what extent are the methodology and methods appropriate to the requirements set out in this brief?
- What degree of experience does the bidder demonstrate in order to successfully complete the work?

**Price 30%**

Please provide a full breakdown of your cost to provide the services. This should be submitted as a separate document, titled 'Appendix A – Cost Submission'. Submission of this document is mandatory, and costs should not be submitted as part of your qualitative response. Cost will be evaluated based on the following formula: (Lowest Cost Submitted/Cost submission being assessed) x Weighted Cost Score.

The aim of the evaluation is to select the Quote which represents the best overall value for money. This evaluation will include an emphasis on quality as well as price.

**7.2. Procurement Timetable**

Date of issue: 10 March 2025

Proposal return deadline: 13 April 2025

Clarification meetings: 1–4 April 2025

The Hunterian will notify bidders of our procurement decision week commencing 14 April 2025 via email.

Please submit to [ellen.fenton@glasgow.ac.uk](mailto:ellen.fenton@glasgow.ac.uk) by email by the deadline 13 April 2025 at 5pm. Submissions after this time cannot be accepted.