



Role: Marketing Planning

Location: Remote working and on-site at The Bowes Museum, Barnard Castle, County Durham, DL12 8PP

Fee: Up to £8,000 + VAT

1. Project Overview

The Bowes Museum seeks a suitably qualified Marketing agency to support the Marketing, Communications and Engagement team in formulating a deliverable, comprehensive marketing plan of engagement activities for 2026, set against the museum's varied programme, including major exhibitions, learning and commercial events. The plan will support the organisation to achieve the ambitious visitor and income targets set out in its business plan.

We expect work to start in early October 2025 and to be completed by the end of November 2025.

2. The Bowes Museum

Vision: We aim to unlock people's potential to shape a more interesting, equitable, and sustainable world.

Mission: As a future-thinking museum of Artists, Designers and Makers and through a spirit of generosity and collaboration, we will support and uplift the North East.

The Bowes Museum is a charity that manages a Grade I listed, accredited museum and parkland in Barnard Castle. Founded by Joséphine & John Bowes 150+ years ago, this purpose-built Museum brings together an extraordinary, designated collection of European fine and decorative art as a cultural resource for the people of Northern England, where today we celebrate artists, designers and makers.

Joséphine was a supporter of young artists and a talented artist herself. Our ambition is to build on Joséphine's legacy, providing people across the North and beyond with access to

high-quality cultural and creative experiences, supporting the region's cultural landscape, uplifting our communities, and enhancing people's capacities to thrive.

We are a purpose-led, future-focused organisation that works to sustainably use our unique assets to make a difference in our communities, sector and region. Through our work, people will experience increased social and cultural mobility, feeling more connected to their place, to one another, and to the natural environment. Visitor numbers in 2024/25 were 97,000. Most of our audiences are local (living within a 60-minute drive of the Museum), but the museum also attracts national and international visitors.

Our aims and objectives drive our work to:

1. Take care of what's important (people, places and unique assets)
2. Invest in the future
3. Make a difference in our communities
4. Create outstanding experiences
5. Support our region's ambitions

The Bowes Museum is an independent museum celebrating Artists, Designers and Makers. A key player in the cultural sector, it has an ambitious development programme that aims to underpin its role as one of the anchor destinations in County Durham and across the North. Already attracting a healthy share of the tourism market, the Museum has the potential for significant growth by attracting audiences not only from the North but from across the UK and attracting international interest through its high-profile, community-engaged programming and collections.

3. Objective for this contract

The Museum is seeking external marketing expertise to develop a comprehensive marketing plan for 2026 that will achieve the full potential of its programme of activities in driving increased visitor footfall, growth in admissions income and greater engagement from external audiences.

The plan will be developed in close collaboration with the Head of Marketing, Engagement & Audiences and the Director of Partnerships & Engagement. The agency will also provide guidance on the level and nature of financial, human and technical resources required to deliver the plan effectively.

4. Scope of contract

Within the budget available and working to agreed timescales, the selected agency will deliver the following elements:

1. An effective marketing plan for 2026 across traditional and digital channels that:
 - Maximise the opportunities presented by the museum's planned and anticipated programme of activities across exhibitions, collections, learning and commercial ventures.
 - Support the evolution of the museum's membership programme established in 2022 and builds a greater sense of community, involvement and engagement across its c.30,000 members.
 - Extends audience and visitor engagement through an increased programme of email communications.
 - Builds on and develops marketing partnerships in County Durham, the North, across the UK and internationally.
 - Incorporates standard and bespoke metrics across all activities to ensure the museum meets the reporting requirements of Arts Council England and other funders.
 - Will be accessible to other departments across the museum, increasing the wider understanding of the Marketing team's priorities and focus for 2026 and encouraging a culture of shared organisational responsibility for marketing activities and planning.
 - Create a template and model for the Marketing team to use for planning in 2027 and beyond.
2. A usable production planning and monitoring system, along with other practical marketing planning tools, to support the Marketing team in their day-to-day work and evaluate the effectiveness of the plan.
3. Key recommendations on the level and nature of financial, human and technical resources required to deliver the 2026 marketing plan effectively.

5. Skills and experience required

The selected agency will have an excellent record of accomplishment in the following:

- The development of high-quality visitor attraction marketing and promotional campaigns.
- Effective affiliated PR and media networks.
- Branding and marketing.
- Working in partnership with clients and their teams to embed best practice.
- Environmentally sustainable materials and approaches
- Delivering innovative solutions to project challenges.
- Delivering the best value for money.
- Delivering to agreed milestones.

6. Project timetable

Closing date for proposals	22 September 2025
Contract begins (if funding bid successful)	6 October 2025
Marketing plan and other assets delivered and end contract	26 November 2025

7. Budget

The budget for this work will be up to £8,000 plus VAT.

9. Application Process

Please prepare and submit a proposal document detailing the following:

- Please provide credentials and details of your experience related to this project, including case study evidence of previous work with outcomes and delivery of similar or relevant contracts over the past five years. (1-2 pages).
- Your response on how you will fulfil the brief's requirements (approach and methodology) (1-2 pages).
- Capacity and Resource: Confirmation of capacity to complete the work, including a timeline for key deliverables. Confirmation of the organisational team members who would be involved, their experience and role and an estimation of the time you anticipate they would spend on the project. (1-2 pages)
- Cost breakdown as per the brief, with daily rates (1-2 pages).

Please email your proposal along with a completed **Appendix 1**, (or any questions before submitting) to: duncan.barker@thebowesmuseum.org.uk

The closing date and time for the receipt of documents is **5 pm on 22 September 2025**. We will not consider any proposals received after this time.

All proposals will be evaluated using a two-stage process:

- An award analysis based on the information provided in tables 9A and 9B. In awarding the contract, the following criteria will be used: Price-30%, Quality-70%
- Completion of Appendix 1. Pass/Fail

9A –Quality Aspect	Weighting
Details of your experience related to this project, including evidence of previous work and delivering similar or relevant contracts over the past five years.	30
Your response on how you will fulfil the brief’s requirements (approach and methodology).	20
Capacity and Resource: Confirmation of capacity to complete the work, including a timeline for key deliverables. Confirmation of the organisational team members who would be involved an estimation of the time you anticipate they would spend on the project.	20
Quality Total	70 %
Price Aspect	
Cost breakdown per the brief, with daily rates	30
Price Total	30 %
Total Quality + Price	100 %

9B: Scoring

Assessed Standard	Score
Very high standard with no reservations	5
High standard	4
Good standard, acceptable with minor reservations	2-3
Low standard with significant reservations	1
Fails to meet requirements	0

As the predetermined quality-price split for each project is 70/30, the highest score is allocated the maximum, with the other quotations receiving a pro-rata score reflecting their lower scores. The quality and price scores are then combined to determine the overall score.

We reserve the right to invite shortlisted applicants to a face-to-face clarification interview. The interviews will clarify the panel’s understanding of the tenderer’s application.



Tender for Marketing Planning

Issue Date: 05/09/2025

Return Date: 22/09/2025

Tender Number: 01/25

Overview: Project Delivery Partner for support to the Marketing, Communications and Engagement team in formulating a deliverable, comprehensive marketing plan of engagement activities for 2026, set against the museum's varied programme, including major exhibitions, learning and commercial events

Appendix 1

Tender Response information:

Please provide us with the following information:

Section A: Details

A1: Consultant/Company Name: [Click or tap here to enter text.](#)

A2: If answer to A1 is a Company Name, please provide the name and position of the main contact applying on behalf of the company: [Click or tap here to enter text.](#)

A3: Telephone number and email address: [Click or tap here to enter text.](#)

A4: Registered Office (if applicable): [Click or tap here to enter text.](#)

A5: Registration Number (if applicable): [Click or tap here to enter text.](#)

Section B: Experience and Approach

B1: Please provide a brief history of your professional or company evolution:

[Click or tap here to enter text.](#)

B2: Please detail brief CVs of the key personnel that will be delivering this contract:

[Click or tap here to enter text.](#)

B3: With reference to the requirements detailed in sections **2: Project Specification** and **3: Evaluation Criteria**, please provide the following details and evidence to support your bid for this contract:

- B3.1 Details of your experience related to this project, including evidence of previous work and delivering similar or relevant commissions over the past five years.
- B3.2 A detailed response on how you will approach and fulfil the brief's requirements, including:
 - An outline project plan including approach and methodology.
- B3.3 Capacity and resource
 - Confirmation of capacity to complete the work within the indicated timeframe;

- Confirmation of the organisational team members who would be involved and an estimation of the time you anticipate they would spend on the project.
- Two examples of previous similar projects and associated costs.
- B3.4 Price
 - Daily rates for lead team members.

If you provide information in a separate document, please indicate this.

[Click or tap here to enter text.](#)

Section C: References

C1: Please provide two relevant client references:

[Click or tap here to enter text.](#)

Section D: Statements

D1: The Bowes Museum requires organisations to make the following commitments to Health and Safety by signing the undertaking:

- To provide adequate control of health, safety and welfare risks arising from the organisation's work activities, which may affect the Bowes Museum's workforce or others.
- To consult with The Bowes Museum's workforce on matters affecting Health and Safety.
- To provide and maintain safe plant and equipment at all times.
- To ensure all members of the organisation's workforce are competent in their roles, with an adequate level of training, information, instruction and supervision to be able to fulfil the roles.
- To minimise and so far as possible prevent accidents and cases of work-related absence and ill health.
- To maintain safe and healthy working conditions.

You agree to:

- Ensure that your workforce will keep to all relevant Health and Safety legislation
- Comply with any instructions from The Bowes Museum's supervising or Safety Officers.

Agreed and signed for on behalf of your organisation by:

Name: Click or tap here to enter text.

Position within the organisation: Click or tap here to enter text.

Organisation's name: Click or tap here to enter text.

Date: Click or tap here to enter text.

D2: Equality and Diversity Statement

The Bowes Museum requires that organisations confirm the following:

1. Compliance with statutory obligations under the Equality Act 2010.
2. Commitment to non-discrimination and the advance of equality in your business processes.
3. Commitment to fostering good relations based on ethical practices when running your business and providing services.
4. That there has been no finding of unlawful discrimination against the Organisation in the last five years.

Please confirm the above (should be signed by partner or director, on behalf of the organisation:

Name: Click or tap here to enter text.

Position within the organisation: Click or tap here to enter text.

Organisation's name: Click or tap here to enter text.

Date: Click or tap here to enter text.

D3: Insurance

Please provide details of Public Liability and Professional insurance cover held by your organisation:

Insurer: Click or tap here to enter text.

Policy number: Click or tap here to enter text.

Value of cover: Click or tap here to enter text.

Expiry date: Click or tap here to enter text.