

## **AUDIENCE DEVELOPMENT CO-ORDINATOR.**

### **Background**

The Directors of the Bahamas Locomotive Society Ltd (BLS), The Vintage Carriage (VCT) Trust and The Keighley & Worth Valley Railway (KWVR) wish to appoint an Audience Development Co-ordinator (ADC) on a initial 1 year fixed-term contract but with the expectation that it will be extended until June 2018, to ensure that its learning and outreach activities are engaging, participatory and inspiring with the aim also of extending and diversifying its target audiences.

The ADC will build upon research undertaken on the railway in the Autumn of 2012 which was undertaken by an Audience Development Consultant who was appointed on an 8 week contract funded by the Heritage Lottery Fund (HLF) who produced a comprehensive report with outline recommendations on how audiences might be extended and diversified.

The purpose of the initial consultancy was to:

- Identify current audiences and conduct exit surveys
- Conduct some basic audience segmentation work to understand demographics of current audiences and motivations for their visits
- Identify new and diverse audiences including booked educational groups and research their needs, wants and expectations.
- Identify how National Curriculum links used through formal education can be used to gain understanding of our heritage
- Explore and develop ideas for outreach and challenge assumptions about the type of outreach work that should be undertaken in order to widen participation and attract new audiences

The report also contributed to the formulation of Activity Plan and Action Plan that was an integral part of the BLS HLF Round 2 bid, and which was ultimately successful in attracting lottery funding for the restoration of its 'Jubilee' steam locomotive No. 45596 'BAHAMAS' (for further details see below).

### **General Information:**

The Bahamas Locomotive Society Ltd (BLS) is a company limited by guarantee and registered in 1969. It was registered as a Charity for Educational Purposes in 1970.

The Vintage Carriage Trust was formed in 1965 and was registered as a Charity for Educational Purposes in 1981.

Both of the above operate Accredited museums on the Keighley & Worth Valley Railway, which was closed as a branch line by British Rail in 1962

and through the efforts of a preservation society was re-opened in 1968. It also operates a Charitable Trust.

The objectives of all three partner organisations are broadly similar in that they are all committed to promoting public interest in the preservation of steam and other locomotives, vintage carriages & rolling stock and the infrastructure of an attractive and historically important preserved railway. For the visiting public all three organisations are part of an integrated visitor attraction which aims to be seamless in its operation and in which the different organisations work together to provide an enjoyable day out and a valuable learning experience.

The impetus for this current appointment is as a result of a successful BLS Heritage Lottery funding bid to restore to working order and to then operate its 'Jubilee' class steam locomotive No. 45596 'BAHAMAS' which, when restored will pull carriages from the VCT and KWVR stock and operate them on the railway and on the main line.

Bahamas was built in Glasgow in December 1934 and ran in excess of 1.25 million miles, mainly hauling express passenger trains before being withdrawn from service by British Rail in July 1966. It was bought for preservation by the BLS in July 1967. The locomotive is absolutely unique. What started with The Rocket in the 1820's ended with 'Bahamas' in 1961 when the locomotive became the last steam engine used by BR to experiment on in an attempt to improve the performance of its fleet of steam engines. This involved the fitting of a double exhaust system, which the engine still carries.

A significant challenge is to widen participation amongst non-users and to ensure that the railway and its component organisations reach out and welcome people of all age groups, genders, ethnic and socio-economic backgrounds.

**Audience Development Co-ordinator (1 year initial fixed-term contract with the expectation that it will be extended until June 2018)**

The partnership intends to appoint an Audience Development Co-ordinator to take a lead role in:

- Building relationships with new partners and user groups.
- Establishing a formal & informal learning programme
- Marketing the heritage activities and evaluating the activity programme.
- Working closely with directors, members, volunteers, and other partners and stakeholders.

**Job Title:** Audience Development Co-ordinator

**Basis:**

- A fixed-term contract arranged on the basis of a flexible 5 days per week to suit the nature of the role. Regular weekend and some evening working will be required (see 'Contractual Relationship' below).
- The contract is initially offered for a fixed term of one year but, subject to satisfactory performance and the ability of the candidate to generate sufficient demand for the role, has the potential of being extended for a further four years.
- There will be a three-month probationary period.

**Salary:** £25,000 pa

**Contractual relationship:**

- Whilst the role encompasses working equally for all three partners the lead role, employer and Manager will be the BLS, which will provide 60% of the salary with the KWVR and VCT each contributing a further 20% each.
- The BLS has secured funding from the HLF for 3 days/week until mid-2018 whilst that from the KWVR and from the VCT will come directly from their resources. It is anticipated that subject to satisfactory performance and the ability of the job-holder to generate sufficient demand, that the initial one year fixed term contact will be extended until mid-2018.

**Accountability**

The Job Holder will report to a designated Director of the BLS and will be responsible for any Facilitators as may be employed from time to time to assist in the delivery of the agreed work programmes.

**Location**

- The post will be based at the Ingrow Loco Museum and the adjacent Museum of Rail Travel, both of which are based at Ingrow West Station, Keighley, West Yorkshire, but the remit of the post will be across the whole of the Keighley & Worth Valley Railway, which may establish other educational facilities in the future.
- A refurbished historic coach, "The Learning Coach", owned by the BLS and situated adjacent to Ingrow Station and Ingrow Loco Museum will provide an exhibition and learning area.
- The post-holder will also be expected to deliver talks and outreach activities at other sites in the locality and, from time to time, regionally and nationally.

### **Key responsibilities will include:**

- Promoting the HLF funded restoration of the steam locomotive Bahamas 45596 (as a main focus for the project) and the work of the BLS, VCT and the KWVR to new audiences and under-represented target groups as well as developing new partnerships
- Identifying learning opportunities, Generic Learning Outcomes (GLO's) and National Curriculum links in History and STEM subjects (Science, Technology, Engineering & Maths) and developing appropriate learning programmes
- Learning programmes and themes will also include citizenship, Commonwealth history, international liaison and will help to promote multi-cultural understanding
- Contributing to the research, development and delivery of learning activities
- Developing and maintaining relationships with teachers and education and museum professionals to provide specialist advice.
- Evaluating the success of learning programmes with formal educational groups
- Co-ordinating a programme of activities and events over each year of the project
- Researching and developing volunteer opportunities involving local people to assist with developing and delivering activities
- Establishing new communication and marketing channels to promote and advertise events
- Scheduling and administering learning & activity programmes, including bookings, arranging visits, planning events and dealing with enquiries
- Providing regular and timely management information to the directors/committees of the three partner organisations including production of a written quarterly report on progress which should be presented in person to the committees as and when required
- Any other duties which are appropriate to the remit and scope of the post

### **Delivery of the Activity Plan**

The post-holder will work with the BLS, VCT and the KWVR to deliver the Activity Plan which has been agreed with the HLF and which will include some (or all) of the following activities:-

- A Formal Learning programme (schools & colleges)
- An Informal Learning programme (continuing education, U3A, community groups, individuals)
- Heritage skills training programmes (engineering, curatorial, front of house, interpretation)
- Consultations (questionnaires, focus-groups, etc.)
- Evaluation

- Exhibitions
- Talks & demonstrations
- Workshops
- Open days and other promotional events
- Oral history
- Photography
- Publications (Journal, leaflets, books, DVDs)
- Website development
- Digital media (audio-guides, mp3, QR codes, History Pin, etc.)

### **Timetable for delivery of outputs/outcomes\***

*\*These will also be the basis for establishing Key Result Areas (KRA's) with the post-holder as part of their Appraisal Process (Performance & Development Review - PDR) and the basis of regular (bi-monthly) 1:1 progress meetings.*

### **2014**

- Schools, colleges & specialised interest groups consulted to determine their requirements and potential learning programmes devised
- Networking undertaken in the local community
- A programme of talks devised and delivered to local groups
- Networking across the railway (KWVR, VCT, BLS) with a co-ordinated approach to learning and participation
- KWVR young people's group consulted and engaged
- Learning programmes devised including a full day/cross site visit for schools
- Generic risk assessments prepared for visiting groups
- Input provided into the content of the Learning Coach
- Teacher's packs prepared on a number of railway topics
- Recruitment of casual/part-time Learning Facilitator(s) who will be paid per session as and when required
- Volunteers Recruited
- Pilot sessions conducted
- Evaluation undertaken
- Provision of a quarterly management report

### **September 2014 to end of project (mid-2018)**

- Comprehensive range of Learning Programmes available to schools, colleges and specialist interest groups
- Teacher's packs available to schools
- Generic risk assessments prepared for visiting groups
- Increased numbers visiting the railway as a result of audience development initiatives
- Increased diversity of visitors as a result of audience development initiatives (age, gender, ethnicity)

- Increased participation
- Increase in numbers of volunteers
- Education / Outreach / Learning programmes embedded across the railway.
- Provision of a quarterly management report

**Person Specification:**

The successful candidate will have:

- An ability to work with a wide range of people
- An understanding of how people learn, learning styles and informal learning theories
- Experience of research skills including data collection, analysis and report-writing
- Ability to work under pressure
- Proven ability to work both autonomously and as a member of a team
- Evidence of good communication skills –written and oral
- Ability to work on a number of projects simultaneously and to tight deadlines
- Ability to influence colleagues or senior managers to accept recommendations
- Experience of working with and supporting volunteers
- IT literacy skills

**The successful candidate will:**

- Work positively and inclusively with colleagues and customers to provide a workplace and visitor environment that does not discriminate against people on the grounds of their age, sexuality, religion or belief, race, gender or disabilities.
- Fulfil personal requirements, where appropriate, with regard to the railway and its partner organisation's policies & procedures, health & safety & welfare matters, customer care, emergency, evacuation and security issues
- Work flexibly in the interests of the railway and its partner organisations insofar as the duties are appropriate to the employee's background, skills and abilities
- Be prepared to undertake personal development and training which might be identified through the Performance & Development Review process (PDR) and/or through 1:1 meetings with their line manager.
- A DBS check (formally CRB check) or an on-line registered certificate will be required of the successful applicant prior to confirmation of appointment to the role.

## **APPLICATION PROCESS**

Applications, which should contain full details of experience and claimed suitability for the role, are to be emailed to:

[jrh@johnhillier.co.uk](mailto:jrh@johnhillier.co.uk)

or sent to:

John Hillier,  
Director,  
Bahamas Locomotive Society Ltd.,  
The Farmhouse, West Farm,  
Barrowden,  
Oakham,  
Rutland.  
LE15 8EQ

from whom further details about the role can also be obtained  
tel: 01572 747706

Applications should include details of two Referees although these will only be contacted should the applicant be selected for interview.

### **Significant dates**

Friday 27 December 2013	Last day for receipt of Applications.
January 2014	First round interviews.
January/February 2014	Panel interviews (BLS/KWVR/VCT), a representative from Museum Development, Yorkshire will also participate at this stage.
1 April 2014	Anticipated appointment date.

Note: Interviews will be held at Ingrow.

Further information about the Bahamas Locomotive Society, the Keighley & Worth Valley Railway and the Vintage Carriages Trust can be found on the following websites:

[www.bahamas45596.co.uk](http://www.bahamas45596.co.uk)  
[www.kwvr.co.uk](http://www.kwvr.co.uk)  
[www.vintagecarriagetrust.org](http://www.vintagecarriagetrust.org)

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