

# **TURNER SIMS** Southampton

## **Communications and audience development consultant brief**

### **Introduction**

Turner Sims Southampton is seeking an experienced consultant to develop a new communications strategy and plan to support the artistic and engagement ambitions of the organisation.

The plan will enable the delivery of our ambitious future strategy, developed in 2020 through consultation with a wide range of stakeholders and adopted by the Turner Sims Strategic Board in early 2021. Over the next five years we intend to transform our respected programmed concert hall into a dynamic music hub engaging with diverse audiences from within the University of Southampton (UoS) and Southampton.

For Turner Sims and venues across the country, the past year has disrupted traditional methods and patterns of communication with audiences and there is little clarity on whether audiences will return in the same way. Indeed, at this point in time we have little of the audience data that traditionally we draw on to inform our plans. We intend to take a clean slate approach to developing our future strategy for audience development and communications including the full use of digital technology and re-visiting our brand.

Key to this approach is that it must be driven by our new plans for programme and engagement, and be based on in-depth research into the preferences of new audiences as well as existing ones. In particular we want to identify methods for reaching younger audiences from our student base and the community.

We anticipate that this work will be able to draw on data gathered by Southampton's City of Culture bid team, Southampton Cultural Education Partnership and others.

### **Objectives**

We are seeking a consultant who can work with us to progress five specific areas:

- 1) Develop a new communications strategy and plan to support our artistic and engagement ambitions.
- 2) Increase our knowledge and understanding of our potential audiences and participants within UoS and the wider community. We anticipate this being done principally via the Audience Agency's Audience Finder tool.

- 3) Make recommendations for TS tracking above and beyond sales, income and box office data, and annual KPIs.
- 4) Make recommendations for how the strategy and research could inform TS's branding.
- 5) Outline the resources required in both staffing and funding to enable the plan to be developed and delivered.
- 6) Produce a timetable for action.

### **Background to Turner Sims Southampton**

Turner Sims is a 350 seat concert hall, part of University of Southampton and located on its main Highfield Campus.

Pre-Covid it presented a high quality programme of promoted concerts of 70-80 concerts per year, over two seasons. It has been part of the University since opening in 1974 and is an Arts Council England (ACE) National Portfolio Organisation (NPO).

Within the University, Turner Sims is part of the Arts and Culture department, and run by a dedicated team of 2 full-time and 9 part-time staff plus casual staff and volunteer ushers. It is supported by back office support from the University's Finance, HR, Estates, Legal and Development teams.

Turner Sims receives core University funding and grant funding from ACE. Further income is generated through ticket sales, bar, hires, a Friends scheme (managed in-house), individual donations to general funds and specific initiatives (eg the Piano Circle), and support from trusts and foundations towards specific project activity.

### **Timescale**

The work should be carried out in July and August 2021 so as to inform our business planning for the 2021-22 and 2022-23 financial years. Key dates are as follows:

Wednesday 7 July	Deadline for applications
12 -14 July	Interviews
July/August	Audit of activity and conversations with stakeholders
Tuesday 31 August	Delivery of final strategy

### **Fee and submission requirements**

Turner Sims has a sum of £4,000 plus VAT available for this piece of work. If you wish to submit a proposal, please include the following details in addition to an outline methodology for the project:

- Details of all personnel to be involved in the project, with short biographies
- A detailed budget, including daily rates for all personnel and the number of days' work anticipated

- CV

Applications should be sent by email, with the subject heading 'Consultant brief' followed by the title of the brief, to:

Kevin Appleby, Concert Hall Manager, Turner Sims Southampton at [kma@soton.ac.uk](mailto:kma@soton.ac.uk)

Please email Kevin Appleby if you would like further information or an informal conversation about the brief in advance of submitting an application.

### **Other consultant briefs**

Turner Sims is currently seeking consultants to undertake activity relating to communications and audience development, development and fundraising, engagement, and equality, diversity and inclusion. Consultancies with skills and experience in these areas are welcome to submit bids for all four briefs. Details of the briefs can be found on the Turner Sims website [www.turnersims.co.uk](http://www.turnersims.co.uk)

**KMA/LC**  
**June 2021**