Museum of Oxford: Commercial Review / Income Generation Brief

Project brief & key deliverables

We are seeking a consultant with suitable expertise to help us maximise and develop our income generation capability. An income- generation specialist who will think beyond traditional income streams to help us test our assumptions and develop ambitious plans to increase our revenue.

We would like
- A review, analysis and fresh look at current areas generating income
- Proposals for new income streams based on benchmarking research of other similarly sized comparator museums / attractions, local market analysis
- Consideration of paid for digital offer and virtual experiences
- Other options for new paid for offerings/experiences
- A gathering of ideas from staff, perhaps through creative thinking session
- Recommendations on best mix of income streams to develop with realistic, costed plans including level of resource and capacity to achieve
- Consideration of marketing and comms resources
- A finalised report completed in October (but this negotiable).

For more information about the Museum of Oxford please visit our website
https://museumofoxford.org/

How to apply

Please email vlea@oxford.gov.uk with your proposal to include the following, **by 31 July 2024.**

- Your approach to delivering this brief, including your methodology and details of your proposed work plan (number of days allocated, timeline, etc)
- Evidence of previous experience in providing similar services – including two examples of previous projects with like-minded museums / attractions / cultural venues
- Individual/organisation CV with current references
- Details of pricing structure/options.

Available Budget

Up to a maximum of £5k (to include all expenses).

Assessment Criteria

Proposals will be assessed on the following criteria (in order of importance):
- How well the proposal understands and reflects the brief
- Approach, methodology and work plan
- Quality and achievement of previous work
- Price.