

Call for Expressions of Interest

Monday 5th December 2022

Brief for a feasibility study: Jurassic Coast World Heritage Site Museum

Introduction

This is an exciting opportunity to work with the Jurassic Coast Trust (JCT) as we investigate the feasibility of a new museum dedicated to the Jurassic Coast World Heritage Site (JCWHS) and its outstanding geology, palaeontology and geomorphology.

Background

The JCT is the charity responsible for the management and protection of the Dorset and East Devon Coast (Jurassic Coast) World Heritage Site. The JCWHS covers 95 miles of coastline and was inscribed for its geological, palaeontological and geomorphological interests.

Our vision for the museum is to provide an attraction that explores all aspects of the JCWHS - a place for exhibitions, research, conservation and community engagement. The aspiration to create a museum about and for this special place has been written into site management plans since it first achieved World Heritage status in 2001; it is stated in the current Jurassic Coast Partnership Plan 2020-25, endorsed by UNESCO, UK Government, local authorities and partners across the Site, including visitor centres, museums, researchers and fossil collectors.

A key driver for this work is our responsibility to address the long-term security of fossils from the JCWHS; this need is a product of the nature of the site and the responsibilities and opportunities presented by World Heritage status. Most fossils are recovered from the eroding coastline by responsible private collectors as an ongoing contribution to site management. However, without an ambitious and direct approach to securing these specimens within a museum collection, there is a risk that privately owned fossils, particularly those not covered by the protections afforded within the Fossil Collecting Codes of Conduct, may be sold and subsequently lost. As a result, there are thousands of amazing specimens out there in private ownership, many of them safeguarded by their owners in the hope that our dream of a dedicated Jurassic Coast Museum will soon become a reality. By working closely with fossil collectors, we hope to secure these specimens for the benefit of local communities and the progression of scientific research.

We are also committed to exploring the ways in which a new development could create new resources for existing museums and visitor centres that already successfully do so much to help celebrate the Jurassic Coast and safeguard their own fossil collections.

Purpose of the feasibility study

The brief is for delivery of multiple components of the feasibility study, including to produce a comprehensive site and area evaluation to identify suitable development sites, to assess capital build options and costs, to develop the operational business model and provide recommendations to the Trust.

Jurassic Coast Trust

Brooklands Farm, Forston, Dorchester, DT2 7AA
www.jurassiccoast.org, info@jurassiccoast.org, 01308 807000
Twitter: @jurassic_coast facebook.com/JurassicCoast

Project deliverables

- Working with the Jurassic Coast Trust and the wider Jurassic Coast museum network, assess and articulate the current context of geological/palaeontological collections in Dorset and East Devon.
- Working with the Jurassic Coast Trust and the wider partnership, assess and articulate the current extent of dispersed World Heritage Site interpretation.
- Deliver audience engagement workshops concerning the vision and outcomes.
- Using area and market data, identify and test suitable geographic regions for the development of a new museum.
- Audience research and engagement, workshops and audience testing for above.
- Once a preferred location has been identified, assess and identify the local and tourist market.
- Establish the business case and governance model required to successfully develop, deliver and operate the new museum. Explore new potential partnership options.
- Establish an indicative cost programme for delivery (capital costs).
- Establish the operational business model.
- Test physical locations/options.
- Develop a comprehensive programme of next steps.

In summary, the feasibility study will look at the need for a new development and the role it could play in celebrating World Heritage Site status, acquiring and displaying fossils, and supporting existing museums. This work will critically assess the business case for a new centre, its sustainability and public impact.

The successful candidate will work closely with the Jurassic Coast Trust as well as the Jurassic Coast Collection Working Group, made up of stakeholders intended to represent the collective views of key organisations and stakeholders relevant to the palaeontology of the Jurassic Coast World Heritage Site.

Proposed timeline for the feasibility study

- Feasibility study tender released – 5th December 2022
- Application deadline - 20th January 2023

Application process

JCT is committed to being a pro-active, equal opportunities employer.

We encourage all applicants who meet our essential criteria to apply and are determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.

We will take steps within our power, and within the resources which can be made available to meet this responsibility.

Please register your interest with/direct questions to chris.reedman@jurassiccoast.org. In order to apply, please submit the following information to Dr Chris Reedman above.

Deadline for submission is the 20th January at 12 noon.

Evaluation

Evaluation will be split as follows:

Experience and approach: 70% / Fee and resource: 30%

Submission

- Your proposed fee, including all expenses (travel and any associated costs). Please provide a clear and detailed breakdown of costs for each element, detailing the number of days you anticipate assigning to the project.
- Your CV(s) and two referees.
- Three to five examples of previous projects, outlining their relevance to this project [max 2 sides of A4]. A personal statement (no more than 3 sides A4) detailing:
 - Your relevant knowledge, skills and experience, to demonstrate your capability of undertaking in depth audience consultation and market research and how you would apply this to our feasibility study.
 - Your innovative approach, methodology and interest in this project.