

Brief for Fundraising Consultant for *Reconnecting Archaeology*

1. About the CBA

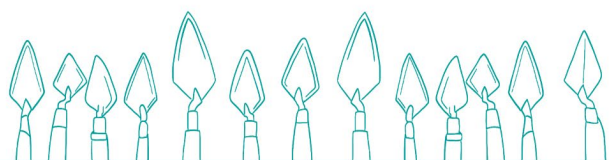
The Council for British Archaeology (CBA) helps people to experience and take part in archaeology through our network of groups and members. We run the Young Archaeologists' Club (YAC) for young people aged 8-16 and the annual Festival of Archaeology to encourage everyone to discover the places and spaces around them.

Founded in 1944, we champion and help safeguard archaeology and public participation. As the voice of archaeology in the UK, we bring together community groups, commercial units, academics and heritage organisations to create and share opportunities to discover, take part in and be inspired by archaeology.

The CBA is a membership organisation with over 250 archaeological groups, societies and organisations, and over 70 branches of the Young Archaeologists' Club, we bring together institutions and individuals to create a unique forum for the archaeological community in the UK. The organisation works across the UK, alongside eleven CBA Groups in Wales and England, through our sister organisation Archaeology Scotland and in support of Archaeology 2030 in Northern Ireland. The CBA publishes British Archaeology magazine, an award-winning bi-monthly publication focusing on archaeological endeavours around the UK and celebrates excellence in archaeology through our annual Archaeological Achievement Awards and the Marsh Community Archaeology Awards.

We have a relatively small staff team, and staff members support an extensive network of volunteers who run the eleven CBA groups, the Young Archaeologists' Clubs and many of the events offered during the Festival of Archaeology. Many of the organisations in our membership network are local archaeological and historical societies, which are also run by volunteers. As is the case for many heritage organisations, many of our volunteers are now elderly and, as the next generation have had very different career pathways and life experiences, we are unlikely to see a replacement pool of potential expert volunteers.

As an organisation, we face financial challenges and know that we need to adapt our approach to engagement and participation to reflect the changing nature of society and our



audience. We are therefore embarking on a significant programme of work to help us become more resilient and to enable more people to experience archaeology. ‘Reconnecting Archaeology’ is the start of a longer, exciting journey that will both strengthen the sector, and redefine current perceptions of archaeology and the roles that it can play in people’s lives.

2. *Reconnecting Archaeology*: project purpose and activities

2.1. A Resilience Project

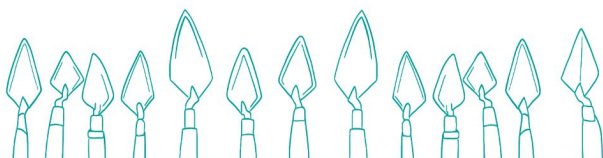
The CBA has been generously awarded funding from the National Lottery Heritage Fund’s Heritage Resilience programme to enable it, over the 18-month long project ‘Reconnecting Archaeology’, to explore and develop two interconnected strands:

- i. Updating the CBA’s understanding of audiences for grassroots archaeology; and
- ii. Building a resilient future for the CBA and for the wider community grassroots archaeology network.

This brief falls under item ii.

Reconnecting Archaeology additionally celebrates the CBA’s 80th anniversary which falls in 2024. Originally founded in 1944, the CBA took up the mantle of the Congress of Archaeological Societies which had been established in 1888 to reflect the growing number of archaeological groups and societies that had come into being during the middle decades of the nineteenth century. The legacy of these organisations is enormous, with many now over 150 years old. Collectively they represent the oldest network of affiliated groups and societies in archaeology and heritage in the world. Understanding and helping them evolve is part of the CBA’s core mission, and part of our founding purpose. This included to champion archaeology, to understand the opportunities for archaeology due to post war reconstructions of our historic towns and cities, and to promote archaeology as widely as possible.

Our 80th Anniversary will enable us to reflect on our achievements over this time and to champion a new aspirational vision and mission for archaeology for the next 80 years. Archaeology has never been a static discipline and often better reflects the present and the people who take part today. Understanding how this generation perceive archaeology will better enable us to shape our activities and role and to reimagine the aspirational goals first set out in 1944.



3. Fundraising Background

The CBA's principal funding comes from grants, membership fees, magazine subscriptions, donations/sponsorship, and a small contribution from retail sales of magazines and other publications and magazine advertising.

Our main grant funding sources are Historic England and Cadw who help to support the Young Archaeologists' Club, the Festival of Archaeology, and our work with planning applications that impact on the historic environment in England and Wales. Post pandemic, our reserves were at an all-time low, and membership remained largely static. In 2021 we were successful in receiving funding from DCMS's Culture Recovery Fund, which has enabled us to invest a small amount into our reserves and to secure a new CRM (Customer Relationship Management) and website to support our membership and network of organisational members.

Since mid-2022 the current cost-of-living crisis has seen our individual and organisational membership numbers and magazine subscriptions start to fall and the current public funding environment remains challenging for the CBA.

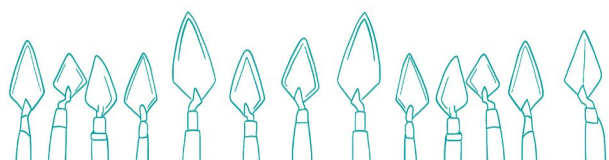
4. Scope of the Work

Based on the current situation, as outlined above, our Trustees now wish to recruit a Fundraising Consultant to help us secure additional funding from other sources and to enable us to develop our own knowledge and experience of raising funds for specific and ongoing projects. We are also looking to improve our approach to seeking legacies, donations, and sponsorship.

The Fundraising Consultant, after a period of familiarisation, will locate and fundraise for new sources of income, and while doing so, share their knowledge to upskill staff and provide advice and support on how to do this. They will develop support materials and training for staff and Trustees to help us better raise income through asking for donations (to be applied at in-person events and online) and deliver this training at least once during the project duration.

We have set targets for the Fundraising Consultant to (during the project's duration):

- apply for a minimum of £100,000 funding;



- raise £60,000 through sponsorships and donations;
- support our Trustees collectively to raise £20,000 through sponsorship, donations, and fundraising support.

The Fundraising Consultant will deliver this through the outcomes and deliverables listed below.

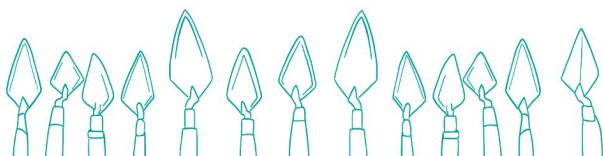
5. Outcomes and Deliverables

The Fundraising Consultant will:

- develop a Case for Support for the CBA (within one month of appointment);
- Review the CBA's approach to legacies and update our legacies pack as required;
- develop a two-year funding plan - initial applications to be submitted within four months of appointment;
- investigate and identify potential funders who may support our purpose, vision, mission, values, and activities;
- write and submit funding bids and deliver presentations to potential funders as required. Manage day to day interaction with potential funders;
- make recommendations for sustainability and strategies in response to the funding landscape;
- support, with training and materials, Trustees to enable them to seek funding support, sponsorship and or donations/legacies for the CBA;
- support CBA Trustees in building and sustaining good strategic relationships with funders;
- in conjunction with the Audience and Network Manager and the Operations Manager, review our current approach to supporter and Friends of Archaeology renewals.

6. Timescales

We expect the Fundraising consultancy contract to begin in June 2024 and be completed by the end of September 2025.



7. Fee and Expenses

The contract budget is £21,000, to include all expenses, and excluding VAT. The contract will be let by the CBA.

8. Tender Contract Management

The contract will be initiated by CBA's Executive Director, Neil Redfern, and managed on a day-to-day basis by the CBA's Operations Manager.

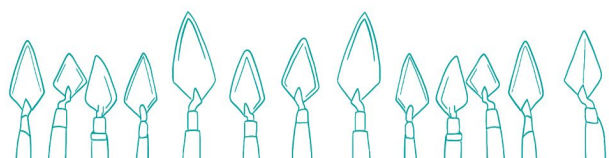
9. Award Criteria

A proposal for undertaking the work should include:

- i. a detailed methodology for undertaking the project;
- ii. details of individuals undertaking the work, their respective roles and relevant experience (maximum one page per individual). Please identify the lead contact;
- iii. the allocation of days between members of the team and their respective daily rates;
- iv. a timescale for example, in the form of a Gantt chart, for carrying out the project (project timeline available in **Appendix 1**);
- v. an overall cost for the work;
- vi. travel expenses and how these have been calculated;
- vii. a statement on whether VAT will be charged;

Proposals submitted will be assessed by the CBA against the areas:

- i. The extent to which the proposal demonstrates an understanding of the issues related to this brief;
- ii. The extent to which the methodology and methods are appropriate to the requirements set out in this brief;
- iii. The degree of relevant knowledge and experience demonstrated by the bidder to successfully complete the work;



- iv. How well the bidder has structured a team to successfully manage the contract and deliver the required work to the budget and timetable required.

10. Procurement Process

10.1. Procurement timetable

Procurement timetable

The procurement timetable will be:

- Proposal return date: **by 9.30am on 3rd June 2024**
- Clarification period: **9.30am on 23rd May 2024**. Clarification questions can be sent in by email to the CBA contact (below), the responses to which will be collated and sent to all bidders by email at the end of the clarification period.
- The CBA will notify bidders shortlisted for interview by **4th June**. Interviews will take place via zoom on either **11th or 13th June**.

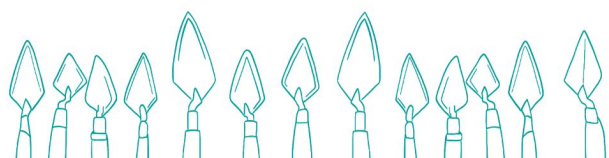
Submission Details

Please submit the required submission by email to:

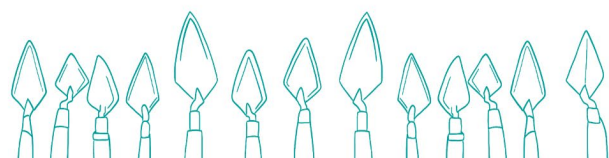
- CBA CONTACT: **Neil Redfern** neilredfern@archaeologyuk.org
- **By 9.30am on 3rd June 2024**

All bidders will be acknowledged.

Appendix 1: *Reconnecting Archaeology* Project Milestones



Project Milestone	Project Lead	Month & Year
Launch of Equity, Diversity, Inclusion and Equality (EDIE) programme of activity	Executive Director & Trustees	June 2024
Launch of 'Reimagining Membership pilot activity '80+80'	Development Manager	April 2024
Recruitment of key project roles (staff; consultants)	Executive Director	March-July 2024
Launch of 'Reimagining Membership pilot activity 'Memory & Meaning'	Development Manager	April 2024
Audience and Network Manager in post	Operations Manager	June 2024
Audience Engagement Research consultant appointed	Executive Director	June 2024
Fundraising consultant appointed	Executive Director	June 2024
Evaluation consultant appointed	Executive Director	June 2024
Launch of 'Out and About Archaeology' mini festival 2024	Development Manager	May 2024
Launch of new 'In Conversation' events	Development Manager & Audience & Network Manager	June 2024
Audience and Network Assistant in post	Audience & Network Manager	June/July 2024
Launch of Volunteers and Placements matching platform	Audience & Network Manager	July 2024
Launch of Environmental Sustainability and Net Zero programme of activity	Executive Director & Trustees	October 2024
Launch of cross-sector creative pilot activity with young people	Engagement & Delivery Manager	September 2024
Catalysts for Change 4 x partner project participant mutual site visits	Audience and Network Manager & Events Office	August 2024 – Jan 2025
Mid-term Evaluation report	Audience & Network Manager	Jan 2025
Completion of Activating Participation Network research & proposal produced	Audience & Membership team	March 25
Production of final Audience Engagement Research report	Audience & Network Manager	April 2025



Launch of pilot project 'Access to archaeology' pass	Engagement & Delivery Manager	April 2025
Launch of co-created Archaeology South-East (UCL) online course	Development Manager	July 2025
CBA website and CRM optimisation upgrades complete	Operations Manager	Sept 2025
Launch of 'Out and About Archaeology' mini festival 2025	Development Manager	May 2025
Governance activity completed	Executive Director & Trustees	Sept 2025
New Marketing & Communications Strategy completed	Comms & Marketing Manager	Sept 2025
Launch of new name, logo, and merchandise	Operations Manager & Comms & Marketing Manager	Sept 2025
Steering Group Meetings	Executive Director	Seven times during the project
Stakeholder updates	Executive Director	Three times during the project
Final Evaluation report	Audience & Network Manager	Sept 2025

END

