DDCA

Dufftown and District
Community Association

# Dufftown and District Community Association

# Clock Tower Project

# Interpretation Consultant Brief

# Development Phase

**Interpretation Consultant Brief**

**Clock Tower Project**

**Client: Dufftown and District Community Association**

## Background

DDCA owns the historic Clock Tower building and is leading a major heritage regeneration project to restore, conserve and bring the building back into active and meaningful community use. The project will safeguard an important local heritage asset while increasing access to heritage, strengthening community participation and supporting local pride, learning and wellbeing.

The restored Clock Tower will provide:

- Visitor accommodation
- Flexible community and meeting space
- Heritage learning, access and engagement opportunities
- Improved public realm and welcoming outdoor gathering space

A key part of the project is the development of high-quality interpretation that brings the history, significance and stories of the Clock Tower and its wider context to life.

This will include:

- Outdoor interpretation boards positioned around the site
- A mix of static and digital interpretation
- Flexible, updateable content to ensure interpretation remains current and responsive, supporting ongoing community engagement

The project is currently in development phase with a Delivery Application to the National Lottery Heritage Fund planned for submission in May 2027.

DDCA is seeking to appoint an experienced Interpretation Consultant to develop the project's Interpretation Strategy in line with National Lottery Heritage Fund guidance, investment principles and best practice.

**Scope of Commission**

The appointed consultant will prepare a Heritage Interpretation Strategy that follows National Lottery Heritage Fund guidance structure and clearly addresses barriers to access and understanding.

**The strategy must include:**

- Introduction – context
- Interpretive Principles
- Aims of the interpretation
- Audiences for the interpretation
- Barriers to access and understanding
- Resources
- Themes / sub-themes
- Interpretive media (including static and digital approaches)
- Consultation
- Budget

**In developing the strategy, the consultant will:**

- Create an inclusive and engaging interpretation framework that reflects the National Lottery Heritage Fund Investment Principles, including access, inclusion and participation.
- Ensure interpretation supports a wide range of audiences and reduces barriers to understanding through clear, accessible and engaging approaches.
- Develop proposals for outdoor interpretation boards, including both static and digital or updateable formats to allow content to remain current and community-led over time.
- Ensure strong alignment with the Heritage Activity Plan and wider community engagement work, enabling joined-up storytelling, participation and learning.
- **Engage with:**

    - DDCA Project Steering Group
    - Local community members
    - Key stakeholders and partners
- Support co-creation approaches so local stories, knowledge and perspectives are reflected in interpretation content.
- Work collaboratively with the Community Development Officer and Project Manager to ensure outputs are realistic, deliverable and suitable for inclusion within a major funding application.

**Deliverables**

The consultant will provide:

- A full Heritage Interpretation Strategy structured in line with National Lottery Heritage Fund guidance
- Draft and final versions of all documentation
- Site-based interpretation proposals (including boards and digital concepts)
- Recommendations for delivery and maintenance of updateable content
- Attendance at agreed workshops and consultation sessions
- Input to support the Delivery Phase application

All outputs must be suitable for inclusion within the Delivery Application submission to the National Lottery Heritage Fund.

**Timescale**

- Delivery Application submission: May 2027
- Completion of all final plans and supporting documentation: 19 April 2027

**Budget**

- Maximum budget: £10,000 inclusive of VAT
- Travel and site visit expenses must be clearly included within the fee proposal.

**About You**

Applicants should demonstrate:

- Experience producing Heritage Interpretation Strategies for capital heritage projects
- Strong understanding of National Lottery Heritage Fund guidance and Investment Principles
- Ability to design inclusive, accessible and audience-focused interpretation
- Experience delivering both physical and digital interpretation solutions
- Strong community engagement and co-production skills
- Experience working within multidisciplinary project teams
- Ability to produce high-quality, funder-ready documentation within tight deadlines

**Submission Requirements**

Interested consultants should provide:

- A short proposal outlining their approach
- Relevant experience and examples of similar work
- Proposed timetable
- Fee breakdown including VAT and expenses
- Details of key personnel involved in the commission

**DDCA reserves the right to:**

- Request clarification on any aspect of the submission
- Invite shortlisted candidates to interview or presentation
- Seek additional information prior to appointment