



Almond Valley Heritage Trust

Project Brief for Creative Consultant: Primary School Feedback

Project Name: Creative Feedback and Evaluation of Almond Valley Heritage Trust and its Collection.

Objective:

We are seeking a Creative Consultant to develop an innovative and engaging method to generate feedback and evaluation from 4 primary school classes regarding Almond Valley Heritage Trust and its nationally significant collection within an accredited museum. The consultant will have the creative freedom to choose the medium(s) and methods, whether through sculpture, painting, poetry, interactive installations, or any other creative approach that facilitates meaningful engagement and feedback from young pupils.

The goal is to capture their perspectives on the museum experience and site, what they learned, and their thoughts about the collection in a way that is both insightful and engaging. This collection of data will inform the themes, stories and narratives of our collections and engagement programme. The final output of the work will be a temporary exhibition, which will be supported by the Curator and Learning and Engagement Manager.

Background Information:

Museum Overview:

The Shale Oil Museum sits within Almond Valley Heritage Trust. Our mission is to preserve and interpret the history and environment of West Lothian and make this heritage accessible, engaging and enjoyed by all. The collection focuses on the rich local heritage of the shale oil industry, the shale communities, heritage of the town and global industrial heritage.

- **Target Audience:** The project will involve 4 primary school classes, each with children aged between 8-11 years. These pupils will have different levels of experience with museums and heritage sites, so the feedback should reflect both familiar and unfamiliar perspectives.



- **Project Context:** The museum wants to gain feedback that will help us improve our offerings for children and develop a more responsive educational programme. We aim to hear students' honest opinions in a format that captures their imagination and offers them a creative outlet for self-expression.

Scope of Work:

The Creative Consultant will:

1. Develop a creative approach for engaging 4 primary school classes with the site and collection and soliciting feedback.
2. Conduct the engagement process, which will include:
 - a. 4 Workshops or interactive sessions
 - b. Creative exercises (e.g., making art, writing poems, performance piece, installation etc.)
 - c. Group discussions or individual reflections
 - d. Other forms of expression that resonate with children.
3. Gather feedback in a format that is insightful and useful for the site, which could include:
 - a. Qualitative insights about what the students liked/disliked, their experience of the site, and the collection.
 - b. Creative outputs (e.g., artwork, poems, photographs) that represent the students' thoughts and emotions.
4. Present findings in an exhibition which features creative outputs that includes:
 - a. Key feedback and evaluation insights.
 - b. Creative works or documentation that represent the students' reflections.
 - c. Recommendations for enhancing the museum experience for children.

Deliverables:

1. A detailed plan for how the consultant will engage the students and collect feedback, including any proposed materials, activities, and timeline.
2. Documentation of the students' creative responses (e.g., digital photos, scans of artwork, written poetry) and any reflections or feedback gathered during the engagement.
3. A final report or presentation that includes:
 - a. A summary of feedback from the students



- b. An analysis of the creative engagement approach
- c. Recommendations for the museum based on the feedback
4. An exhibition that showcases the students' contributions and feedback through a creative output (with support from AVHT staff).

Timeline:

- **Kickoff/Initial Planning:** 24/03/2025
- **First Engagement with Primary School Classes:** 05/05/2025
- **Final Deliverables:** 28/07/2025
- **Exhibition Opening:** 30/09/2025 (later if needed)

Budget and Payment:

- **Artist Fee: £5600.00**
- **Budget for Materials is £560.00**

Evaluation Criteria:

We are looking for a consultant with the following skills and experience:

- Experience working with children, particularly in educational or museum contexts
- PVG certified
- Proven creative people centered approach to engagement (with portfolio or case studies)
- Ability to work independently, with strong organisational skills and creativity
- Capacity to interpret and present feedback in a clear and actionable manner
- Familiarity with educational best practices, child development, and museum engagement

Proposals will be evaluated based on creativity, approach, and alignment with the site's goals for engagement.

Submission Guidelines:

- Please submit a proposal in PDF format by 05/03/2025.



- Your proposal should include:
 - A description (no more than one A4 page) of the creative approach you would take to gather feedback from primary school classes
 - A brief portfolio showcasing relevant experience with children or similar projects
 - A timeline and work plan
 - Breakdown of costs and payment structure
- **Questions/Clarifications:** If you have any questions, please contact info@almondvalley.co.uk

Creative Freedom & Expectations:

We encourage you to think outside the box and propose a truly creative and interactive approach. Whether through visual art, performances, storytelling, or digital engagement, we welcome innovative proposals that will engage the students and allow them to express their feedback in meaningful ways. You have the flexibility to design the process that will most resonate with children, but it should always be age-appropriate and ensure that the students feel comfortable and engaged.