



Wigan Cultural Service Freelance Marketing Consultant Brief

Client: Wigan Council – Culture Service

Project: 3-year Marketing Plan

Consultant Role: Freelance Marketing Consultant

Duration: 15 days (Aug-Oct 2026)

Reporting to: Service Manager Culture, Arts & Heritage

1. Background

Wigan Council's Cultural Service is responsible for developing, delivering and supporting cultural, heritage and creative activity across Wigan Borough on behalf of residents, communities and visitors.

The team manages and programmes three of the borough's key cultural venues:

- Wigan Museum
- Archives Wigan and Leigh
- The Turnpike Gallery

Alongside this, the service delivers a borough-wide outdoor cultural events programme, activating town centres, green spaces and neighbourhoods, and works in partnership with artists, community organisations, schools, cultural providers and regional bodies to deliver projects that increase access, participation and pride in place.

The Cultural Service is a small, multidisciplinary team whose expertise sits primarily in cultural programming, heritage, learning and community engagement, rather than specialist marketing. Marketing and communications activity is currently delivered in-team alongside core service delivery, with limited dedicated capacity.

2. Purpose of the Brief

We are seeking specialist freelance support to help us develop a clear, practical and realistic 3-year marketing plan that reflects the scale and resources of the service,

strengthens audience engagement across our venues and programmes, and can be confidently implemented by the team moving forward.

The resulting marketing plan must be explicitly designed to be delivered by a small cultural service team with limited dedicated marketing expertise. Recommendations should prioritise clarity, simplicity, automation and realistic workload, and must be achievable within an indicative annual marketing budget of approximately £30,000, excluding staff time.

3. Scope of work

We want the marketing work to help us:

- Increase visits to our venues from Wigan borough and nearby areas
- Encourage repeat visits and participation in events and learning activity
- Better reach with local communities, including people who may feel cultural venues are “not for them”
- Improve how we keep in touch with audiences in a manageable way

What would success look like:

- Audience growth
- Increase in number of sign-ups to our mailing list(s)
- A broader mix of local audiences
- Staff trained in using new marketing tools, where appropriate
- A marketing plan staff feel confident using day to day
- A realistic 3-year plan aligned to our capacity and budget

What we expect you to deliver

- A short audit of current marketing activity (what's working / what isn't)
- A three-year marketing plan, clearly showing:
- What staff can do themselves
- Where freelance support may occasionally be needed
- Indicative costs within annual budget
- A step-by-step plan for one initial campaign focused on our venues, which you will support us to deliver
- Practical advice on mailing lists and audience data
- Basic templates, checklists or examples where helpful

4. Desired experience

You might be an individual freelancer or a small agency. You should:

- Have experience working with cultural, heritage or public organisations
- Be used to working with small teams and limited budgets
- Focus on practical delivery
- Be confident working collaboratively and explaining things in a more accessible way

5. The Contract

Contract fee: £4,500

This is exclusive of VAT but inclusive of all other costs to deliver the work including transport. The contract will be based on a rate of £300/day over approx. 15 days, with working pattern to be agreed on appointment. The successful candidate will be responsible for their own tax affairs.

There will be an additional campaign budget of £2,000.

6. Timeline

The contracted services will be delivered over a 3-month period (Aug – Oct 2026.)

7. Recruitment Process

Applications will be assessed by the cultural service team. We aim to work towards the following timeline:

Process	Date
Open Call announced	Monday 20 th July
Deadline for submissions	Friday 7 th August
Shortlisting	Tuesday 12 th August
Candidates notified of outcome	Wednesday 13 th August

8. How to Apply

Applications should be submitted by email to neil.harris@wigan.gov.uk with **Wigan Freelance Marketing Submission** in the email subject line. **The deadline for proposals is 5pm on 7th August.**

To apply please submit a tender proposal that includes the following:

- Your interest in the commission
- Details of your approach to the commission and a methodology for how you would undertake the work outlined above (maximum 2 A4 pages).
- Details of the individual/s who will work on the project along with their CVs.
- An outline of relevant experience including details for a comparable project undertaken in the last five years.

Submissions will be accepted as:

- **Word or PDF documents** (maximum 10MB, up to four sides of A4)

- **Filmed or audio presentations** (maximum 10MB, up to 10 minutes, saved in MP4 format)

We are committed to ensuring this opportunity is open and inclusive to all. Please get in touch if you require further support to access this opportunity.

We welcome applications from people of all backgrounds and particularly encourage applications from people from the global majority and from protected characteristics.

Submissions will be scored in line with the weightings as laid out below.

Criteria	Weighting
Interest in commission	10%
Methodology and Approach	30%
Track record & experience	40%
Availability to undertake the work	20%

For further information contact: neil.harris@wigan.gov.uk