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# Uffington Museum

Brief: Visual Story Development

**We are seeking an experienced freelancer to work with our volunteers and neurodivergent community partners to create a Visual Story.**

## BACKGROUND

### Uffington Museum

Uffington Museum encourages the understanding and enjoyment of the history and heritage of the village of Uffington and the surrounding ancient landscape of White Horse Hill.

The museum building dates from the early 17th century and for 250 years served as the village school funded by a bequest from local merchant, Thomas Saunders. For the next century the building fulfilled a number of different roles before becoming home to the museum in 1984. The museum is run by volunteers and is financed entirely by donations, grants and membership fees, and remains free to visit.

Further information about Uffington Museum is available on our website

<https://www.uffingtonmuseum.co.uk/>

We have recently taken part in the Museum Development South East Inclusive Museums programme and are working to address actions identified in our Equality Impact Assessment.

### Visual Story Development Project

The museum building is Grade II listed, and its historic fabric and layout present a range of access challenges. These can be seen [here](#).

This project is to develop a Visual Story that potential visitors can view before their visit to help them prepare for it. The Visual Story will break down a visitor experience into clear simple steps and will be illustrated by a series of descriptions and images and will

have a clear narrative flow. It will be helpful to everyone of all ages and abilities but particularly helpful to autistic people, people with dementia or memory loss, or mobility issues, people with anxiety, learning disabilities, and those with sensitivities to light or sound.

The knowledge, perspectives, and expertise of neurodivergent community and support groups, alongside individual lived experience, are central to shaping the Visual Story.

## **OUTPUTS**

The project will deliver the following outputs:

1. An introductory awareness session for Uffington Museum volunteers, including the leadership team, focused on understanding neurodiversity and what it means to be neurodivergent. The session to be held either in person at Uffington Museum/village hall (desirable) or online.
2. At least one focus group meeting with neurodivergent community partners. Ideally delivered as an in-person session although online is also an option. If held in person, venue location will be selected by community partners.
3. One-to-one interviews (minimum 4) between community members and members of the Uffington Museum project team.
4. A digital Visual Story for website upload containing accessible text, images, symbols and possibly video. Tested by neurodivergent community partners and museum volunteers and refined in response to their feedback.
5. A log of suggestions and ideas, informed by focus groups and interviews, to support the development of volunteer training and guide actions to improve the visitor experience.

The freelancer will lead this work, with elements undertaken independently by the Museum's project team and then fed back for review and guidance.

## **SCOPE OF WORK**

Uffington Museum is seeking a freelance project worker to help deliver the activities and outputs described above.

The work involves:

- Running an awareness session on neurodiversity for Uffington Museum volunteers.
- Convening and facilitating the focus group(s), plus supporting museum volunteers to conduct one-to-one interviews. The Museum will be responsible

for identifying and contacting neurodivergent individuals and neurodivergent-led organisations, though suggestions from the freelancer are welcome.

- Leading on planning and organising the design and creation of the Visual Story. Involving the Museum's project team throughout the process, either in person or by video call. Ensuring that feedback and recommendations from neurodivergent partners are fully integrated.
- Guiding a process to test the Visual Story.
- Capturing suggestions and ideas to help shape an ongoing training briefing for the Museum's volunteers.

The project will be supported by a project group from Uffington Museum.

We anticipate that the project will require the time equivalent of a minimum of 4 days of work, but the way in which that time is allocated is flexible.

There is a maximum budget available of £2,500 (including any VAT). Reasonable out-of-pocket expenses for travel related to workshops will be covered separately. The work will be carried out in 2026 with a completion date end of December.

## **PROPOSALS**

The tenderer will be required to submit a proposal including:

- A proposed project plan for achieving the activities described above, with details of how much time will be allocated to each activity, and an outline schedule of key milestones.
- Thoughts on the issues and challenges that the work involves

The proposal should also include details of relevant experience and skills, such as:

- Experience of working with neurodivergent individuals and neurodivergent-led organisations
- Experience of organising workshops and focus groups
- Experience of working with volunteer-led community heritage organisations
- Experience of developing accessible visual materials
- Experience of editorial work, particular web publishing
- Digital skills relevant to community heritage

### **Cost breakdown**

Please provide a breakdown of the proposed project costs in your proposal.

### **Examples of work**

Please provide examples of any similar projects you have worked on the past.

## **Confidentiality and copyright**

The contractor is required to maintain the confidentiality of all proprietary or privileged information to which they will be exposed whilst undertaking this project. The hiring organisation will be entitled to the copyright and all other intellectual property rights of the project deliverables.

## **Scoring criteria**

Applications will be assessed on the basis of the following scoring criteria:

- Expertise & relevant experience 40%
- Cost 30%
- Delivery proposal 30%

## **Timescales**

The project is a one-off, fixed-term project to run between July and end of December 2026.

We would like a start-up meeting to take place in July with the majority of activity scheduled for September and October.

## **Contractor Personnel**

Please include in your proposal details of who would be working on the project with a clear indication of who will be leading.

## **Monitoring**

The successful freelancer will report to Uffington Museum leadership team. Any changes to work programmes and deadlines will be with the agreement of Uffington Museum. The freelancer will be expected to prepare an interim and final progress report.

## **Quotations and timings**

Completed proposals should be sent by e-mail to [uffingtonmuseum@gmail.com](mailto:uffingtonmuseum@gmail.com) by 18:00 on Monday 15 June 2026.

Interviews, by Zoom or Teams, will be held during the week beginning 22 June 2026.

A July start date is preferred, although some flexibility is possible.

For an informal discussion contact: Jane Golding at [uffingtonmuseum@gmail.com](mailto:uffingtonmuseum@gmail.com)