

Commission Brief: Consultant for Commercial Plan Development for Cusworth Hall and Park

Project Title: Commercial Plan for Cusworth Hall and Park

Deadline for Applications: Thursday 2nd October, noon

Contract Duration: up to 3 months

Fee: up to £27,000 (excluding VAT)



Heritage Doncaster – Who are we?

Heritage Doncaster is a City of Doncaster Council service formed in 2014. It operates the Council's heritage sites and services including the Danum Gallery, Library and Museum (in partnership with Doncaster Libraries), Cusworth Hall & Park, City of Doncaster Archives, and a heritage learning and outreach service.

We are committed to making heritage accessible to all, embedding ourselves at the heart of Doncaster's community. We are bold in our aspirations and adapt innovatively to the world around us. Partnership working is at the heart of what we do.

As well as delivering services at our sites, we are also work within in our communities across the width and breadth of Doncaster. This includes our History, Health and Happiness programme, funded by Arts Council England, which strives to tackle social isolation and enhance the wellbeing of residents across Doncaster.

Background

Cusworth Hall and Park is a Grade I listed building set in an historic landscaped parkland (Grade II listed) in Doncaster, operated by Heritage Doncaster. The Hall houses a free-to-access social history museum while the surrounding park offers a much-loved recreational space for residents and visitors alike.

Heritage Doncaster is committed to maintaining free public access to the Hall and museum, while ensuring long-term financial sustainability, in the context of a challenging financial environment within the Local Authority. To support this commitment, we are seeking a consultant to develop a robust, forward-thinking **Commercial Plan** for Cusworth Hall and Park.

Project Objectives

The appointed consultant(s) will work closely with the Heritage Doncaster team to:

- **Research and assess** current income-generating activities across the site
- **Identify new commercial opportunities** that align with the site's heritage, visitor experience, and community values
- **Evaluate feasibility** of potential revenue streams, including events, retail, hospitality, venue hire, partnerships, digital engagement, sponsorship, philanthropy and donations
- **Ensure recommendations support free public access** to the Hall (4-days per week)
- **Develop a practical, scalable Commercial Plan** with short-, medium-, and long-term actions

Scope of Work

- Site visits and stakeholder engagement.
- Market research and benchmarking with comparable heritage sites, building on what works well elsewhere.
- Financial modelling and risk assessment.
- Recommendations for operational improvements and investment priorities.
- Final report with clear, actionable recommendations and performance indicators, and which can be used within the context of a wider Place Plan for the site.

Who We're Looking For

We welcome applications from individuals or organisations with:

- Proven experience in commercial strategy development, within the heritage, cultural or visitor attraction sectors.
- Strong understanding of public sector funding and charitable operations.
- Excellent communication and stakeholder engagement skills.
- A creative, pragmatic approach to balancing sustainable revenue streams with free public access.
- A track record of providing imaginative solutions tailored to the specific needs of the site and its users.

Anticipated timetable

- Deadline for applications – Thursday 2nd October 2025, noon
- Interview for shortlisted applicants – Thursday 9th October 2025
- Decision communicated to applicants – Friday 10th October 2025
- Project Inception meeting – w/c 13th October 2025
- Research, consultation and planning – November - January
- Final report delivered – Monday 19th January 2026

Payment and terms

A fee of up to £27,000 is payable for the above contract, subject to Doncaster Council's standard terms and conditions. The invitation to submit does not constitute an offer.

The budgets quoted are inclusive of all fees, travel, materials and expenses. The fee excludes VAT.

How to Apply

Please submit the following:

- A copy of your CV/outline of your experience of commercial development and delivery
- Examples of relevant previous work
- A proposal of no more than four-pages A4 or a 5-minute audio/video clip outlining your approach to the commission, this must include a project description, engagement plan and any other requirements.
- Fee structure and availability
- Overall summary of how you would approach this contract

To Rachel Blake, Partnership & Engagement Manager rachel.blake@doncaster.gov.uk
by Thursday 2nd October, noon

Applications will be scored against the following criteria: quality, experience, engagement, value for money, feasibility, and sustainability.

The invitation to submit does not constitute an offer.

Accessibility is important to us, if we can support you to apply, please get in touch.

If you'd like to have an informal chat about the project or to visit Cusworth please contact Rachel.blake@docaster.gov.uk.

We look forward to hearing from you.