

Invitation To Tender: Content Developer and Copywriter

Client	The Parochial Church Council of the Ecclesiastical Parish of Holy Trinity Hastings
Project Title	Heritage@Holy Trinity Hastings (<i>Heritage@HTH</i>)
Project Location	Holy Trinity Hastings, Robertson Street, Hastings, TN34 1HT
Issue Date	23/01/2026
Tender Reference	
Submission Deadline	13/02/2026, 12:00PM
Submission Method	By email to administration@focus-consultants.com

CONTENTS

	Page
1.0 Introduction	3
1.1 Purpose	3
1.2 Project Overview	3
1.3 Client Core Objectives	3
1.4 Client Ethos	3
1.5 Client Research	4
2.0 Schedule of Service	4
2.1 Lead Consultant Role Overview	4
2.2 Content Development and Client Collaboration Lead Responsibilities	4
2.3 Text Editing and Copywriting Editorial Responsibilities	5
3.0 Scope of Service	7
3.1 Core Scope of Service	7
3.2 Potential Extensions of Scope of Service	8
4.0 Programme Summary	8
5.0 Contract Term	9
6.0 Fee, Inclusions and Payment	9
7.0 Reporting & Governance	9
8.0 Required Skills, Knowledge & Experience	8
9.0 Intellectual Property, Data Protection & Safeguarding	10
10.0 Conflicts of Interest & Confidentiality	10
11.0 Tender Submission Requirements & Evaluation	10
12.0 Procurement Timetable & Clarifications	11
13.0 Appendices	11

1.0 Introduction

1.1 Purpose

This ITT invites proposals from suitably qualified consultants to support the development and delivery of interpretation content for Heritage@HTH project. The appointed consultant will support the team on themes and narratives, coordinate with the project team, support Client-side Volunteers and researchers, and produce, edit, and finalise copy of physical and digital interpretation outputs.

1.2 Project Overview

Holy Trinity Hastings is an Anglican church located in the heart of Hastings and part of the HTB network. Over the past ten years, HTH has developed into a vibrant, multi-generational community with a strong focus on families, children, and young people. The church's vision is to build a community that transforms lives, families, and communities through faith and service.

The Heritage@HTH project aims to uncover and share the many stories and treasures of HTH; stories of those who shaped the church historically and those who continue to make it a dynamic place of worship and community engagement. The project seeks to enable people to connect with heritage, discover a sense of purpose, and foster pride and hope inspired by this historic building.

1.3 Client Core Objectives

- To ensure that the congregation, visitors, and the wider community understand and appreciate the significant role Holy Trinity Hastings has played in the development of Hastings.
- To raise the profile of HTH as one of the most important heritage buildings in the town, attracting new visitors and sharing the mission of the church through its stories, treasures, and architecture.
- To engage hard-to-reach and under-represented sections of the local community, ensuring inclusive access to heritage and opportunities for participation.

1.4 Client Ethos

Holy Trinity Hastings maintains a professional, respectful, and collaborative environment focused on high standards and public benefit. The project operates at pace and values clear communication, reliability, and accountability. Consultants are expected to work proactively with project team and Volunteers and to uphold inclusive and accessible practice.

All work should align with ethical standards, data protection requirements, and safeguarding expectations, and reflect HTH's role as an active place of worship and heritage site.

1.5 Client Research

Holy Trinity holds several historic documents including a set of parish magazines dating from 1890's through to 2014. For the last 4 years volunteers, both from within the church family and beyond, have been working on these records to uncover the history of the Church, its treasures and the people who have worship there over the years. This research is ongoing and there is currently an activity programme to recruit more volunteers.

2.0 Schedule of Services

2.1 Consultant Role Overview

The appointed consultant responsibilities for the Heritage@HTH project will be as follows:

- Content Development including supporting volunteers to research.
- Text Writing.

The consultant will mainly work closely with Volunteers, Interpretation Designer and Project Manager aligning all content work to the master project programme and agreed design milestones.

The Interpretation Brief has been developed, for details please refer to Appendix A.

2.2 Content Development

2.2.1 Purpose

Provide support for the interpretation: set the content framework; support research Volunteers; ensure technical compliance (image rights, citations, accessibility); and align content with the interpretation designer's objectives and programme.

2.2.2 Responsibilities

Content Strategy

- Provide expert advice to expand on themes, narratives, in the interpretation plan, defining.
- Agree tone of voice with the client team.
- Follow text hierarchy and word counts established by interpretation designers.
- Follow set character limits established by interpretation designers.

Research Governance and Volunteer Management

- Prepare a research plan (topics, sources, deliverables, timetable).
- Support and guide Volunteers.
- Verify sources; maintain a reference log; produce consolidated research packs to feed drafting.
- Ensure inclusive, ethical storytelling appropriate to an active place of worship.

Image Sourcing, Rights and Registers

- Identify relevant visuals (photos, illustrations, documents); if applicable, support and advise the volunteers on reproduction fees and licensing.
- Maintain an image register (sources, rights, usage constraints, fees); draft captions, credits, and alt-text requirements for digital accessibility.
- Work with the Interpretation Designer to ensure images are of suitable quality/ resolution for reproduction

Design & Coordination

- Support if required Interpretation Designer to agree panel layout, hierarchy, and visitor flow.
- Code manuscripts for production (hierarchy of headings, call-outs, pull quotes, timelines, legends) and follow character counts to match design constraints.
- Prepare outline content plans and handover materials for printed visitor guides, leaflets etc.

Printed Guides

- Prepare outline content plans and handover materials for printed visitor guides or leaflets, if required.

Potential / Optional Scope (only if instructed by Client and approved via change control)

- Support AV / Digital Outputs (websites/ social media/ etc) by adapting on-site script.
- Provide text for inclusion in AV software.

Programme, Reporting and Approvals (Content Development)

- Provide a detailed content development programme aligned to the master project programme and designer schedule, including research, checkpoints, text-freeze and key milestone dates per output.
- Reporting: provide monthly written update to the PM; attend remote short monthly review meeting (or as required) with PM (designer attends where necessary).
- Day-to-day liaison: with Client-Volunteers.

Change Control

- Additions/ alterations will require a written change request with time, cost, quality impact and Volunteer approval prior to implementation.

Site Familiarisation

- Minimum one site visit to familiarise with the site and context. Remote collaboration is acceptable where appropriate.

2.3 Text Writing Responsibilities

2.3.1 Purpose

Draft, edit, and finalise all interpretation text for physical and digital outputs; manage feedback rounds and text-freeze; deliver production-ready manuscripts and proof art-worked content to final approval (artwork by others).

2.3.2 Responsibilities

Editorial Work includes:

- Drafting & editing ensuring copy:
 - is engaging for agreed audiences and meets agreed tone;
 - reflects agreed learning outcomes (e.g., GLOs/ SLOs where applicable);
 - meets word/character limits (cutting as necessary);
 - is consistent in language and terminology;
 - complies with brand guidelines and accessibility standards.
- Sub-editing to correct spelling, grammar, capitalisation, hyphenation, and reference formatting (using brand guidelines as required).
- Coding manuscripts for design features (hierarchy of headings, call-outs, timelines, legends) to instruct production.
- Ensuring visuals are correctly captioned and cross-referenced in the text.
- Confirming terminology is appropriate and current, mindful of HTH's status as an active place of worship, raising and resolving any sensitive or potentially libellous content with PM.
- Working collaboratively with Volunteers, PM and designers to resolve queries/inconsistencies and create a final agreed version for sign-off.
- Proof-read art-worked content (accuracy, legibility, hierarchy, line breaks, image-text alignment).

Feedback Rounds & Text-Freeze:

- Manage up to three feedback rounds per output.
- Agree and meet text-freeze dates per output; allow for three revision edits post-freeze, with additional edits only to proceed only via approved Change Request.

Deliverables:

- Draft sets: physical and digital packs.
- Final packages: physical and digital packs; body copy; captions, credits, alt-text; coded manuscripts for production.
- Proofing notes and final approval recommendation.

Programme, Reporting & Approvals:

- Upon appointment, agree with project team on key dates and milestones, maintain a drafting and editorial programme aligned to content development, the interpretation and master project programme.
- Provide monthly editorial status to PM.
- Consolidate feedback; Volunteers/ PM/ Interpretation Designer/ Other Designer (if required).
- Confirm to PM content freeze readiness for Client sign-off.

Change Control:

- Additional editing beyond three rounds or late content changes requires a Change Request (scope/rationale; programme/fee impact) and Client approval.

2.3.3 Integrated Programme, Registers and Reporting

The consultant must provide an integrated content programme showing both responsibilities in parallel, dependencies with the interpretation designer, and alignment to the master project programme, including key milestones such as final content approval and fabrication/installation dates.

The consultant is required to maintain content schedule (outputs, status, dates, and owner) and content register (sources, rights, captions, credits, and any associated fees) throughout the commission.

The consultant will report directly to the Project Manager, providing monthly progress updates by email and attending short monthly review meetings as required. Reports must clearly set out status against programme, upcoming milestones, decisions required, and any emerging issues, risks, or scope changes, together with succinct recommendations. The consultant will lead meetings, when necessary, prepare agendas, record and issue minutes with defined actions, and promptly escalate matters that may affect cost, schedule, quality, or approvals. All gateways and approvals (including per-output final content approval and final sign-off) will be coordinated through the Project Manager to ensure alignment with the master project programme and the interpretation designer's production schedule.

Note: An AV/ Sound consultant will be appointed separately by the Client. Associated brief will be issued at a later date. If scripting or content support is required, it will be instructed via change control with scope, programme, and fee confirmed at that point.

3.0 Scope of Service

3.1 Core Scope of Services

3.1.1 Advisory and Prioritisation

To advise Volunteers on which stories, historical details, and community narratives should be prioritised for inclusion across interpretation outputs, ensuring alignment with agreed learning outcomes (e.g., GLOs/SLOs, where applicable), audience needs, tone, and accessibility standards.

3.1.2 Drafting, Sequencing and Approvals

In consultation with the Project Manager and Volunteers, agree per-output final content approval milestones and sequence drafting, review, and approvals to meet those dates within the master project programme and the interpretation designer's production schedule.

3.1.3 Anticipated Interpretation Outputs

- Introduction panels (120-words and captions for 4-6 images).
- War Memorial interpretation panel (100-words and option image and caption).
- Pulpit & Rood Screen interpretation panel (100-words and option image and caption).
- Missal interpretation panels (240-words and captions for 4-6 images).
- Missal Showcase object labels (6 object labels, tombstone information and optional 50-words).
- Chancel interpretation panel (100-words and option image and caption).

- Family trail guide (100-word intro + 750 words related to family activities, and images and captions).
- Heritage trail guide (120-word intro + 1800-words across trail destinations, and images and captions).
- People trail guide (120-word intro and 1800-words across trail destinations, and images and captions).

3.1.4 Editorial Responsibilities Across Outputs

To draft, edit, and finalise copy to a unified voice; ensure compliance with brand and accessibility guidelines; meet agreed word/character limits; maintain consistent terminology; sub-edit for accuracy and references; code manuscripts for production; prepare captions, credits, and alt-text; manage up to three feedback rounds per output; and review art-worked proofs to support final approval.

3.1.5 Design Coordination and Image Rights

To work with the interpretation designer to agree panel structure, hierarchy, layout logic, and visitor journey. Identify, source, and clear images; draft captions and credits; advise on technical quality; and ensure images are correctly referenced in the text.

Note: All digital content is required to follow the National Lottery Heritage Fund digital guidance.

3.2 Potential Extensions of Scope of Service

AV / Soundscapes / Digital media - outline scripts or narrative beats in collaboration with specialist suppliers appointed separately.

4.0 Programme Summary

The table below summarises the current high-level programme for interpretation content and related activities. Dates are indicative and will be confirmed at inception. This summary is intended to align bidders' proposed schedules with the wider project without reproducing the full master programme.

Activity/ Milestone	Description	Target Window/ Date
Appointment & Kick-off	Contract award, document review, site familiarisation	02/03/2026 – 06/03/2026
Workshops	Audience priorities, tone of voice, text hierarchy	Commencing from 09/03/2026. Duration tbc by the consultant
Content Strategy Approval	Finalised Strategy	To be agreed upon appointment
Drafting – Round 1	Initial drafts issued for all agreed outputs	To be agreed upon appointment
Drafting – Round 2	Revised drafts incorporating consolidated feedback	To be agreed upon appointment
Drafting – Round 3 / Final Content Approval	Final content approval for production	To be agreed upon appointment

Design Proofing	Proof-reading art-worked content and corrections	To be agreed upon appointment
Fabrication/ Installation	By others, content supports production	20/04/2027 – 21/03/2028
Launch Event		10/04/2028 – 01/05/2028

5.0 Contract Term

The Contract start date is anticipated 16th February 2026 with an end date of 10th April 2028, end of RIBA Stage 6 Handover Stage.

The final term will be confirmed upon appointment. The consultant is expected to resource the commission to meet the programme in Programme Summary section. Any adjustments to scope or timing must be requested in writing and approved by the Client via change control.

6.0 Fee, Inclusions and Payment

The total budget allowance for this appointment, including expenses, is up to £15,000 (excluding VAT).

Bidders must provide:

- A fixed fee proposal within the cap, with day rate(s) and estimated days by task.
- Inclusions (e.g., meetings, one site visit, up to three feedback rounds per output, coordination with designer, proofing).
- Day rates for any future additional work
- Assumptions and any exclusions.

Payment terms: to be agreed with consultant and subject to the Client's standard payment terms.

7.0 Reporting & Governance

- The Project Manager will be the primary point of contact.
- The consultant will provide monthly progress updates by email (status vs programme, milestones due, decisions required, risks/ mitigations) and attend short monthly review meetings.
- The consultant will lead meetings and workshops as and when required, prepare agendas, record minutes, and issue actions.
- All approvals (content strategy, design alignment, final content approval, final sign-off) are coordinated via the Project Manager.

8.0 Required Skills, Knowledge & Experience

Skills:

- Excellent written and editorial skills; audience-appropriate and accessible communication.
- Relationship building and stakeholder coordination (Client, PM, Designers, Volunteers).
- Research proficiency, including archives and image rights.

Knowledge:

- Interpretation practice and visitor experience within heritage/faith settings.
- Accessibility and inclusive design for text; ethical storytelling.

Experience:

- Delivering interpretation content for heritage sites/ places of worship.
- Working with interpretation designers and multi-disciplinary teams.
- Writing for diverse audiences (including families/ young visitors).

9.0 Intellectual Property, Data Protection & Safeguarding

Intellectual Property - all final content, manuscripts, captions, credits, and related materials produced under this commission will be assigned to the Client upon payment.

Data Protection - any personal data handled must comply with UK GDPR and the Client's data protection policies. The consultant is responsible for secure storage and transfer of materials.

Safeguarding and Ethics - the consultant must adhere to the Client's safeguarding policies and demonstrate cultural sensitivity appropriate to an active place of worship and heritage site.

10.0 Conflicts of Interest & Confidentiality

Bidders must declare any actual or potential conflicts of interest. All tender information is confidential and may not be disclosed beyond what is necessary for preparing the tender.

11.0 Tender Submission Requirements

- Approach and Methodology - tailored to this brief, including both roles running in parallel.
- Draft Programme - aligned to programme summary section, showing key milestones and final content approval points.
- Fee Proposal - within budget allowance of £15,000 incl. expenses and excl. VAT. Include day rates, days and options should there be any additional fees.
- Team profiles and CVs of the lead and key contributors, include capacity/availability.
- Relevant Experience - to include three examples, ideally heritage/ places of worship; include Client, audience, brief description, excerpts, budget if available.
- References from two recent Clients.

12.0 Procurement Timetable & Clarifications

Clarification Deadline:	6 th February 2026, 12:00PM
Submission Deadline:	13 th February 2026, 12:00PM
Interview (if required):	Week commencing 16 th February 2026
Anticipated Appointment:	Week commencing 2 nd March 2026

All clarification questions and submission documentation should be submitted via email to Administration@focus-consultants.com by the deadlines stated in the above. Responses may be shared with all bidders.

13.0 Appendices

The following are provided as separate documents:

Appendix A: Interpretation Plan and Design

Appendix B: Collection Inventory