

TULLIE

Audience Development - Marketing & PR Campaign Delivery

Who we are

Tullie is a museum, art gallery, community hub and generally cool place to be. We've been part of Carlisle life since 1893. We've even been referred to as "Carlisle's first learning centre". Before the city had a university, Tullie gave Carlisle a museum, library, art school and technical school. This heritage is something we're incredibly proud of and shapes who we are today. Inspiring lifelong learning is at the very heart of what we do. We do this in many ways, including sharing the stories of the objects in the collection, our work with schools, introducing children to the museum through crafts and play, changing exhibitions and regular workshops and events.

Project Tullie

Project Tullie is a rolling programme of work to transform Tullie over the next 10-15 years. Our vision is to create an innovative, welcoming and sustainable cultural hub that represents local communities and connects Carlisle and Cumbria to the world. Through Project Tullie we will reveal more of the wonderful collections we care for, attract more visitors through new and exciting experiences, and engage more deeply with our communities whilst contributing significantly to the local economy.

Audience Development

In the next few years Tullie will go through a great deal of positive change – marking a turning point in our history. We are ready to embark on a new journey to better refine and shape our relationships with visitors. It's about retaining and improving the very best of what we do alongside creating new dynamic ways of reaching out and engaging new audiences. We will celebrate what Carlisle offers to our communities, Cumberland and Cumbrian neighbours and make connections that resonate wider – connecting Carlisle to the world.

Our brief

Tullie is entering Phase 3 of Project Tullie and delivering an ambitious Activity Plan whilst setting and working towards significant commercial and income targets. This includes a focus on audience development and growth. We are currently commissioning audience research to understand the reasons why non-visitors do not currently engage with us. This research (focus groups and digital surveys) will provide fresh insights into perceptions, barriers, and motivations.

We now seek a marketing agency to translate these insights into targeted campaigns and event promotion that will reach and attract non-visitors. The aim is to design and deliver activity that builds awareness, changes perceptions, and ultimately drives admissions income.

Purpose of the Project

To design and implement a high-profile, insight-driven campaign that:

- Targets identified non-visitor audiences.

- Uses research findings to directly address barriers to visiting.
- Promotes Tullie's events, exhibitions, and wider offer in accessible and appealing ways. Especially Christmas and temporary exhibition programme.
- Raises the profile of Tullie locally, regionally (within 20-30 min drive)
- Contributes to achieving our admissions income targets.
- Promote secondary spend in cafe, shop and at future events.

Scope of Work

The consultant/agency will:

1. Work with Tullie and the audience research team to review and understand insights.
2. Develop **marketing campaigns and plan** informed by the research, covering:
 - Messaging and positioning strategies for non-visitor audiences.
 - Campaign themes and creative concepts.
 - Media and channel strategy (main focus being digital – website optimisation, SEO etc)
 - Integration with Tullie's programme of events and activities.
3. Deliver campaign activity including:
 - Content creation (copywriting, design, assets) in line with existing Tullie brand.
 - Paid and organic digital marketing.
 - Event promotion and audience engagement activity.
4. Monitor, evaluate, and report on campaign effectiveness, including reach, engagement, and impact on admissions.

Deliverables

- Campaign strategy and plan based on audience research.
- Campaign creative assets and communications toolkit.
- Delivery of multi-channel campaign activity.
- Regular progress updates.
- Final evaluation report with data and recommendations for future activity.

Timeline

- Campaign development begins following completion of audience research: w/c 10th November
- Campaign launch: w/c 18 November
- Campaign delivery period: November '25 - January '26
- Evaluation report: w/c 26th January '26

Budget

- £9,000
- Please provide a clear breakdown of costs for campaign development, creative production, media spend, delivery, and evaluation.

Experience Required

- Proven experience of delivering successful marketing campaigns for cultural/heritage organisations or visitor attractions.
- Strong creative approach to audience engagement.
- Demonstrable ability to translate audience insights into effective marketing strategies.
- Track record of delivering measurable impact on admissions or ticket sales.

Next Steps

Interested agencies/consultants are invited to submit:

- A proposal outlining your approach, methodology, and creative ideas.
- Details of relevant experience and case studies.
- Proposed campaign timeline and costs.