

YFA Business Development Brief – use of Yorkshire Film Archive content in the heritage/tourism sector

YFA Introduction

The Yorkshire Film Archive (YFA) was established as a charitable trust in 1988 (and incorporated as a company limited by guarantee in 2003) to collect, preserve and facilitate public access to moving image material made in or about Yorkshire.

The YFA collection is a unique moving image resource illustrating an extensive history of the region throughout the twentieth century and documenting major changes in employment, industry and leisure. The collection numbers around 16,000 items. Its subject matter is varied, reflecting multiple aspects of life in the region from the 1890s to present day, encompassing newsreel, home movies, industrial, agricultural, advertising, animation and educational films, as well as the BBC regional news output from 1972 to 1984.

The YFA is governed by an independent Board of Trustees, chaired by Colin Philpott, Director, National Media Museum. The Board is active in providing support, representation and advocacy across a number of key areas including archives, education, exhibition, broadcasting, and curatorship, as well as providing solid support in financial, legal and governance areas of the organisation.

The YFA is based in the centre of York, where it has purpose-built film and tape vaults, on-site viewing facilities and experienced specialist staff to provide both long term care of the collections, and the ability to develop and deliver substantial public access programmes of work.

The Archive has eight full-time and two part-time staff. It is the only regional film archive with dedicated learning and access posts, which have enabled a strategic approach to development and delivery of services across the region.

Future Development

The YFA is seen as one of the most forward-thinking and innovative of the regional film archives. It understands its collections well, has a proven record of audience development and delivery over many years and, more recently, has begun to explore and develop innovative uses and applications of its archive content to provide a broad range of cultural economic and social outputs.

Though not without its challenges, the YFA has strong management and (for an RFA) has had comparatively stable funding through a strategic mix of public sector partners including Screen Yorkshire, Yorkshire Forward and York St John University, and YFA's own earned income. A key outcome of this consultancy will be to strengthen long-term sustainability of the organisation by developing new business models, identifying and building beneficial partnerships, commercial opportunities or new funding streams that can open up creative uses of the archive content and generate new revenue streams.

YFA has identified a number of specific areas of work which it now wishes to explore further and test whether sustainable business models can be developed and implemented. One such area is the use of archive film content within the heritage and tourism sectors.

The YFA has delivered several successful projects to a range of museums across the region, from the use of archive footage to illustrate and support specific exhibitions to a series of presentations, and contemporary filming to record, archive and exhibit curated thematic strands. YFA also supplies material on demand to support the wider tourism agenda, feeding into major events, supporting promotional activity and providing location-specific footage.

With tourism a high priority for Yorkshire (delivering in excess of £6.5 billion to the region's economy) the YFA believes that it can create a strong business model based on its unique collections and the opportunities that digital technologies provide for the innovative use of content, that will be beneficial both to the Archive and the heritage/tourism industry.

The Brief

YFA wishes to engage a consultant to undertake a detailed analysis of the potential uses of archive content across a range of heritage/tourism markets, which will result in practical application and the development of sustainable business models that the YFA can carry forward.

The work that YFA has already undertaken provides a starting point but the consultant will be expected to generate new ideas for content use, as well as identifying collaborative partnerships, commercial income streams and/or new public funding to support the business model.

The work is expected to involve:

- A small amount of desk research to identify and analyse qualitative and quantitative information on any current relevant examples, which will help to refine areas of work to be targeted, provide evidence for business modelling;
- a small number of targeted consultations with key regional agencies and organisations;
- incorporation of new technologies/hardware and software in delivery models;
- testing and analysis of practical delivery models;
- development of a sustainable business model with identified partners and potential future funding/income streams;
- production of user/client evidence to support the business model;
- assistance to the Director in preparing and securing funding to deliver the business model.

Process

YFA wishes to appoint a consultant by the end of March 2010. The timescale for delivery of the work will be flexible – but YFA expects to incorporate clear business models into its forward planning by December 2010.

Desk research can be undertaken at the YFA or otherwise. However, the consultant will need to understand the YFA collections and current operations in order to place the business models within the overall context of the organisation.

Experience of the heritage/tourism sector will be a distinct advantage, and clear examples of relevant work should be included in any tender information.

The consultant will work to a small sub-group of Trustees and the Director of the YFA, along with other members of the staff team as required.

Fee

The fee for this work is £10,000 exclusive of VAT, with an additional £2,000 working budget which the consultant can access in agreement with the Director.

Tenders

Tenders should be submitted by 19th March 2010 and should include a CV, detailed information on other relevant work (2 pages maximum), and an outline (2 pages maximum) of how you would approach this work.

Interviews will be held on either the 29th or 31st of March 2010. Candidates will be asked to present their ideas and approach to the work, and there will be opportunity for wider discussion on the YFA and the objectives of the brief.

Please send tenders to Sue Howard, Director, Yorkshire Film Archive, York St John University, Lord Mayor's Walk, York YO31 7EX.