

MUSEUM OF THE HOME

Museum of the Home

Press

Request for Tender

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Response Due Date: Wednesday 11 December 2024

Attn: Liberty Ip - Head of Communications, Museum of the Home
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1. Overview

1.1 Introduction

Museum of the Home is issuing this tender to find a passionate and experienced press consultant or small-medium agency to take a press office role with us. We are seeking a firm to help Museum of the Home to secure press coverage and earned media throughout the year to further grow the Museum's local, national and international reach and reputation.

The selected individual or agency will be preferably London-based with experience in the museum sector (see more in [What we are looking for](#)).

The purpose of this document is to fairly evaluate prospective partners and identify the best candidate for the Museum's press requirements.

Our budget is £24,000 per year for the selected agency or consultant, on a retainer for an agreed period (min. of 12 months). Prospective agencies/individuals should take this into account when responding to Museum of the Home.

Your main points of contact will be the Head of Communications and Marketing Officer at Museum of the Home.

1.2 Organisation

At Museum of the Home we reveal stories of home life, past, present and future to spark empathy, debate and understanding. Our work is driven by the understanding that home is universally relevant but deeply personal and that everyone should be able to relate to content in the Museum - in both our physical and digital spaces. Our vision is to inspire everyone to explore the meaning of home through our exhibitions, displays, programming and online content. No other museum in the country specialises in this particular aspect of our national heritage.

Our galleries reveal objects, artworks, images and personal testimonies to encourage and challenge different ways of thinking about domestic life today. What is it like to be a property guardian? How does being a young carer affect your experience of home? How do you create home in a new town or country? What do you display on your shelves and what does this say about you? In keeping with our vision, these stories **reveal and rethink the ways we live, to help us live better together.**

Co-curation and partnership lie at the heart of our work in the Museum. Working in this way has ensured the content in our galleries and programming gives a voice to those who are typically under-represented or marginalised in museum settings and is allowing the Museum to represent more diverse experiences of home across time and place. All our

programmes emphasise the agency of the participants in the creation of content, with young people playing an integral part in the creative process.

Museum of the Home is housed in 300-year-old almshouses in Hoxton. Previously the Geffrye Museum, we underwent a major redevelopment and reopened as Museum of the Home in 2021.

New Galleries

Our latest project (Real Rooms Project - [read more](#)) embraces co-curation with our community partners and centres lived experiences through the redevelopment of our Rooms Through Time. This has brought seven new period rooms to the Museum's permanent galleries that reflect the interconnected histories of our multicultural East London community. These newest Rooms Through Time opened in late July 2024.

1.3 Our Vision and Mission

As we build our local audiences to power our global reach, national and international coverage helps bolster our reputation and achieve funding, partnerships and ambassadors to help continue the work we do.

From 2023 to 2028 we are focusing on four main areas:

1. **Building Audiences and Reach** - Across teams, we are dedicated to building audiences and reach—better understanding our visitors and growing content that is personal, powerful and reflective of the diversity of modern London.
2. **Living Better Together** - We are delivering on our ambition to live better together. With social engagement and community outreach at the centre of our programming activity, we aim to lead as a campaigning museum for social justice causes that align with our core values.
3. **Climate Action** - Climate Action is taking a primary role in the Museum's vision. We are ideally placed to spark debate around how we live and the impact of climate change on a local, national and international scale. We commit to being carbon neutral by 2040 – getting our own house in order and supporting audiences to reduce their impact on climate and nature.
4. **Future Ready** - We're focused on being Future Ready, streamlining fundraising into clear and engaging programmes and growing our commercial income strands—from hires of our wonderful spaces, indoors and out, to a thriving café and values-driven retail offer that is both profitable and plays a key role in the visitor experience.

Read our full [Vision in Action here](#).

1.4 Our audiences

Museum of the Home was closed for major redevelopment between 2018 to 2021, including closure due to the COVID-19 pandemic. Since then, visitor numbers, both at the physical

Museum site and across our digital platforms, have been growing to exceed pre-closure levels.

There have been some key areas of engagement, notably with audiences aged 21 to 30, families with young children, and East and Southeast Asian audiences. Both new and returning visitors are responding with enthusiasm to the more inclusive stories of home evident in our galleries. We are committed to bringing established audiences with us as their Museum continues to change and develop in line with expanding notions of home and home life.

Our Museum offering applies to a variety of different audiences. This includes audience segments from The Audience Agency, including:

- *Metroculturals*
- *Kaleidoscope Creativity*
- *Experience Seekers*
- *Commuterland Culturebuffs*

Comprehensive audience data and audience segment data will be made available to the selected vendor.

1.5 Areas of expertise

Our expertise lies in the exploration of Home as an idea, a feeling, or a place. We invite audiences to reflect on what home means to them – whether through telling the history of British homes, debating the current meaning of home through issues-based programming, or through studying potential futures of home.

Themes in our Home Galleries and Rooms Through Time include but are not limited to:

- Migration
- Climate Action
- Style and taste
- Housing and Household
- Sexuality and gender
- Making home
- Homelessness
- Housework
- Squatting
- Entertainment
- Faith

➔ For more on the Rooms Through Time content and our offer go to [**Rhythm**](#)

Our Curatorial and Creative Programming teams have sector expertise in co-curation, participation, conservation, access, oral histories, archiving and working with communities (including young people, children, ESEA, LGBTQ+ communities).

The Museum explores these in Creative Programming through lenses of material culture, spaces, social issues and time periods (1600-2000s and the Future). We thus have spokespeople for topics, including:

- Decorative arts and furniture

- Food
- Fashion
- Renting
- Climate change
- Identity
- Photography
- Technology
- Heating and Lighting
- Health and Hygiene

2. Objectives

2.1 Barriers

Reopening and rebranding

The Museum reopened in 2021 when our in-house PR capability was primarily a co-ordinating function. The complete rebranding of Museum of the Home (from the Geffrye Museum, then Geffrye Museum of the Home) by design and branding agency DNCO necessitated that PR focus on the Museum's new vision, mission and new galleries. Due to the global pandemic, visits and PR were limited.

We are still getting people to understand who we are and our issues-based programming approach as a Museum. We also have a vast remit of expertise and offerings, which we expect our press agency to support in strengthening and streamlining.

Statue of Robert Geffrye

A statue of Robert Geffrye remains on one of our buildings at Museum of the Home to acknowledge the donation to build the almshouses. The statue reflects the historic connection of the Museum buildings to Robert Geffrye, an English merchant who made part of his money from his investment in transatlantic slavery. Geffrye is not connected to the founding of the Museum or its collections.

More information can be found here: [Information about the statue of Sir Robert Geffrye on the Museum's buildings | Museum of the Home](#)

From November 2021 to early Summer 2022, PR focused primarily on statue-related comms due to national conversations on contested commemorative heritage assets.

We are continually developing and delivering a curatorial programme to explain and contextualise the statue on site.

NB: As this project progresses, an element of crisis comms is to be expected, supporting the in-house Communications team. Experience in this area is beneficial and will be taken into account in the tender process.

Current

As of 2024, we have achieved national press, some reach into London blogs and special interest/niche publications, trade press, some international press, and broadcast media.

2.2 Press coverage examples

Our new permanent gallery of refurbished Rooms Through Time have lacked the coverage we aspire to, despite the wide range of stories of home, design, migration, and identity within each.

- [Financial Times, curator quoted, Jessica Salter](#)
- [QX Magazine, feature, Ben Schubert](#)
- [BBC Radio 4 Front Row, interview with Sonia Solicari, Timothy Prosser](#)
- [BBC News, news article on new gallery, Claudia Redmond](#)
- [Irish Times, feature on A Room Upstairs in 1956, Gemma Tipton](#)
- [House & Garden, feature on home of the future, Eve Delaney](#)
- The Big Issue, print feature on David Hoffman Exhibition, Ryan Butcher, September 2024
- Museums Journal, print feature on the Museum, November/December 2024

Our commercial activity such as Museum Lates, our annual Yard Sale, and Auctions have had limited coverage in interiors publications, listings, arts magazines.

- Housewarming: [The Standard, round-up, Hollie Bowden](#)
- Housewarming: Irish World, print feature on 1956 Museum Late
- Vinterior Dollhouse auction: Waitrose Weekend, print feature, Anna-Marie Julyan
- Yard Sale: [London World, news article, Flo Saunders](#)
- Yard Sale: Country Homes Interiors, print round-up, Andrea Childs

2.3 Rhythm of the year

Museum of the Home has a rich programme of events, exhibitions and partnerships which help us achieve our mission and sustain us as a charity. Year-round activity and key moments in the next 12 months are listed below.

Year-round

- **Home Galleries:** Explore the concept of "home" with historical and contemporary collections
- **Rooms Through Time:** Period rooms from 1630 to 2049, exploring how ways of living, furniture, textiles and decor have adapted through the ages and how migrant communities have made home in London.
 - [A Hall in 1630](#)
 - [A Parlour in 1695](#)
 - [A Parlours in 1745](#)
 - [A Parlour in 1790](#)
 - [A Drawing Room in 1830](#)
 - [A Townhouse in 1878](#)
 - [A Tenement Flat in 1913](#)

- [A Room Upstairs in 1956](#)
- [A Terraced House in 1978](#)
- [A High-rise Flat in 2005](#)
- [A Terraced House in 2024](#)
- [A Converted Flat in 2049: The Innovo Room of the Future](#)
- **Gardens Through Time:** A journey through city gardens in time, from a Tudor knot garden to a modern green roof
- **Centre for Studies of Home (CSH):** A research hub with Queen Mary University dedicated to the study of domestic life
- **Tours:** Almshouse 14 tours and guided tours with VE hosts in the galleries. Weekly.
- **Events**
 - **Monthly Home Truths:** Socially engaged initiative and commitment to discuss current issues of home and home beyond the physical space. Every first Thursday of the month.
 - **Monthly Museum Lates (Housewarmings):** Evening lates themed around a different period room each month with music, tours and a workshop. Every last Thursday of the month (until May 2025)
- **Community and Learning programmes:**
 - East and Southeast Asian Community (ESEA) Programme
 - **Discovery Garden:** An interactive outdoor garden being built in collaboration with primary school students, increasing access to free green spaces in Hoxton.
 - **Free Family Days:** Every half term and school holiday
- **Statue of Robert Geffrye:** Updates, programming, activations.

Key moments in the year

Month	
Jan	<ul style="list-style-type: none"> • Winter Festival and Winter Past (November - January): Seasonal displays in the Rooms Through Time, celebrating winter traditions. • Lunar New Year: The 2024 room will have interpretation and objects representing Lunar New Year (includes a special Lunar New Year family day). • Kenneth Lam Still Living Exhibition: Exhibition featuring Lam's interpretation of our new gallery through still life photography.
Feb	
Mar	<ul style="list-style-type: none"> • Endurance & Joy in the East End: The Photography of David Hoffman closes - March 30 2025. <p><i>Start of S/S programming</i></p>
Apr	<ul style="list-style-type: none"> • New website Launches • Spring Family Day • Discovery Garden opens to the public
May	<ul style="list-style-type: none"> • Foster Carer Fortnight: Hackney Foster Carer Podcast recording, featuring notable guests and discussions on foster care.

	<ul style="list-style-type: none"> World Food Photography Awards: Sonia Solicari judge for new category 'Food as Home', winning works will be on view at the Museum
Jun	<ul style="list-style-type: none"> Pride Month Summer Family Festival Summer holidays – family friendly museum campaign
Jul	
Aug	
Sep	<p><i>Start of Museum A/W Programming</i></p> <ul style="list-style-type: none"> London Design Festival: Participation in the city-wide celebration of design, with special exhibits and talks. Ceramics in the City: A ceramics selling fair featuring contemporary makers and ceramics. London Fashion Week Open House Festival Food Museum x Museum of the Home - Lunch Box Collaboration Launch ESEA Heritage Month
Oct	<ul style="list-style-type: none"> Black History Month Diwali
Nov	<ul style="list-style-type: none"> Winter Festival 2025 - Celebrating the holiday season with winter-themed celebrations, displays and events. Winter Past exhibition – in the Rooms Through Time
Dec	<ul style="list-style-type: none"> Yard Sale – fundraiser Winter Past exhibition – in the Rooms Through Time Late night shopping event (Winter Gathering)

3. Tender process

3.1 Timeline

Date	
Wed 20 November	Brief / RFT live on museumofthehome.org.uk
Wed 11 December	Responses due by 5pm
Fri 20 December	Invite to pitch
w/c 6 January 2025	Pitch meetings
w/c 13 January	Final decision communicated
w/c 13-21 January	Contracting
By w/c 3 February	Contract commencement and onboarding (in person)

3.2 What we are looking for

You will be:

- Experienced in the museum sector, heritage, arts and culture, interiors and/or placemaking
- A small-medium agency or experienced individual with the capacity to support the Museum's small team
- Passionate and proactive about our offer
- Prepared to bring new ideas, discussing pitches and PR opportunities
- London-based
- Transparent and honest communicator
- Organised and responsive

You will:

- Support audience development around our diverse offering as a specialist museum, charity, and commercial hires space
- Secure and increase earned media coverage across the Museum's areas of expertise in line with the rhythm of the year
- Help to evaluate press coverage, successes and areas for improvement with the Museum team
- Inform our press strategy by bringing opportunities and ideas to the Museum's Communications Team and Director
- Take the lead in organising PR events such as press previews and maintain an active PR presence during other Museum events
- Maintain reach into specialist/niche press, magazines and blogs and continue to diversify these – particularly for creative programming, commercial programming and fundraising opportunities
- Manage any crisis comms and support the in-house Communications team.
- Explore social media and influencer opportunities to achieve our objectives
- Deeply understand our offering in the context of the museum sector and as a DCMS-funded body.

4. Requirements

Summary

Please provide a high-level overview of your agency, offering and experience. This brief overview should identify the main features and benefits of working with you.

Approach and Methodology

Please provide a high level description of the strategic methodology and approach you would use – upon appointment - to address the Museum’s requirements, objectives and barriers. Please include how your approach aligns with Museum of the Home’s core values: Bold, Kind, Eco-active, Equitable.

Examples

Please provide 2-3 examples of prior work that best exemplifies your capabilities and relevance to this project.

This should include experience within the same or similar sector or with similar clients to Museum of the Home. Please include examples of press coverage secured and any relevant KPIs/outcomes.

Pricing

Please provide a high level estimate of costs, ensuring you include any expected rise in costs across a 5 year period.

About you

Please provide:

- *A full team breakdown*
- *Your earliest start date possible*
- *Location – where you are based*
- *Availability to pitch – options include 9am-5pm on Wed 8, Thu 9 or Fri 10 January 2025.*

Your Contact Information

Agency name (if applicable)	
Contact name	
Title	
Address	
Office Phone Number	
Mobile Phone Number	
Email	

5. How to submit

Please submit your response with the information above to [this form](https://forms.gle/Bezt3UBwSHpTafEfA) (<https://forms.gle/Bezt3UBwSHpTafEfA>)

For questions about this process, please contact: Liberty Ip - Head of Communications, Museum of the Home at lip@museumofthehome.org.uk

Deadline: 5pm on Wednesday 11 December 2024.