PROVAN HALL COMMUNITY MANAGEMENT TRUST

Tender Commission -
Tourism Marketing Consultant

About Provan Hall:
Provan Hall is an A listed building, with foundations dating back to the late 15th century, located in Auchinlea Park, which sits at the heart of Easterhouse, Glasgow. The property reopened in September 2023 after an extensive restoration, offering a new hub for heritage learning and engagement, and as a visitor gateway to the Seven Lochs Wetland Park.

Following its restoration, Provan Hall is now managed and operated by charity, Provan Hall Community Management Trust. The Trust's mission is to create and manage a sustainable heritage attraction which enhances the lives of the Easterhouse community and ensures local heritage is valued and recognised by locals and visitors.

Provan Hall Community Management Trust was awarded a grant from National Lottery Heritage Fund and History Environment Scotland in October 2025 to complete a two year project focussing on organisational resilience, community engagement and tourism development. We continue to grow our organisation by embedding a commitment to accessibility and inclusion in our organisational values, raising the profile of Provan Hall as a private hire venue and promoting the attraction to the wider public. We recognise the restrictions of developing accessibility in a medieval building and the challenges of developing a self-sustainable heritage venue and we respond with innovative ideas and creativity. Our team have worked closely with Visit Scotland and Destination and have produced a product to market to travel trade. By engaging with the travel trade market, we aim to increase our annual visitor footfall, draw visitors from across the world to Scotland's best example of a late medieval fortified house, and raise vital funds for the charity.

The project:

We are looking for a well-connected, experienced marketing consultant to boost our Trust's next venture. We recognise the significance of Provan Halls' heritage and are ready to share it with a global audience. The consultant will work closely with the Trust and Trust staff to develop and launch a marketing strategy for the organisation with key focus areas of local tourism and travel trade. The consultant will identify cost effective marketing methods, introduce the trust to networks within the travel trade industry to boost the profile of the venue, and develop a strategy which will be realistic, measurable and within the capacity of our organisation to succeed. We are a small but ambitious team and we strive to develop Provan Hall as a popular tourist heritage site with a community heart.

Project details:

Fee: £3850.00 for approximately 7 days between January 2027 – March 2027.

Proposed schedule (subject to agreement with appointed consultant):
January 2027 – Appointment of consultant
January - February 2027 – Review and analysis, networking and consultation of Provan Hall Trustee/staff.

February 2027 – Marketing strategy development
March 2027 – Strategy approval and presentation to Provan Hall Community Management Trust.

This position is offered on a freelance basis.

The appointed consultant must present evidence of public liability insurance.

The fee will be issued on a scheduled basis, proportional to the project progress.

Person specification:

Wide depth of knowledge of the heritage tourism industry in Scotland.
Experience of working with or within charitable organisations.
Well connected within the tourism industry, particularly in travel trade marketing.

Experience of developing successful strategies/policies appropriate to the capacity of the relevant organisation.
Excellent interpersonal and communication skills.
Excellent time management and organisational skills.
Ability to present information in an accessible way for a varied audience.

Key tasks:
- Network within the tourism marketing industry to boost the profile of the venue
- Discuss options, operations and procedures with PHCMT staff to produce the most cost-effective marketing approaches.
- Provide, advise or deliver professional development opportunities for Trustees, members, staff and volunteers on key tourism marketing industry skills.
- Develop a strategy which will include targets and procedures which are realistic, measurable and within the capacity of our organisation to achieve.

Key outcomes:

- Processes set up so that the Trust can feasibly manage and deliver a marketing strategy.
- 2 year tourism marketing strategy developed, outlined and presented to the Board of Trustees and staff

To enquire please contact christine@provanhall.org
To apply, please send a CV and expression of interest covering letter (no more than one side of A4) to christine@provanhall.org by 26th November

Interviews will be scheduled on the 3rd December which will involve presenting a proposal to senior staff