



# **Wentworth Woodhouse**



**Creative Producer Tender Brief**

**Winter Festival 2025**

**Submission deadline: 13 June 2025**



# About Wentworth Woodhouse



In the heart of South Yorkshire, six huge, blackened pillars are supporting an emerging giant of the cultural world. Over centuries, Wentworth Woodhouse proudly stood centre stage as a thriving social, economic and political powerhouse, across Europe and beyond. And now we're back.

Our industrious South Yorkshire heritage stands proud. It's shaping who we are and what we do today, tomorrow and for generations to come, as custodians of this treasured site. A site of straight talk and hard work, where forgotten histories and voices from days-gone-by are heard through innovative and imaginative mediums.

We're shining a spotlight on Rotherham and welcoming visitors from near and far. We're a place for all, where wanderers and wonderers are gathering to discover, celebrate and evolve our mesmerising stories - past, present, and future.

We're a bold, ever-changing, dynamic space where the unexpected delights us and imaginations run wild. Where we dare to believe the impossible and step fearlessly into the unknown. Where we discover more than we could have imagined about ourselves, our community, our place in history. We're a space to be playful and curious, expressing our creativity in its many forms. A space where we nurture and celebrate our unique and diverse contributions and their value. A space for connection and collaboration, exchange and debate. Where we trade stories, ideas, artforms, cultures. And are all richer for it.

We are yours, we are Wentworth Woodhouse, and we are back.

*Wentworth Woodhouse Cultural Strategy 2024*

**Thank you for considering the opportunity to become part of the  
Wentworth Woodhouse story.**





# About Wentworth Woodhouse



The regeneration of Wentworth Woodhouse as the major cultural hub of the North, and a national and international destination of choice, has been described as the greatest restoration challenge for a generation. We are a historic country house in Yorkshire. A place with over 300 rooms and the longest façade of any house in Europe- a big house, with bigger ideas.

Since 2017 Wentworth Woodhouse Preservation Trust (WWPT), a charitable trust that owns and manages the Grade I Listed site, has delivered £30m worth of repair, with a further £150m planned over the coming decade.

More significantly, the site has become a trailblazer for its work with communities, ensuring that everybody feels welcome and can participate at Wentworth Woodhouse, regardless of age, gender, ethnicity, ability and economic standing. Communities build skills and confidence, and authentically work with us to co-produce our programme.



# The Cultural Strategy



In 2023 Wentworth Woodhouse launched its new Cultural Strategy. The bold strategy outlines the direction for the next five years, built on six big pillars. The six pillars form the cultural vision that is ever-evolving, ambitious and central to the community- bringing arts, culture and heritage centre-stage.

**WE ARE BOLD:** We interrupt the everyday, sparking moments of unexpected wonder with playful and spectacular experiences.

**WE ARE CUSTODIANS:** We care about our history. As we restore our monumental buildings and landscape, we are unearthing forgotten voices and stories that are impatient to be heard; for people here and now, and for the future.

**WE ARE INDUSTRIOUS:** We are an economic driver for Rotherham and beyond, forging a new identity for the area founded on our hard-working past, promoting new possibilities and acting as a magnet for visitors.

**WE ARE CURIOUS:** We welcome and represent the diverse and dynamic community around us, a hub for people. We are always listening and co-curating to enrich one another, founding deep trust and a sense of belonging.

**WE ARE NURTURING:** We believe in the people around us and will use all our resource and energy to develop their skills and potential so that more people can participate in life-enhancing creativity and culture.

**WE ARE ROTHERHAM:** We are unapologetically proud of Rotherham. We are fuelled by the people, places and history, where our warm Yorkshire welcome and our industrial past are core to who we are today and tomorrow.



# Winter Festival Brief

## The Brief



We are inviting proposals from experienced and visionary Creative Producers and Artists to lead the design and delivery of our major seasonal events.

Organisations and artists can bid for one or more of our 3 available tenders; Autumn 2025, Christmas 2025 and Easter 2026 (to follow). This document deals specifically with the Winter Festival 2025.

Having successfully delivered several in-house festivals and events, we are now seeking to elevate our offer both in terms of creativity and scale, aligning ourselves with the vision in the Cultural Strategy.

This tender sets out the background, scope of works, and expectations for creative delivery, including thematic direction, production coordination, and collaboration with our in-house and external teams.

## Event Concept

We are seeking an engaging, high-quality, immersive family experience for our Winter Festival in 2025. The experience should bring families and friends together to explore Wentworth Woodhouse. We want to bring play, laughter and noise to the historic House and Gardens, evoking the magic of the winter season.

The Winter Festival brings the finale of Wentworth Woodhouse's House of Fun season. The House of Fun, part of the Rotherham Children's Capital of Culture festival year, focusses on play-based activities inspired by stories and characters of the past.

The creative direction should aim to balance immersive, high-impact design with sensitive treatment of the historic interiors. We invite proposals that include dynamic storytelling and a strong sense of place. Inspiration can be found in the historic architecture, grand balls and parties, life upstairs and downstairs, the House's menagerie and the registers of impressive guests. And much more!

The Winter Festival must be seasonally appropriate whilst also being culturally inclusive.

The offer must be value for money for the visitor and with an experience duration of least 1 hour.

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## Event Dates & Schedule

- Experience live dates: 4 -7 December, 11-14 December, 18- 23 December, 27-28 December, 30 – 4 January. Total of 22 live days.
- Opening Hours: 12pm- 8pm daily
- Build Period: From week beginning 17 November 2025 (around event bookings), full build from 24 November.
- Derig: By 11 January 2026.

## Available Locations

The experience can occupy a variety of spaces at the House and in the Gardens. We encourage Creative Producers to visit the site during a site visit to build the best understanding of the location.

### Internal

- Pillared Hall
- Painted Drawing Room
- Low Drawing Room
- Chapel
- Main Staircase
- Marble Saloon
- Van Dyck Room
- Upstairs Ante Room
- State Corridor
- Whistlejacket Room
- State Dining Room
- Statuary Room

### External

- East Front Lawn
- West Front Gardens
- Riding School

## Target Audience

Wentworth Woodhouse seeks to broaden its visitor profile, as well as maintaining our traditional audiences. Our traditional audiences are *Home and Heritage*; *Up Our Street*; *Trips and Treats*.

This particular event is designed to appeal to:

- *Trips and Treats* – mainstream arts and popular culture fans influences by children family and friends
- *Frontline Families* - frugal, semi urban renting families
- *Experience Seekers* – highly active and social students and graduates

For more information on audience profiles, visit  
<https://audiencespectrum.org/en/segments>



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## Maximum Audience Capacity and Visitor Flow

- House: 1,100 visitors per day (based on 22 sessions of 50 people every 15 mins)
- Gardens: 2,380 visitors per day (based on 14 sessions of 170 people every 15 mins)
- Riding School: 600 every hour (based on 1 x session per hour)

The Creative Producer will work closely with the operations team to ensure design elements complement safe and smooth visitor flow.

## Creative Producer Role & Responsibilities

The appointed Creative Producer will be responsible for:

- Conceptual development and visual storytelling of the entire experience
- Design and delivery of all installations
- Coordination of any production teams, fabricators, and technical suppliers
- Ensuring installations meet historic conservation and safety requirements
- Responsibility for all health and safety and risk assessments for the contract
- Working within the defined budget and timelines
- Attendance at key planning and operational meetings
- Overseeing installation and de-installation
- Supporting marketing concept
- Supporting evaluation and audience feedback post-event

## Budget & Financials

The budget for this contract is £100,000 + VAT.

## Resources & Staffing

The following support will be provided by WWPT:

- Event and Duty Management
- Marketing, social media, and web listing
- Catering coordination and delivery
- Front of House and admissions
- Housekeeping
- Logistic support (signage, barriers)
- Gift Shop
- Volunteers, including room stewards
- Cultural Team input on concept development
- Facilitation of access to Wentworth Woodhouse's Archive, and opportunity to explore themes with the Cultural Team

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## Marketing Strategy

Wentworth Woodhouse will deliver a coordinated marketing and PR campaign, with:

- Digital and print advertising
- Organic and paid social media advertising
- On-site and regional signage
- Targeted promotions
- Contingency for mid-event marketing boosts
- Press contacts (local, regional, national)

Creative assets and visual materials developed by the Creative Producer will be used to support campaign materials.

Marketing assets will be created using strong awareness of Audience Profiles and habits.

## Eligibility criteria

To be eligible, organisations or artists must be:

- Registered legal entity
- Proven track record and/or evidence of delivering similar services
- Financially sound with audited financial statements available on request
- Public Liability Insurance of £10 million

## Submission Requirements

Interested parties should submit:

- Completed submission form
- Company profile (1 page of A4 outlining company / artist)
- Legal documents and evidence of Public Liability Insurance
- Outline of creative concept and initial vision (up to 3 pages of A4)
- Relevant portfolio examples (up to 2 pages of A4)
- Fee proposal and headline draft budget (inclusive of design, production & installation)
- Timeline of availability, installation and deinstallation

## Evaluation Criteria

Submissions and interview will be evaluated against:

- Creativity, originality and values alignment
- How the proposal relates to the Cultural Strategy
- Relevant experience e.g. with large-scale installations, with heritage settings
- Demonstrated ability to manage budgets and timelines
- Understanding of inclusive, family-friendly experiences and the specified audiences
- Sustainability and reusability of materials

Scores will be awarded for both the completed Submission Form and at interview.



# Brief

## Timeline

Tender Release Date	25 April 2025
Site show round	20 May 2025
Last Date of Submission	13 June 2025
Interview	w/c 23 June 2025
Contract Commission	30 June 2025

## Questions?

Questions should be directed to be directed to Victoria Ryves, Head of Culture and Engagement.



VictoriaRyves@wentworthwoodhouse.org.uk

## Ready to submit a tender response?

Download the submission form from [www.wentworthwoodhouse.org.uk/tenders](http://www.wentworthwoodhouse.org.uk/tenders).

Send to VictoriaRyves@wentworthwoodhouse.org.uk by 30 May 2025.

