



Otley 800

Project Information Document for Tendered Roles

Purpose of this document

This document provides background information for individuals or organisations interested in tendering for roles connected to the Otley 800 programme. It summarises the project's purpose, key strands, timeline, delivery structure, governance arrangements and the roles required to support successful delivery.

It should be read alongside the relevant tender specification, which sets out the scope of work, required experience, outputs, budget, tender process and assessment criteria for each role.



1. Project overview

Otley 800 is a year-long heritage celebration marking two significant 800th anniversaries in the town's history: the granting of Otley's Royal Market Charter in 1227 and the construction of Otley Bridge in 1228.

Led by Otley Town Council, the programme will run from May 2027 to June 2028, with preparatory work beginning in 2026 and project close-down and evaluation continuing into autumn 2028.

The programme will bring together residents, community groups, schools, volunteers, heritage specialists, artists, makers, local businesses and delivery partners to explore, celebrate and sustain Otley's heritage.

The project focuses on the heritage of Otley as a market town, including its medieval origins, market and bridge, trade and industry, cultural traditions, community organisations, Otley Museum's collection, local stories and the town's continuing sense of identity and pride.



2. Project aims

Otley 800 aims to:

- celebrate the 800th anniversaries of Otley Market Charter and Otley Bridge;
- increase public understanding of Otley's heritage and its significance;
- bring Otley Museum's collection back into public view through a pop-up museum;
- create a new People's Tapestry involving volunteers and local residents;
- support community groups to deliver their own heritage-focused projects and events;
- create new interpretation and digital assets that remain accessible after the programme;
- strengthen local heritage skills, volunteering and community capacity;
- support Otley Town Council and partner organisations to deliver future heritage activity;
- leave a lasting legacy of knowledge, skills, partnerships and public pride in Otley's heritage.



3. Programme strands

Otley 800 is made up of five interconnected strands.

3.1 Charter Weekend

The programme will launch with a Charter Weekend from 28–31 May 2027, celebrating the 800th anniversary of Otley's Royal Market Charter.

The weekend will focus on Otley's market place and its 800-year history as a place of trade, gathering and community life. It is expected to include civic activity, performance, interpretation, participation by local groups, and activity connecting present-day traders with the market's long history.

Permanent heritage interpretation in the market place will form part of the legacy of this strand.

3.2 Otley People's Tapestry

The Otley People's Tapestry will be a seven-panel crewel work tapestry telling the story of Otley across 800 years. It will be created with the involvement of up to 150 volunteers, who will learn medieval crewel work and Bayeux stitch techniques.

The tapestry project will also involve school pupils, care home residents and members of the wider community. A 'Future Otley' panel will be co-designed with young people, and a 'People's Panel' will create opportunities for many residents to contribute.

The finished tapestry will go on public display at Otley Common and will be accompanied by digital and audio interpretation.

3.3 Pop-up Museum

The Otley 800 pop-up museum will be developed in partnership with Leeds Museums & Galleries and Otley Museum.

It will bring objects from Otley Museum's collection back into public view, alongside Otley-related objects from Leeds Museums & Galleries' collection. Otley Museum's physical collection has been largely inaccessible to the public since the closure of its former home in 2010.



The pop-up museum will include community consultation, interpretation, engagement activity, school resources, talks, tours and family learning. It will support longer-term ambitions to build public interest in securing a permanent home for Otley Museum.

3.4 Community Grants Programme

The community grants programme will enable local groups, schools and organisations to design and deliver their own heritage-focused projects as part of Otley 800.

Projects are expected to explore different aspects of Otley's heritage, including cultural traditions, natural heritage, pub heritage, local history, performance, craft, schools activity and community storytelling.

This strand is designed to ensure Otley 800 is community-led and reflects a wide range of local voices, interests and traditions.

3.5 Bridge Weekend

The programme will close with Bridge Weekend on 14–15 June 2028, marking the 800th anniversary of Otley Bridge.

The weekend is expected to include Otley 800 Carnival and a community-led medieval riverside pageant, culminating in a symbolic closing moment focused on the bridge and its role in connecting the town.

Permanent riverside interpretation will form part of the legacy of this strand.



4. Indicative timeline

The following timeline is indicative and may be refined as delivery planning progresses.

2026

September–December 2026

- Appointment of key tendered roles.
- Detailed programme planning.
- Confirmation of governance, reporting and delivery structures.
- Development of partner working arrangements.
- Early planning for Charter Weekend, the tapestry, pop-up museum and community grants.
- Communications planning and stakeholder engagement.
- Volunteer planning and recruitment preparation.

2027

January–March 2027

- Programme mobilisation.
- Detailed delivery schedules agreed across all strands.
- Launch of community grants process.
- Volunteer recruitment and induction planning.
- Continued development of interpretation, engagement and evaluation frameworks.
- Tapestry volunteer training and production planning.
- Pop-up museum object selection, consultation and interpretation development.

April–May 2027

- Final preparations for Charter Weekend.
- Marketing and communications ramp-up.
- Installation or preparation of relevant interpretation.
- Pop-up museum preparation.
- Community grants decisions and contracting.
- Volunteer briefings and operational planning.



28–31 May 2027

- Charter Weekend launch event.

June–September 2027

- Pop-up museum open and active.
- Museum engagement programme begins.
- Delivery of community grant-funded projects begins.
- Tapestry production continues.
- Monitoring and evaluation activity begins.
- First phase of reporting and review.

September–December 2027

- Continued delivery of community grants programme.
- Continued tapestry production and engagement.
- Continued pop-up museum learning and outreach activity.
- Planning begins for Bridge Weekend and closing programme.
- Review of year one activity and any programme adjustments.

2028

January–March 2028

- Tapestry completion and preparation for public display.
- Bridge Weekend detailed planning.
- Continued community grants delivery.
- Continued evaluation and documentation.
- Communications planning for final programme phase.

March 2028

- Tapestry completed and displayed at Otley Common.

April–May 2028

- Final delivery phase for community grants.
- Rehearsals, production and operational planning for Bridge Weekend.
- Final communications campaign.
- Evaluation data gathering continues.



14–15 June 2028

- Bridge Weekend closing celebration.

July–September 2028

- Project close-down.
- Final evaluation and reporting.
- Legacy planning.
- Completion of digital archive and publication of project materials.
- Review of learning for future Otley Town Council heritage activity.



5. Delivery structure

Otley 800 will be led by Otley Town Council, with delivery supported by the tendered roles, Council officers, delivery partners, community organisations and volunteers.

The programme will operate through a clear structure:

- **Otley Town Council:** accountable body and overall project lead.
- **Policy & Resources Committee:** formal Council oversight, decision-making and financial accountability.
- **Executive Officer:** senior officer oversight.
- **Deputy Clerk:** oversight of community grants process and internal liaison lead.
- **Projects Officer:** operational support and partner liaison.
- **Otley 800 Steering Group:** community and stakeholder guidance, progress review and strategic advice.
- **Delivery partners:** responsible for defined programme strands or specialist work.
- **Community grant recipients:** responsible for delivery of funded community heritage projects.
- **Volunteers:** supporting the tapestry, pop-up museum, events, engagement and evaluation.



6. Governance and decision-making

The programme will use a three-tier decision-making model.

6.1 Project-level decisions

Delivery decisions within individual strands will sit with the relevant project lead or delivery partner, within the agreed scope, budget and timetable.

Examples include day-to-day activity planning, volunteer coordination, workshop scheduling, content development and delivery logistics.

6.2 Programme-level decisions

Programme-level decisions will be made by the Programme Manager in consultation with Otley Town Council officers.

These may include revisions to scheduling, coordination between strands, risk management, reporting, communications and operational adjustments.

The Otley 800 Steering Group will provide guidance and advice on programme-level matters.

6.3 Significant decisions

Significant decisions will rest with Otley Town Council's Policy & Resources Committee.

These may include:

- major changes to scope;
- reallocation of significant funding;
- cancellation or substantial redesign of a major programme strand;
- significant risk escalation;
- contractual or financial matters requiring Council approval.



7. Key partners

The project involves a range of partners and stakeholders.

7.1 Leeds Museums & Galleries

Leeds Museums & Galleries will support development and delivery of the pop-up museum, bringing professional curatorial, collections, interpretation and engagement expertise.

They will work with Otley Museum and Otley Town Council to shape the exhibition, community consultation, learning activity and interpretation.

7.2 Otley Museum

Otley Museum will provide local collections knowledge and access to objects, archives and stories. Its volunteers will play an important role in supporting the pop-up museum and shaping how Otley's heritage is presented.

7.3 Otley 800 People's Tapestry CIC

The Otley 800 People's Tapestry CIC will lead delivery of the tapestry project, including volunteer coordination, training, design, production and display of the finished work.

7.4 Otley Common

Otley Common is expected to be a key venue for the tapestry and pop-up museum, supporting public access and long-term legacy.

7.5 Otley BID, community groups and local organisations

Local groups, schools, businesses, cultural organisations, heritage groups and volunteers will be central to Otley 800. Many will participate through the community grants programme or by contributing to events, interpretation, volunteering and engagement.

7.6 Otley Carnival

Otley Carnival will contribute to the Bridge Weekend, building on its established experience of delivering large-scale community parade activity.



8. Tendered roles

Tendered roles are being commissioned to provide specialist capacity, leadership and delivery support for Otley 800.

The exact roles, scope, budget and procurement arrangements will be set out in the relevant tender specifications. ++



9. Working principles

All tendered roles are expected to work in a way that reflects the values and aims of Otley 800.

9.1 Community-led delivery

Otley 800 has been developed with strong community involvement. Contractors will be expected to work collaboratively with local groups, volunteers, partners and residents.

9.2 Inclusion and accessibility

The programme should be welcoming and accessible. Contractors should consider physical, digital, financial, cultural and practical barriers to participation and support approaches that enable a broad range of people to take part.

9.3 Heritage quality and accuracy

The project must present Otley's heritage in ways that are engaging, accurate and respectful. Contractors should work with relevant partners and subject specialists where heritage content is being interpreted or communicated.

9.4 Environmental responsibility

The programme will seek to minimise environmental impact through careful planning, sustainable sourcing, waste reduction, promotion of sustainable travel and reuse of materials where possible.

9.5 Partnership working

The project involves multiple partners, each with distinct roles, expertise and priorities. Contractors must be comfortable working in a multi-stakeholder environment and communicating clearly with different organisations and individuals.

9.6 Legacy focus

Otley 800 is not only a year of celebration. It is intended to leave a lasting legacy of skills, interpretation, digital resources, community confidence, volunteer capacity and strengthened heritage partnerships.



10. Reporting and communication

Tendered contractors will be expected to maintain regular communication with the Programme Manager and relevant Otley Town Council officers.

Depending on the role, this may include:

- inception meetings;
- regular progress meetings;
- written updates;
- contribution to risk, budget or delivery monitoring;
- attendance at selected Steering Group or partner meetings;
- contribution to evaluation and reporting;
- final handover or completion reports.

The tender specification for each role will set out the specific reporting requirements.



11. Key audiences and participants

Otley 800 is intended to reach a wide range of audiences, including:

- Otley residents;
- children and young people;
- older residents;
- volunteers;
- schools;
- local community groups;
- local businesses and market traders;
- heritage organisations;
- cultural and creative groups;
- visitors to Otley;
- people who may not normally engage with heritage activity.

The programme is designed to support both broad public engagement and deeper participation through volunteering, co-creation, learning and community-led delivery.



12. Expected outputs and legacy

Expected outputs include:

- Charter Weekend opening celebration;
- Bridge Weekend closing celebration;
- Otley People's Tapestry;
- pop-up museum exhibition;
- museum engagement and learning programme;
- community grant-funded heritage projects;
- new permanent interpretation in the market place and riverside area;
- digital assets including photography, film, audio and website content;
- volunteer training and participation;
- evaluation reports;
- strengthened partnerships and future heritage capacity.

Longer-term legacy is expected to include:

- increased public understanding of Otley's heritage;
- greater pride in the town's history and identity;
- new heritage skills among local volunteers;
- stronger local heritage and community organisations;
- renewed public interest in Otley Museum;
- accessible digital resources available after the programme ends;
- improved organisational capacity within Otley Town Council;
- stronger foundations for future heritage investment.



13. Indicative summary timeline

Period	Key activity
September–December 2026	Appointment of key roles, programme mobilisation, detailed planning
January–March 2027	Community grants launch, volunteer planning, museum and tapestry development
April–May 2027	Final preparation for launch, communications, operational planning
28–31 May 2027	Charter Weekend
June–September 2027	Pop-up museum, community grants, tapestry production, evaluation begins
September–December 2027	Continued delivery, year one review, planning for closing programme
January–March 2028	Tapestry completion, Bridge Weekend planning, continued community delivery
March 2028	Tapestry completed and displayed
April–May 2028	Final programme delivery and closing weekend preparation
14–15 June 2028	Bridge Weekend
July–September 2028	Evaluation, reporting, legacy planning and project close-down



14. Role of tenderers

Tenderers should use this document to understand the wider project context and how their proposed role contributes to Otley 800 as a whole.

Successful contractors will be expected to:

- understand the aims and values of the programme;
- work collaboratively with Otley Town Council, partners and community groups;
- deliver agreed outputs to time and budget;
- communicate clearly and proactively;
- identify and manage relevant risks;
- contribute to evaluation and legacy;
- support an inclusive, accessible and community-focused approach.

Further details are provided in the relevant tender specification.

15. Contact and further information

Tenderers should refer to the tender specification for submission requirements, deadlines, contact details, assessment criteria and any arrangements for clarification questions.

Otley Town Council will provide relevant project information to appointed contractors as part of induction and mobilisation.