

Framework Knitters Museum

A Stitch in Time: Securing the Sustainability
of the Framework Knitters Museum, Ruddington

Freelance Arts & Heritage Marketing & Publicity Brief



FWK
MUSEUM



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1.0 At-A-Glance Key Points

The Framework Knitters Museum (Ruddington, Nottinghamshire) is seeking a Freelance Arts & Heritage Marketer to support delivery of its National Lottery Heritage Fund project, A Stitch in Time, through a targeted marketing and publicity programme for the 2026 autumn and winter season. The role focuses on increasing audience engagement, visitor numbers and profile, while mentoring staff to build long-term marketing capability.

Contract period: 21 September – 18 December 2026

Total budget: Up to £2,500 (excluding VAT; inclusive of all fees, travel and expenses)

Working arrangement: Primarily remote, with some on-site engagement encouraged

Reporting line: Museum Manager (David Longford), working closely with staff, volunteers and trustees

Focus: Delivery of an integrated marketing and publicity programme aligned to the museum's autumn/winter events and retail offer.

Deadline for Applications: Friday 21 August 2026, 12pm.

Interviews: Monday 7 September 2026

2.0 Introduction

The Framework Knitters Museum (FWK), Ruddington, is seeking the support of a Freelance Arts & Heritage Marketer, in conjunction with their National Lottery Heritage Fund project, 'A Stitch in Time' (here on in referred to as 'the project').

Purpose of Brief

The purpose of this Brief is to define the project and the role of the Freelance Arts & Heritage Marketer, who will be engaged to work with the Museum Manager and team in initiating an active marketing and publicity programme for the museum's 2026 autumn and winter season. The role will also involve mentoring of key staff in regard to marketing and establishing good future practice.

Key Contacts

The Client role for this project will be exercised through Rebekah Pickering Wood, Chair of Trustees, Framework Knitters Museum.

FWK have appointed David Longford as the Museum Manager for the project, and he will be the main point of contact between the Client and the Marketing & Publicity role.

Supporting Documentation

Key extracts from Executive Summary for the 2026 Business Plan and the current Events Programme, providing a basic outline of future events are attached as appendices to this brief.

3.0 Project Background

The Grade II listed Framework Knitters Museum (FWK) site is a unique, surviving example of a 19th century framework knitters' yard. It's believed to be the only remaining place in the world to be able to train people in the Red Listed Heritage Craft of framework knitting.

It includes a complex of four cottages, two frame shops and associated buildings built around a garden courtyard. An adjacent Primitive Methodist Chapel was purchased in 1991. Gunn Cottage, which links these parts, was redeveloped in 2020 enabling an improved visitor experience. Although it isn't listed, Gunn Cottage is a 'positive building' contributing to the architectural and historical interest of Ruddington.

The workshop buildings uniquely reflect the transitional stage of the Textile industry; bridging the time when knitting was carried out on frames in homes to becoming factory based. Hence, the site is both locally and globally significant. It's the only textile museum in Nottinghamshire, a county with a rich textile heritage. Ruddington was once dominated by the FWK industry and much of the heritage bears the unique hallmarks of the trade.

Our heritage is important to communities, wellbeing groups, tourists, businesses, learning providers, specialist groups, Historic England, historians, creatives and international audiences. The use of the site as a museum gives it particular importance to local communities and it offers a range of learning and creative opportunities for various groups and individuals. People attend events, exhibitions, and the café as well as participating in the programme of activities held at the site. The use of the site by schools is also recognition of the value of learning opportunities for pupils. Several community groups are key stakeholders.

Our living history is significant, and our interpretive approach is one of exploring, saving and celebrating the traditions, customs, skills and knowledge of those involved with FWK in the past as well as drawing parallels with contemporary textile industries.

Our heritage is also important because of the potential it offers. Following Heritage Fund investment to bring additional areas of the site into use for visitors, our museum has expanded and reached new communities. However, there is more work to be done to share our collection and practice.

Our aim is to safeguard, share and develop the unique heritage of our museum by addressing our areas of weakness, primarily caused by the cost-of-living crisis.

The project will improve our charity's organisational sustainability so that we can have greater impact, adapt better to changing circumstances and take advantage of new opportunities.

By investing in staff and reviewing our business plan we'll be able to embed operational stability and build skills and capacity to establish a coherent plan for action.

Investment in existing staff will remove barriers to access and participation by focusing on outreach and digital opportunities and identifying audiences who are under-served.

The Museum Manager will action the 'quick wins' from our accessibility audit and identify future development opportunities including exhibition and events programming and funding, as well as the day-to-day management of the site. The Museum Manager's role is also part of the Heritage Fund project and is contracted until August 2027.

4.0 Freelance Marketing & Publicity Role Specification

Introduction to the Specification

Through the National Lottery Heritage Funded 'A Stitch in Time' programme, FWK is currently developing an active pilot programme of events and activities, ranging from music nights, community exhibitions, play performances, talks, adult and family-focused craft workshops and large-scale events, such as our recent May Day celebrations. We are also developing a stronger seasonal offer, particularly for Christmas.

This is on top of our core living museum offer, enabling visitors to experience an authentic nineteenth century frameshop yard and witness demonstrations of the endangered craft of framework knitting.

As a small and independent museum, we know our potential but need marketing support to enable us to reach out further to audiences and promote our work.

Within the staff team, there is currently no designated marketing role. Social media, press releases, poster/leaflet design and website are currently co-ordinated across different members of staff and trustees. Whilst this work has been exemplary and has achieved results, it can often result in a fragmented approach to marketing, as well as affecting capacity.

This Freelance Arts and Heritage Marketing role will enable us to pilot having a designated publicity person in role during a particularly busy autumn and winter programme, when we are seeking to maximise our seasonal Christmas offer, increase our output of craft-based workshops, group visits and promote our work into the New Year.

It is hoped that the results of this work will make a substantial contribution to enabling FWK to look at having a more permanent marketing role via possible funding sources.

This role will also enable us to substantiate our new Business Plan, which clearly outlines FWK to become a strong programming venue, connected to its core

museum offer. In order to achieve this we require a greater promotion and marketing of the museum and its activities.

Job Description

We are seeking an experienced Freelance Arts & Heritage Marketer to lead the promotion of our museum's collections, events, exhibitions, commercial shop offer and public programmes. This role will focus on increasing visitor numbers, broadening audience engagement, and enhancing the museum's profile locally, nationally, and (where relevant) internationally.

Working closely with the Museum Manager, staff team and volunteers, you will develop and deliver impactful marketing campaigns and media strategies that bring our stories to life and connect diverse audiences with our story, collections and events.

Please note: this is not a consultant role. Whilst the roles we have previously advertised for the ASIT project were consultant roles specialising in areas such as audience development, collections policy and evaluation, this role will be working as part of the FWK team delivering the marketing and publicity as required.

Key Responsibilities

Programming and Wider Marketing

- Plan and deliver integrated marketing campaigns for exhibitions, events, seasonal programmes and commercial products from our museum shop.
- Develop targeted audience strategies to increase footfall, including families, schools, tourists, and underrepresented groups
- Create campaign plans that align with exhibition, event and seasonal schedules and key museum priorities
- Monitor campaign performance and produce evaluation reports when necessary

Publicity & Press

- Write and distribute press releases and other media materials
- Work to secure coverage in arts, culture, heritage, and lifestyle media.
- Establish and build relationships with local and national media.

Digital & Visitor Engagement

- Working alongside existing staff team, manage the museum's social media presence, creating engaging and accessible content
- Oversee email and newsletter marketing campaigns promoting our core offer, exhibitions, events, and workshops.
- Collaborate on website content updates, ensuring accurate and compelling information for visitors
- Support digital campaigns that enhance both in-person visits and online engagement

Content Development & Storytelling

- Translate curatorial content into engaging, audience-friendly marketing copy
- Ensure consistency in tone of voice across all platforms and materials
- Work with designers, photographers, and videographers to produce high-quality campaign assets
- Highlight the relevance and contemporary resonance of the museum's collections

Partnerships & Stakeholder Engagement

- Collaborate with partners (e.g. local authorities, tourism bodies, cultural organisations) on joint campaigns where relevant.
- Support our relationships with funders and stakeholders through effective publicity
- Act as an advocate for the museum's mission, values, and public offer.

Working with Staff, Volunteers and Trustees:

- Ensure close internal working relationships, enabling skills and experience to be passed on for future marketing work.

Person Specification

Essential Skills & Experience

- Demonstrable experience in marketing and publicity within the arts, heritage and wider cultural sector.
- Track record of delivering successful marketing and visitor-focused campaigns
- Strong media relations experience with established press contacts
- Excellent copywriting and storytelling skills, with the ability to interpret curatorial content
- Experience working with digital platforms, including social media, email marketing, and CMS.

- Strong organisational and project management skills, with the ability to meet deadlines independent
- Ability to share skills and experience with staff and volunteers to ensure marketing longevity.

Desirable

- Experience working with heritage collections or interpretation
- Understanding of museum audiences and visitor behaviour.
- Experience promoting family, schools, or community engagement programmes
- Familiarity with Arts Council or National Lottery Heritage Fund contexts and requirements.
- Basic design or content creation skills (e.g. Canva, Adobe Creative Suite)
- Understanding the needs and capacity of the small and independent heritage sector.

Timescale

- This role will commence at an agreed date following a successful online interview.
- Work will be conducted within the timeframe of between 21 September and 18 December 2026

Reporting

The successful Freelance Arts & Heritage Marketer will be responsible for reporting at regular intervals and at key stages to the Museum Manager, as well as sharing work with staff and trustees.

Budget and Further Details

The total budget for the Marketing & Publicity role is up to £2,500. Please note that VAT is not included in the fee amount, but FWK can reclaim any VAT charged.

Please note that this figure should include all associated costs including travel and expenses. A payment schedule will be agreed at the start of the contract.

If you are interested in this work, please submit a proposal, under the following headings:

- **Your Overall Approach to This Project**
- **Individual/Team Details:**
Information of members of your team (if applicable), with an explanation of individual roles and responsibilities.
- **Relevant Experience:**
Details and examples of your marketing and publicity work, with particular emphasis upon work in the arts and heritage sector.
- **Timetable:**
A proposed timetable of your work, based upon our delivery timescale of between 21 September and 18 December 2026.
- **Costings:**
To include daily rate, proposed expenses and work plan, including potential working-from-home and on-site schedule (please see note below) based on the fee.
- **Insurance Confirmation:**
Confirmation of Professional Indemnity and Public Liability Insurance
- **Confirmation of VAT details** (if applicable)

Accessibility and Inclusion

FWKM are committed to creating an inclusive workplace where everyone feels valued, respected, and able to thrive. We welcome applications from people of all backgrounds, identities, and experiences. Recruitment decisions are made solely on the basis of skills, qualifications, and experience, and we are dedicated to providing reasonable adjustments to support candidates throughout the recruitment process and whilst they undertake this consultancy role.

Due to the nature of this role, we expect the successful candidate to be able to work from home, however we hope that some time can be spent at the museum, to fully understand its operation and to engage with staff and volunteers. A fully accessible office and desk space will be provided for the successful candidate.

Application Deadline & Contact Information

Please email the required information to David Longford, FWK Museum Manager at david.longford@frameworkknittersmuseum.org.uk by **12pm on Friday 21 August 2026**.

Shortlisting will take place on Thursday 27 August and successful shortlisted applicants will be invited to attend an online Google Meet interview on **Monday 7 September**. Successful interviewees will be given an allotted time between 9am and 1pm on that day. A presentation task and interview questions will be provided to the shortlisted candidates in advance.

For all enquiries about this brief please contact David Longford at email address above or by phoning 0115 9846914.

PLEASE NOTE:

Having undertaken a similar process for our other specialist roles, and given the size of our team alongside the anticipated volume of submissions, we regret that we are unable to provide individual feedback for applications that are not shortlisted.

We fully recognise the time and effort involved in preparing a proposal, and we hope you will understand this decision in light of our limited resources.

APPENDIX ONE

Framework Knitters Museum Business Plan

Key Extracts from Executive Summary

March 2026

The Framework Knitters Museum is at a critical juncture in its development. It fully embodies the ethos of 'craft and graft', bringing the stories of a global textile industry to life.

This business plan was developed as part of the National Lottery Heritage Fund project 'A Stitch in Time', Securing the Sustainability of the Framework Knitters Museum, Ruddington (ASIT). It outlines the history of the museum and aims to put in context its future development plans. Dorothy Shrimpton, a Vicar's wife in the 1960's was one of the primary founders of the museum. She saw the importance of saving this heritage for the community of Ruddington, Nottingham and beyond.

Today the staff, volunteers and trustees of The Framework Knitters reflect on how far the museum has come, what it is valued for and what it needs to do to ensure it remains a vibrant community hub for future generations.

The museum has an excellent reputation for offering a high-quality visitor experience through visits and events, it has a lively café and valued schools offer. ASIT has allowed the museum to trail new approaches to audience engagement; the development of exhibitions and creative events including plays and music nights. There is a highly dedicated and motivated small staff team and award-winning volunteer team. Collectively they take pride in maintaining a high standard in all they do.

There is a commitment from the board to ensure that activities remain accessible and open to while at the same time the museum remains financially astute at a time of rising costs.

The following recommendations are indented to support the board in adopting this business plan and providing clear strategic direction for staff, volunteers, funders and partners.

Strategy:

- It is recommended that the board adopts the strategic priorities which were identified at the board away day. They sit alongside the vision, mission and values for the museum. The priorities are:
 - Sustainability
 - Audience Reach & Diversity
 - Preservation of Heritage
 - Programming Excellence
 - Diversification of Income
- It is recommended that the board adopt the revised values and periodically review what they mean in practice for the board. The values are:
 - Creativity - authenticity & professionalism
 - Community - teamwork & collaboration
 - Independence - resourcefulness & recognition

The board should ask the question – to what extent are we being creative/ authentic/ professional... in the decisions its making.

Governance

- It is recommended that the board adopts the proposed committee/ sub-group structure as outlined at the board meeting on 16th March 2026 or a revised version of this structure . The groups proposed are:
 - Collections, Conservation & Research Committee
 - Education, Learning & Engagement Committee
 - Marketing, Communications & Public Engagement Committee
 - Fundraising, Development & Sponsorship Committee
 - Governance, HR & Nominations Committee
 - Finance, Audit & Risk Committee
 - Health, Safety & Site Operations Committee
 - Exhibitions & Interpretation Committee
 - Community, Inclusion & Partnerships Committee
 - Craft Innovation & Makers' Advisory Group
 - Sustainability & Environmental Responsibility Committee
- It is recommended that the board takes part in a light-touch governance review, to be supported by an AIM grant. The board have historically been involved in the day-to-day operations of the museum and the transition to a more strategic approach needs time and support. This should also be outlined to NLHF.
- It is recommended that the board creates a scheme of delegation – clearly articulating the levels at which management can make decisions and put in place the mechanisms to enable this.

Management/ Resources

- It is recommended that contingency funding is assigned from ASIT for the following:
 - Increased capacity of the Museum Manager to allow them to develop a next stage funding bid
- It is recommended that ASIT publicity funds are assigned to a trial marketing post which will support the museum to broaden audiences and increase reach of events.

Future Plans

- It is recommended that the museum becomes a programming venue and a connected living space of craft and graft. This means:
 - Improved interpretation across the site, creating greater cohesion across all areas, enabling greater access engagement with the stories of the frames in relation to the textile industry and those who lived in the cottages. (e.g knitting themed café) and fore fronting the collections.
 - An enhanced programme of creative events, workshops and exhibitions which tie into the stories of the museum and make it relevant to contemporary life
 - A programme of skills and knowledge sharing which trains people in the use of the frames, protecting an endangered craft for future generations while providing training opportunities.
 - Greater promotion and marketing of the museum and its activities.

APPENDIX TWO

FWK Exhibition and Events Schedule 2026

More events to be scheduled for autumn and Christmas. Full details of events at

[Events from March 28th, 2018 – November 26th, 2022 – Framework Knitters Museum](#)

DATE	EVENT	INFO
09-Feb	Framework Music Night	Artists: Cipriani & Myrick in Chapel
10-Feb	Framework Music Night	Artists: Cipriani & Myrick in Chapel
18-Feb	Woven Hearts Half Term Crafting	Volunteer Run - Drop-In
05-Mar	Archive Digitisation Event	Archivist/Digitiser in Chapel for 3 days
12-Mar	VIP Frame Evening	Run by frame volunteers
23-Mar	Riot Act Installation	To run till 6 May
27-Mar	Riot Act Rehearsed Reading	Staff/volunteer project in Chapel
28-Mar	Riot Act Rehearsed Reading	Staff/volunteer project in Chapel
01-Apr	Easter Craft Drop-In	Staff/Volunteer Run Drop-In
03-Apr	Spring Storytelling	Volunteer Run - Drop-In
05-Apr	Family Easter Trail	Staff/volunteer run
06-Apr	Family Easter Trail	Staff/volunteer run
08-Apr	Painted Crafts Drop-In	Staff/Volunteer Run Drop-In
10-Apr	Spring Wreath Drop-In	Staff/Volunteer Drop-In
13-Apr	Circulars & General Promotion Event	Cosy Craft Screening at Broadway Cinema
13-Apr	Loughborough Inner Wheel	Delivered by Susan R.
27-Apr	Lambley Historical Society	Delivered by Susan R. and David L.
30-Apr	Lunchtime Talk	Adam Hill (Derby Uni) & Bonsall Framework Knitting
03-May	May Day Community Project in Lambley	Staff/volunteer run
04-May	May Day Community Project at Museum	Staff/volunteer
08-May	Second Turning Exhibition	Trash to Treasure - to run till 28 May (TBC)
26-May	Circulars & General Promotion Event	Southwell Workhouse
27-May	Wrapping & Weaving Half-term Workshop	Run by Second Turning
05-Jun	Wymeswold Threads Exhibition	To run till 2 July
13-Jun	Ruddington Open Gardens Art Event	Run in partnership with Rudd Art Group - TBC
13-Jun	World Knit in Public Day	Summer House - Drop-In Event
14-Jun	Ruddington Open Gardens Art Event	Run in partnership with Rudd Art Group - TBC
15-Jun	Birds of a Feather WI, Arnold	Delivered by Susan R.
27-Jun	Framework Music Night	Artist: Strawberry Jammers
08-Jul	De Montfort Uni Student Exhibition	To run till 9 Aug
11-Jul	Knit in Public Day - Les Tricoteuse	For Bastille Day & RPC Twinning Celebrations
11-Jul	AGWSD Conference	Delivered by Susan R.
01-Aug	Notts Guild of Weavers/Maids of Clifton Morris	Drop-in family workshops/perfs
08-Aug	Ruddington Twinning Event	Village wide event with Museum events
14-Aug	Staff / Volunteer / Trustee Summer Exhibition	To run till 13 Sept
14-Sep	Clifton Doves WI	Delivered by Susan R.
17-Sep	FWK/Trent Bridge Cricket Exhibition	To run till 10 Oct as part of Heritage Open Days
19-Sep	Ashfield Guild of Weavers & Spinners	Drop-in family workshops
20-Sep	HOD: Rudd to Cromford Book Talk	Writer: Deborah Elliot
26-Sep	Framework Music Night	Artist: Higgs Bo'sun in Chapel
02-Oct	Cricketer/Stockinger Free Lunchtime Talk	Hosted in partnership with Trent Bridge
03-Oct	Circulars & General Promotion Event	Ruddington Market
10-Oct	Framework Music Night	Artist: A Different Thread
24-Oct	Framework Music Night	Artist: Jake Thackray Tribute
25-Oct	Framework Music Night	Artist: Jake Thackray Tribute (pencil)
06-Nov	Xmas Wreath Making Workshop	Staff/Volunteer Run
15-Nov	Xmas Wreath Making Workshop	Staff/Volunteer Run
19-Nov	Xmas Wreath Making Workshop	Staff/Volunteer Run
19-Nov	Lace Exhibition by Lorraine Ellison	Curated by Lorraine Ellison (Wymeswold Threads) To n
22-Nov	Xmas Wreath Making Workshop	Staff/Volunteer Run
05-Dec	Meet Father Christmas Event	Staff/Volunteer Event for Families
06-Dec	Framework Music Night	Artist: Twelve Days (Poetry & Music)
12-Dec	Meet Father Christmas Event	Staff/Volunteer Event for Families
12-Dec	Victorian Christmas Event	Free events for public
19-Dec	Framework Music Night	Artist: Tricity Vogue