



**PSC+ Consultancy**  
**Assessment for the 19/20 Award.**

A charity approaches you as a prospective client. They are dedicated to preserving the integrity of historical buildings, monuments, and artefacts in a small town in rural Scotland, which also plays host to a university. Currently, they are **struggling with their profitability** and need to **improve their financial performance** in order to sustain their operations. Further, a challenge they face is **public awareness** and in particular **increasing engagement from younger members of the community**. Their assets include a museum (which doubles as an event space), historical buildings scattered throughout the town and an extensive photo archive depicting the town's history.

- Drawing upon the skills you gained from attending the PSC+ Consulting workshops, please outline in 1500 words or less, how you would structure a project to address this client's two main goals as a hired consultant.
- You will be assessed not only on the quality of your ideas and narrative, but also on the structure and logic with which you put these forward. You should justify why you are conducting each part of your research.
- Please outline the actions you would take and the data you would need to gather in order to make your final recommendations to the client.

*Note – we are not looking for you to inform us of the final recommendations, this exercise is about outlining the initial problem structure for how you would tackle the project. Essentially, this is the type of document you would present to the client near the beginning of the project to explain how you are going to help them and why your work will be valuable in helping them achieve their goals.*