



### **Interpretation Brief – Crowley’s and Land of Oak & Iron**

#### **1. The commission**

Groundwork NE & Cumbria wish to appoint Professional Advisors to develop and deliver a programme of traditional and digital interpretation.

The Land of Oak & Iron (LOI) is an HLF Landscape Partnership Scheme covering 68 square miles in County Durham, Gateshead and Northumberland. With the Derwent Valley at its heart, the area was once home to heavy industry such as steel-making and mining but is now re-clothed in spectacular woodlands.

Within Derwenthaugh Country Park in Gateshead is the site of a former ironworks at Winlaton Mill, now a Scheduled Ancient Monument. The ironworks were created in the 17<sup>th</sup> century by local industrialist Ambrose Crowley, and are renowned as one of the earliest examples of integrated industrial production in the UK. Crowley’s organisation and care of the workers is also notable, as he built a new village for his “Crew”, and they enjoyed rights and welfare almost unknown at the time.

#### **2. The building**

To celebrate these achievements, and to provide a visitor hub for the Land of Oak & Iron, a new heritage centre is being built next to the SAM. Called Crowley’s, its design was inspired by one of the nine watermills that powered the ironworks; the build has been underway since late September with works due to finish in April 2018.

The building is relatively small at just 305m<sup>2</sup>, and includes an entrance foyer/exhibition space, a café, serviced offices and toilets.

#### **3. The budget**

The budget for the interpretation is just over £101k (+ vat). This is to cover concept development, design and installation, and all associated fees and disbursements. The spend needs to be split between a focus on Crowley’s (the building and the site) and work interpreting the wider landscape of the Land of Oak & Iron. Within the latter there is a specific sum (£31,177) allocated to interpretation at The Lodge and Tyne Riverside centres.

#### **4. The interpretive scheme**

Some ideas for interpretive features – sculptures, display cabinets etc – are already being developed but the exact shape and scope of the main interpretive elements are yet to be decided. Initial proposals placed a significant emphasis on digital outputs, and reviewing whether this is the best use of resources will be an early focus.

#### **Key deliverables**

- a. Consultation with partners and local history groups
- b. A draft and final mini-masterplan
- c. Draft and final proposals with costs
- d. Installation and set-up

### 5. The timescale

Crowley's opens to the public in June 2018, to coincide with the Great Exhibition of the North. Interpretation relating to Crowley's needs to be installed and operational by the end of May 2018; the LOI elements need to be operational by mid-July 2018.

### 6. The interpretive team

We are looking for an organisation with extensive experience of interpreting heritage of national and local significance. You should have proven expertise in both traditional and digital interpretation, and able to offer a full service from concept development through to design and build. We need interpretive work of the highest calibre, but there is no flexibility in either the timescale or the finances, so you will have an impeccable track record of delivering impressive schemes on time and on budget.

You will work closely with the project's Interpretation Manager, advising her how to get the most impact out of the budget available. Some liaison will also be required with project partners, and with local history and community groups who have a strong buy-in to the project.

**NB.** No part of the work may be subcontracted without the agreement of the Interpretation Manager.

If this challenge sounds like something you'd relish, we'd be delighted to hear from you.

### 7. Information needed from consultant

In addition to the Organisation Profile (see below) please respond with a concise document (no more than 6 sides of A4) showing how your team and approach would be the right one for this job. In particular:

- **Response to brief:** Outline your understanding of the brief, and give details of your approach to the commission including a timetable with milestones and key dates.
- **Staff & skills:** Give details of staff to be involved in the project and provide CV's showing their expertise and relevant experience. Explain how many days/hours involvement you anticipate for each member of staff, and show day rates for their time.



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- **Costs:** The budget is fixed and relatively modest; please confirm that you are comfortable working within the sum available.
- **Previous commissions and company background:** Provide details of relevant previous commissions together with background information about your work.
- **Organisation profile table,** see below;
- **Referees** - you should provide names and contact details for two independent referees who can comment on your suitability for the work.

### 8. Evaluation of tenders

Tenders will be evaluated on the basis of quality and costs as outlined below.

- An evident understanding of the brief and our requirements – 40%
- Demonstrable success on projects with similar challenges – 40%
- Value for money based on experience and input of named staff – 20%

Within the overall budget, the exact profile of fees and implementation costs will be agreed with the Interpretation Manager at an early stage in the commission.

### 9. Further information:

- a) Scale plans/elevations of Crowley’s heritage centre
- b) Historic England Schedule Entry for Winlaton Mill Ironworks
- c) Plan showing the area designated as the Land of Oak & Iron
- d) For additional information please see <http://landofoakandiron.org.uk/>

### 10. Procurement Timetable

Please email your submission to [liz.sutton@groundwork.org.uk](mailto:liz.sutton@groundwork.org.uk) by 9am on Thursday 21<sup>st</sup> December 2017. Shortlisting will be later that day, with interviews on Monday 15<sup>th</sup> January 2018. For the successful team we anticipate a commissioning meeting in late January with work on the project to commence on that date.



### **Operational Management**

The successful consultant will be appointed by Groundwork on behalf of the Land of Oak & Iron Partnership. Operational issues will be handled by Liz Sutton, Interpretation Manager for Crowley's.

### **Copyright**

The successful consultant will grant Groundwork full copyright on all content and materials produced. Where the consultant makes use of material in which copyright vests in third parties, it will be the responsibility of the consultant to obtain permission for the appropriate use of such material.

### **Confidentiality**

The appointed consultant must safeguard the confidentiality of any data and information supplied for the project.



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<b>A</b>	<b>ORGANISATION PROFILE (LEAD APPLICANT ONLY)</b>	
<b>NOTE</b>	<b>This section is required for information purposes only</b>	
A1	Business name (or Consortium Name):	
A2	Registered or trading name if different:	
A3	Type of organisation (e.g. private limited company, partnership, sole trader):	
A4	Registered address:	
A5	Correspondence address if different from the above:	
A6	Address from which the Contract will be provided if different from the above:	
A7	Name of ultimate holding/parent company or subsidiary companies including addresses and an explanation of group structure and internal relationships:	
A8	Company Registration Number of ultimate holding/parent company or subsidiary companies:	
A9	If you have included details of an ultimate holding/parent company above would this company be willing to guarantee your contract performance and enter into any requisite legal documentation?	
A10	Indication of the principal areas of business activity of your organisation:	
A11		
a.	Contact name:	
b.	Contact's position:	
c.	Contact's telephone number:	
d.	Contact's fax number:	
e.	Contact's email address:	
f.	Company/ies registration number(s):	
g.	Place of registration:	
h.	Year established:	
i.	VAT number:	