



## Staffordshire Archives & Heritage

### Brief for the development of the 'Leek to Llandudno' and 'Knowing your Onions' exhibitions

#### Requirement

Staffordshire Archives & Heritage (SCC) is seeking to appoint a designer for the design and production of two exciting and creative touring exhibitions:

1. 'Leek to Llandudno', a touring exhibition looking at how Staffordshire people spent their leisure time in the 20th century. It will focus on the traditional British seaside holiday as well as showing how people holidayed in Staffordshire.

This exhibition will tour 3 museum venues starting in January 2025. The exhibition must be flexible and modular to be accommodated by three different cultural venues which vary in size and capacity. Each venue will host the display for approximately two months. The first venue will be the Ancient High House in Stafford, followed by Brampton Museum and Art Gallery in Newcastle-under-Lyme, and the Museum of Cannock Chase in Hednesford.

2. 'Knowing Your Onions' will feature historic recipes from the archive and museum collection and co-curated or co-created content from community groups on other food related topics. This exhibition will be small scale in order to be able to be displayed in libraries and other community venues, starting late September 2024. The exhibition must be flexible and modular and stand alone. Each venue will host the display for approximately one month.

Both exhibitions will appeal to a broad audience and will feature Staffordshire Archives & Heritage Service's archive, museum and library collections.

The exhibitions are supported by National Lottery Heritage Fund as part of the Staffordshire History Centre project.

#### Context - Staffordshire History Centre Project

The dynamic partnership between Staffordshire County Council's Archives and Heritage Service, William Salt Library Trust and Staffordshire communities will create a centre of excellence to engage the wider community. For the first time unique collections of designated outstanding archives, rare books, and museum objects will be brought together, interpreted and made fully accessible.

## **Project Background and Vision**

### *Placing Heritage at the Heart of the Community*

During 2015 the Archive and Heritage Service worked with partners, staff, friends, volunteers and users to co-create a new vision for the Service. The aim of the vision was to address the key issues facing the service and to ensure it had a sustainable future.

The development of the Staffordshire History Centre Project is a direct response to that service vision. The Staffordshire History Centre will create imaginative and exciting ways to connect Staffordshire people and their stories.

The Staffordshire History Centre project has six elements:

- Truly engaging spaces where people of all ages can learn, share, and engage with Staffordshire's heritage
- Bringing collections together for people to discover their own stories and develop new skills
- Touring exhibitions, activities, sharing resources and partnership to deliver a county wide offer.
- Establishment of a mutually supportive network of history groups, community organisations, schools and universities, in partnership with the History Centre
- Preservation of unique collections in proper storage conditions
- Conserving and opening access to a loved Georgian grade II\* listed building

This creative blend of exhibitions, engagement activities, learning and volunteering opportunities will engage individuals and community groups in researching, curating, cataloguing and discovering their own histories. The Staffordshire History Centre will complement and enhance Stafford's visitor offer, ensuring that Staffordshire's communities are placed at the heart of this project. We will reimagine our collections and spaces to reflect their relevance to the lives of Staffordshire people and communities.

## **Overview of project**

The Staffordshire History Centre project will make the heritage of Staffordshire and a broad range of heritage assets much more accessible to the communities of Staffordshire, visitors to the county and virtual visitors from the UK and beyond, and will reach out to new, more diverse audiences, including those who have barriers to engagement. The project as a whole will bring about a huge cultural change in providing access to the county's heritage by combining services and assets in an appealing public access building in Stafford, and by providing much better digital access together with exhibitions, events and activities in a number of community focused locations.

## **Project aims**

- Share the stories of Staffordshire places and its people
- Reach out to and engage with new and diverse audiences
- Provide an imaginative and creative engagement programme

- Create digital solutions to encourage access to collections and engage new audiences
- Promote a sense of community pride and local identity
- Be accessible, inclusive and welcoming
- Take an 'Active Partnership Approach' to working with local groups and volunteers
- Give volunteers a voice that shapes and informs the management, development and delivery of the SHC
- Place learning at the heart of the project
- Be a pivotal point for heritage excellence and expertise across the county
- Invest to become more cost effective
- Be resilient and sustainable, securing the future of the collections and WSL building

### **Key audiences for the History Centre project**

We will continue to engage our existing audiences: older, relatively affluent people, family and local history enthusiasts, researchers and volunteers. We aim to broaden our audience by reaching these target audiences identified through our audience research, who are currently under-represented in our user profile:

- Families with children living within in 21 miles / 37 minute drive time – a key audience who will expect engaging local stories with content and activities for children.
- School groups in Staffordshire - who will need curriculum related content, space to gather, and facilitated learning.
- University students and academics – who need will space for individual study and access to research resources.
- Adult learners in Staffordshire - who will also want to delve deeper into the collection.
- People from different cultures and backgrounds – who may be interested in content that relates to their experience as immigrants.
- People from areas of low engagement in Staffordshire (Tamworth, Newcastle, Burton on Trent, Leek, Cannock, Uttoxeter and parts of south Staffordshire) - who may need some encouragement to come in and have fun experiences to try.
- People from rural communities in Staffordshire – who will benefit from travelling and pop-up exhibitions with a strong element of local input and relevance to living and collective memory, as well as digitisation of their own community collections.
- People with early on-set dementia– who will need to feel safe and comfortable in a visit that can stimulate memory and reminiscence.

- Voluntary youth groups in Staffordshire – who could be encouraged to develop content and work with our collections.

### **Available exhibition equipment**

Staffordshire Archives and Heritage has a range of exhibition equipment which it is keen to re-use. This includes a range of portable exhibition cases, pull-up banners, pop-up display banners, 5 x Embrace hop-up display walls, Black Box audio unit, Black Box AV unit.

## 1. 'Leek to Llandudno' exhibition

### Audience

The 'Leek to Llandudno' exhibition will be targeted primarily at a family audience but should engage a wide range of audiences, including older adults visiting alone. Family groups bring together adults (whether it be parents, grandparents, other relatives, or carers) and children of a range of ages, and cut across all ethnic, social and economic divisions. The exhibition should also reach people from rural communities.

### Exhibition Content

'Leek to Llandudno' looks at how the people of the land-locked county of Staffordshire spent their holiday time, focusing primarily on early to mid-20th century. Using our museum and archive collections of objects, documents and photographs the content will feature traditional British seaside excursions and will explore the wider context of life and leisure in Staffordshire.

### Exhibition Concept/Requirements

This will be a family friendly, fully interactive exhibition which is accessible to a wide range of audiences, which should be reflected in an engaging and creative design. The modular format should allow each theme to stand alone as well as create a coherent exhibition when shown together.

### Exhibition themes:

- **Introduction** – placing the concept of holidays into historical context.
- **Travel and Transport** – how improved travel helped to make holidays available to a much broader cross-section of society. The introduction of railways, motor vehicles, bus trips and eventually air travel changed how people took their holidays
- **Recreation and Entertainment** – Holiday activities such as beach cricket, collecting shells, Punch and Judy, dance halls, promenading, end of pier shows, sea bathing and health benefits, and traditional seaside food.
- **Keepsakes** – seaside souvenirs, postcards and photographs.
- **Holidays at Home** – what was the alternative to seaside? Wakes Weeks, Whitsuntide, inland waterways, local fairs and popular tourist spots.

The display should reflect the idea of travelling to a holiday destination and use the exhibition themes to create an interactive journey through the exhibition. The display will include a combination of documents and objects in display cases and artworks. Interpretation will include graphic elements as well as AV and interactivity.

Exhibition content and themes have been developed in consultation with users. As part of the Staffordshire History Centre project evaluation, Archives & Heritage staff will be evaluating the development of the exhibition design with the support of the Audience Agency who are the evaluation consultants for the project.

Archives and Heritage staff will write and edit text for exhibition interpretation panels and label text.

### **Interpretation Methods**

The exhibition must be accessible both physically and intellectually. A variety of methods of interpretation will be used within the exhibition to interpret the objects and themes. These will be in accordance with current standards and best practice in museum interpretation, and will include the following elements:

- Use of individuals' stories to convey themes and interpret objects.
- Use of cross-cultural themes
- Text aimed at a reading age of 9-12 years.
- Means of access to detailed information for those who want to find out more
- Non-text means of interpretation – e.g. audio, video, music, interactives, and multi-sensory interpretation
- Child-friendly positioning of text and other forms of interpretation
- Interpretation that suits the language needs of different ethnic communities, and that is suitable for people with visual and hearing impairments and basic skills learners.
- Use of QR codes to link with resources on the Staffordshire History Centre microsite and other project partners' websites.

The exhibition will include AV material and interactives, both low-tech and high-tech, to promote learning in a fun and enjoyable way and to provide alternative forms of interpretation. This content could also be made available on-line and as a promotional tool.

There should be various opportunities for audience interaction and feedback on both the collections and exhibition which can feed into the development of future work.

Overall, the interpretation should be exciting, interactive, accessible, and engaging using a range of media.

### **Overview of Key Requirements:-**

- Exhibition design and build;
- Design synergy with Staffordshire History centre branding;
- Hard wearing;
- Easy to install and dismantle;
- Strong graphics which are attractive to a family audience;
- Creative, engaging and accessible to a wide audience;
- Interactive and fun;
- Inclusion of digital elements for additional online offer to enable broader audience engagement and help to negate possible future Covid-19 precautions; and
- Delivery and set up at the Brampton Museum, Newcastle-under-Lyme.

## **Proposed Timetable**

June – Dec 2024

Research and development to include attending some meetings with project team.

20<sup>th</sup> Dec 2024

Completion of design and production of exhibition.

Early January 2025

Install exhibition at the Brampton Museum and Art Gallery (w/c 6<sup>th</sup> January)

## 2. 'Knowing Your Onions' Exhibition

### Audience

The 'Knowing your Onions' exhibition will be designed to appeal to a broad audience including, but not be limited to young adults, older adults, multi-generational family groups and children of a range of ages. It should cut across all ethnic, social, and economic divisions. The exhibition should also reach people from rural communities.

### Exhibition Content

'Knowing your Onions' will feature a range of documents and objects from Staffordshire Archives & Heritage's archive, museum and library collections that relate to traditional and historic recipes, food in Staffordshire and food in the wider community. It will also include co-curated work and items developed by partner community groups. The exhibition will also promote and engage users with other Archive and Heritage projects relating to food in the community, and signpost other organisations providing support and activities in this subject area.

### Exhibition Concept/Requirements

This will be a family friendly, fully interactive exhibition which is accessible to a wide range of audiences, which should be reflected in an engaging and creative design. Visitors will be able to explore the theme of "Food" through our collections and co-curated content through a multi-sensory display in the form of a stylised kitchen space, e.g. a dresser, store cupboard or pantry. The display should be demountable and easy to assemble and reassemble. Each topic within the theme should be able to be explored individually but create a coherent experience for the visitor.

### Topics in the theme of 'Food' to be explored:

- Historic recipes from a variety of time periods including hand-written or printed traditional food and medicinal recipes.
- Food specific to Staffordshire, e.g. oatcakes.
- Herbs and spices – a multisensory opportunity.
- What 'traditional food' means to Staffordshire people from different cultural or religious backgrounds.
- Growing food and food production.

Exhibition content and themes have been developed in consultation with users. As part of the Staffordshire History Centre project evaluation, Archives & Heritage staff will be evaluating the development of the exhibition design with the support of the Audience Agency who are the evaluation consultants for the project.

Archives and Heritage staff will write and edit exhibition interpretation panel and label text.

### Interpretation Methods

The exhibition must be accessible both physically and intellectually. A variety of methods of interpretation will be used within the exhibition to interpret the objects and themes. These will be in accordance with current standards and best practice in museum interpretation, and will include the following elements:

- Use of individuals' stories to convey themes and interpret objects.
- Use of cross-cultural themes
- Text aimed at a reading age of 9-12 years.
- Means of access to detailed information for those who want to find out more
- Non-text means of interpretation – e.g. audio, video, music, interactives, and multi-sensory interpretation
- Child-friendly positioning of text and other forms of interpretation
- Interpretation that suits the language needs of different ethnic communities, and that is suitable for people with visual and hearing impairments and basic skills learners.
- Use of QR codes to link with resources on the Staffordshire History Centre microsite and other project partners' websites.

There should be various opportunities for audience interaction and feedback on both the collection and exhibition which can feed into the development of future work.

Overall, the interpretation should be exciting, interactive, accessible, and engaging using a range of media.

#### **Overview of Key Requirements:-**

- Exhibition design and build
- Design synergy with Staffordshire History Centre branding
- Hard wearing;
- Easy to install and dismantle;
- Strong graphics which are attractive to a family audience;
- Creative, engaging and accessible to a wide audience;
- Interactive and fun.
- Inclusion of digital elements for additional online offer to enable broader audience engagement and help to negate possible future Covid-19 precautions.
- Delivery and set up at the first venue

#### **Proposed Timetable**

June - Sept 2024	Research and development to include attending some meetings with project team.
31 <sup>st</sup> Aug 2024	Completion of design and production of exhibition.
Late Sept 2024	Install exhibition at first venue

## Exhibition Design Specification

The successful design consultant will be required to demonstrate or provide the following in a fully worked project plan:

- An understanding of the key issues that we want addressing, with initial creative ideas;
- Details of the methodology that will be used for the successful completion of the project;
- A breakdown of the fees and all additional costs relating to the project, which remains within the cost limit set out below;
- Examples of previous and current work on similar museum, archive or heritage projects;
- CVs of all personnel involved in the work, details of their proposed roles and outputs;
- Two references or the work cited above.

They will also be evaluated on creative expression and how this has been used to address our needs and collections; value for money; deliverables; sustainability and the track record of the consultant.

### Fee

The maximum fee for this work is £18,000 excluding VAT. This must include all expenses. Please state whether VAT will be charged.

We have some materials and equipment which can be repurposed for the exhibition to reduce costs including display cases and AV equipment. We can provide details on request.

### Deadline

Expressions of interest and Appendix A the Form of Tender should reach us no later than **5pm on Sunday 12<sup>th</sup> May 2024**, together with your initial reply to the Design Brief, and a quotation for the work. They should be returned to Chris Copp, Collections Manager, by email [chris.copp@staffordshire.gov.uk](mailto:chris.copp@staffordshire.gov.uk) No questions will be accepted after 7<sup>th</sup> of May 2024.

It is the Tenderer's responsibility to ensure that they are received on time.

### Interview date

SCC may hold clarification meetings. These are currently scheduled for w/c 19<sup>th</sup> May 2024. This will consist of a 20 minute presentation from the tenderer followed by a 20 minute question and answer session based on the tenderer's submission.

## **Tender submissions – please read carefully**

The purpose of the tender response is to enable SCC to evaluate your understanding of our requirements, the suitability of your proposed approach and experience and skills of your team. Your response should consist of the following:

1. A written response to the evaluation criteria below.
  - a. Ensure your responses relate to the project brief. Do not include generic information. Any general marketing material about your company or additional appendices that have not been requested will not be considered.
2. A priced offer in the format request.
  - a. It is the Tenderer's responsibility to ensure all fees, rates and prices quoted are correct. Tenderers will be required to hold these or withdraw their tender in the event of errors being identified after the submission of tenders.
  - b. If a Tenderer fails to provide fully for the requirements of the specification in the tender it must either absorb the costs of meeting the full requirements of the specification within its tendered price, or withdraw the tender.
  - c. No tender will be considered which is late, for whatever reason nor will changes be permitted after the closing date.
  - d. All tenderers shall keep their respective Forms of Tender valid and open for acceptance by the SCC or 90 days from receipt.
3. Signatures of appropriately authorised individuals e.g. where the tender is a Limited Company, by a Director; where it is a Partnership, by two authorised partners or by an individual if they are a sole trader. Signatures can be scanned.
4. Evidence of appropriate insurances. All consultants should have Public and Professional Liability and Companies Employer's Liability if they have employees. The standard insurance for services contracts for SCC is:
  - Public Liability - £5 million
  - Employer's Liability - £5 million
  - Professional Indemnity - £2 million

### **Evaluation criteria**

Tenders will be evaluated according to the following four criteria:

1. Relevant experience from two similar projects that have been completed within the last 3 years. (20%)
2. An understanding of the key issues that we want addressing, including sustainability, with initial creative ideas (20%)

3. Qualifications and experience of the proposed team including CVs. No CV must be more than four sides of A4 (20%)
4. Approach to the design brief including methodology, fees, details of communication with SCC (20%)
5. Price (20%).

SCC will assess Tenderers' responses according to these criteria and will award points up to the maximum shown against each heading in the Quality evaluation assessment table below. Failure to achieve a rating of satisfactory (i.e. a minimum unweighted score of 3 or above) in any one or more categories may result in the bid being disqualified at the SCC's discretion.

Assessment Criteria	Score
<b>Unacceptable:</b> either no answer is provided, or the answer fails to demonstrate that any of SCC's key requirements in the area being measured will be delivered.	0
<b>Poor:</b> fails to demonstrate how SCC's basic requirements in the area being measured will be addressed, giving rise to serious concerns that acceptable outcomes would not be delivered against the project brief.	1
<b>Weak:</b> barely demonstrates how SCC's basic requirements in the area being measured will be addressed, giving rise to concerns whether acceptable outcomes would be delivered against the project brief.	2
<b>Satisfactory:</b> demonstrates how SCC's basic requirements in the area being measured will be addressed so as to deliver acceptable outcomes against the project brief.	3
<b>Good:</b> demonstrates how most of SCC's requirements in the area being measured will be addressed so as to deliver good outcomes against the project brief.	4
<b>Excellent:</b> demonstrates clearly how all of SCC's requirements in the area being measured will be fully addressed so as to deliver excellent outcomes against the project brief.	5

The tenderer who submits the lowest overall price will receive the full score of 20% available for the financial evaluation. Remaining bids will be awarded a score proportionate to the lowest priced bid according to the following formula:

$$\text{Score} = (\text{lowest bid received} / \text{bid price}) \times 20$$

Abnormally low or high bids distort evaluation of tenders and where the Trust feels that a bid falls into one of these categories the tender will be asked to explain or clarify their bid. This includes the discounting of daily rates.

Please note the following:

### **Preparation of Tender**

Tenderers are responsible for obtaining all information necessary for the preparation of their response; and all costs, expenses and liabilities incurred in connection with the preparation and submission of the Tender and attending any interviews will be borne by the Tenderer.

The Tenderer is expected to have carried out all research, investigations and enquiries which can reasonably be carried out and to have satisfied itself as to the nature, extent, and character of the requirements of the Contract (in the context of and as it is described in the Specification), the extent of the materials and equipment which may be required and any other matter which may affect its Form of Tender.

Tenderers may seek clarification on any of the points contained in the tender documents at any time **prior to seven working days** before the date for receipt of tenders. This will allow time for SCC or Project Manager to prepare a response to all tenderers by five days before the tender deadline and for all tenderers to incorporate the clarification prior to the tender deadline.

### **Non-consideration of Form of Tender**

SCC reserve the right not to award the contract to the highest scoring, lowest priced or to any tenderer; and reserve also the right to accept any of the same in whole or in part. SCC may also refrain from considering any Form of Tender if it is not in accordance with the Form and Conditions of Tender, or the Tenderer does not provide all of the information required or attempts to make variation or alterations to the Form of Tender, Conditions of Contract or the Specification.

### **Tenderer's Warranties**

In submitting a Tender, the Tenderer warrants that:

1. It has not done any of the acts in the Non-Consideration of Form or Tender,
2. all information provided is true, complete and accurate in all respects including details of previous projects being presented as examples,
3. it has full power and authority to enter into the Contract.
4. it is of sound financial standing, and
5. its partners, directors and employees are not aware of any circumstances that may adversely affect such financial standing in the future.

### **Confidentiality**

The Form of Tender, the Conditions of Contract, the Specification, and all other documentation or information issued by the SCC relating to the Tender shall be treated by the Tenderer as private and confidential for use only in connection with the Tender and any resulting contract and shall not be disclosed in whole or in part to any third party without the prior written consent of the SCC.

The documents which constitute the project and all copies thereof are and shall remain the property of the SCC (whether or not the SCC shall have charged a fee for the supply of such documents) and must not be copied or reproduced in whole or in part and must be returned to the SCCs upon their request.

All information provided by tenderers as part of a tender return will be treated as confidential.

### **Freedom of Information**

Information in relation to this tender may be made available on demand in accordance with the requirements of the Freedom of Information Act 2000.

Tenderers should state if any information supplied by them is confidential or commercially sensitive or should not be disclosed in response to a request for information under the Act, and should state why they consider the information to be confidential or commercially sensitive.

This will not guarantee that the information will not be disclosed, but will be examined in the list of the exemptions provided in the Act.

## APPENDIX A: Form of Tender

Please complete this form and include it with your responses to the questions above.

**Project:** 'Leek to Llandudno' and 'Knowing Your Onions' touring exhibitions

**Professional Service:** Exhibition design and build

**Name of Tenderer:**

I/We, the undersigned, do hereby offer to execute and complete the above mentioned professional services in strict accordance with the Schedule of Services for the following lump sum fee:

£ \_\_\_\_ plus VAT (delete if VAT not applicable) for the Delivery Phase

Confirm figure in words: \_\_\_\_\_ plus VAT (delete VAT if not applicable)

### **1. Resources**

Please state the number of days intended for the Delivery Phase:

### **2. Day Rates**

<b>Team</b>	<b>Day Rate (£)</b>
Director/ Partner	
Senior Consultant	
Consultant	
Other – specify	

The above day rates will be utilised to negotiate any additional works that may be required if deemed to be beyond the reasonable scope of the works specified. All day rates are to be based on a 7.5 hour day and are to include allowance for disbursements.

### **3. Expenses and Disbursements**

The fee offer is to include all expenses and disbursements (including printing charges).

### **4. Offer Period**

This tender/ offer is to remain open for a period of 90 days from the date fixed to the return of tenders.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_

	<b>Tenderer to provide responses. Some are pass/ fail</b>
Name of firm or company	
Postal address	
Registered address (if applicable)	
Company number (if applicable)	
Please indicate if you are: a sole trader, partnership, Public or Private Limited Company or other type of organisation	
Main contact	
Contact telephone number	
Contact email address	
Please indicate your level of Employer's Liability Insurance, the policy number and expiry date <sup>1</sup>	
Please indicate your level of Public Indemnity Insurance, the policy number and expiry date	
Please indicate your level of Professional Indemnity Insurance, the policy number and expiry date	
Signature of authorised person	
Name of authorised person	
Capacity in which signed	

<sup>1</sup> If you do not have any of these insurances please indicate if you will purchase them if awarded the contract. If they are not applicable e.g. you are not an employer please indicate this.