



TOLPUDDLE OLD CHAPEL TRUST

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Brief for the development and production of interpretation materials for Tolpuddle Old Chapel Trust

1. Introduction

This brief sets out the requirements for the development, procurement, and production of interpretation for Tolpuddle Old Chapel.

2. Context

Tolpuddle Old Chapel Trust has been successful in obtaining a Round II pass for the *Saving the Martyrs' Legacy* project. Work on the building began in November 2021 and it is anticipated that it will be ready for opening in October/November 2022.

The Chapel is a heritage asset of national and international importance. It was built in about 1818, offering a dedicated place of worship in place of a cottage in the village which had been used for at least ten years previously. It is a rare example of a purpose-built rural Methodist Chapel, simple in design and reflecting the agricultural skills of those who built it. However, its key significance lies in the fact that four of its worshippers were sentenced to transportation for seven years for swearing an illegal oath as part of the initiation into a Friendly Society of Agricultural Labourers – a union. By 1838 they were known as the Tolpuddle Martyrs.

The Project will renovate the building and provide access to all who wish to visit and volunteer to support the Trust. A new-build extension will provide ancillary facilities for visitors and participants, ensuring that the Old Chapel itself remains a quiet place for reflection. The bedrock of our plans is a well-trained team of volunteers who will share their knowledge and interests with visitors, and support a programme of activities aimed at engaging a wide community of interests.

A carefully thought-through Interpretation Plan (attached) ensures that the unique heritage value of the chapel is understood and celebrated, and the central storylines captured and retold with relevance to modern day parallels. This brief is for the further development, procurement and production of this interpretation.

3. Indicative Project Timetable

| | |
|--------------|---|
| March 2022 | Procurement |
| April 2022 | Appointment of design contractor |
| | Development and testing of graphic style and sign off by Trustees |
| August 2022 | All content and images with designer |
| October 2022 | Installation of interpretative scheme |

4. The brief

The successful contractor is required to undertake the following tasks, using content provided by the project team:

4.1 Develop and agree a graphic style suitable for use on printed materials, information panels, leaflets, the website and any other media etc and which suits the ethos of the current branding of The Old Chapel and TOCT. The style should be compliant with the Equality Act and should adhere to section 11 of the Interpretation Plan (Producing accessible interpretation panels and writing).

(Note that updating the website itself is not part of the contract)

4.2 Create proformas and a style manual so that the Trust can produce newsletters, leaflets and interpretation panels easily in the future. These must include appropriate use of funders' logos.

4.3 Create the following items of interpretation:

- Design and produce a guided walk "*In The Martyrs' Footsteps*" which can be downloaded from the website and printed as a pdf
- Replace the content (design and print) of the existing external information panel, using the existing frame. Assume 1.5 m w x 90 cm h
- Design and produce ten double-sided 'information bats' covering five themes – materials to be determined (e.g. wood, Perspex), and develop presentation mechanism e.g. hang by hooks or sit in a 'trough' mounted on the wall. These materials will also need to be presented via an audio app/QR code or the equivalent
- Design and make a model which is partitioned to explain the building phases:
 - Cob wall and thatch roof, brick and flint footings
 - Door cut into wall, original doorway blocked, roof made less pitched and replaced by slate, window blocked
 - Insertion of loft and loft loading door, timber stairs, stall partitions

It should be tactile (to give the feel of cob, thatch etc), robust with a base no larger than 75 x 75 cm

- Design and supply 2 x pull up banners giving information on the Chapel for use at temporary events and activities
- Design and produce an illustrated time line of the building and key events, using illustrations which have already been commissioned. Assume 1m wide x 1.5m high
- Design and produce a digital guide to the Old Chapel. Provide downloadable pdf which can be added to the website.
- Create design framework and supply 2 tablets to provide offline links to website and linked material
- Design and produce a set of postcards that will be sold to visitors

4.4 Brief the project manager and Trustees on the use of the interpretation

4.5 Regularly review programme and budget costs providing updates to the Project Manager for any significant changes from the estimates in the Round II application

4.6 Agree final accounts with suppliers and provide approval for payment of invoices from third parties through the Project Manager

5. Fee

A maximum budget of £15,400 + VAT has been allocated to this contract to include all professional fees, expenses, and production costs.

A schedule of payments will be agreed with the consultant to be paid against key milestones. Payment will be by BACS on receipt of official invoice following satisfactory completion of the work required.

The consultants will be responsible for ensuring their own insurance, health & safety and those they work with, complying with relevant legislation.

There is no holiday entitlement, pension scheme or other benefit associated with this appointment

6. Copyright

The copyright for any material produced by the Consultant during the course of the contract will be the property of the Trust.

7. Health & Safety

The Consultant will be responsible for ensuring his/her own health & safety and those they work with, complying with relevant legislation

8. Selection procedure

Consultants seeking to carry out this work should submit:

- A work programme with indicative timescales and project plan
- Details of proposed personnel with their relevant skills and experience
- Details of similar work undertaken recently
- The names and contact details of 2 recent client referees who may be approached before an appointment.
- A breakdown of an estimate for the work

We will be assessing applications using these criteria:

- Understanding of the brief and extent of response to it
- Evidence of high quality interpretation delivered in a similar context
- Value for money

Closing date for submissions is **9.00am Monday 28 March 2022**

Please submit your application by email to Crystal Johnson, Project Manager:

Crystal@Crystaljohnson.co.uk

Interviews will be held in the week commencing 4 April 2022