

Brief for Crowdsourced Cultural Heritage Project (Telling the Tale of the Tame) – Tender request

Date: 26th April 2017

Client: Tame Valley Wetlands Landscape Partnership Scheme (LP-11-04927)
c/o Warwickshire Wildlife Trust (Lead Partner), Hams Hall Environmental
Centre, Off Canton Lane, Hams Hall Distribution Park, Coleshill, North
Warwickshire B46 1GA.

Contact: Rita Gries. Rita.gries@rspb.org.uk 01675 470 917

Job: 'Telling the Tale of the Tame' - crowdsourced cultural heritage project
June 2017-January 2018 (8 month contract).

Tender Deadline: **Monday 17th May 2017 (11am)**

1. Introduction:

The Landscape

Nearly two million people live near the River Tame – the main river flowing out of Birmingham and the largest tributary of the River Trent. The River Tame and its floodplain are heavily influenced by human activity and have seen many changes. Over the last century, areas of the floodplain have been drained, woodland has been cleared and the river has been heavily engineered and polluted.

Despite this historical damage, the river is now cleaner and the old sand and gravel workings, which once blighted the landscape, now help to form the largest series of interconnected wetlands in Warwickshire.

The Tame Valley Wetlands are located between Birmingham and Tamworth, in North Warwickshire and south-east Staffordshire, following 29 km of the River Tame. Wetlands cover an area of 1,000 hectares, hosting a variety of important habitats and a rich diversity of species.

Wetlands are vital for both wildlife and people – they clean up our water and provide us with food and materials; they play a key role in reducing flooding and storing carbon; and they give us a special space to enjoy, improving our health and wellbeing.

The Tame Valley Wetlands are a unique and hidden landscape – a 'green and blue lung' in an area of the country otherwise dominated by transport routes and development. Due to the area's existing value and the potential to further improve this through wetland restoration and creation, the Tame Valley is recognised as a key place for large area conservation and partnership working.

The Tame Valley Wetlands Landscape Partnership (TVWLP)

The TVWLP has the vision of 'creating a wetland landscape, rich in wildlife and accessible to all'. There are 22 organisations on the Partnership and the LP Board consists of Warwickshire Wildlife Trust (Lead Partner), the Canal & River Trust, the Environment Agency, North Warwickshire Borough Council, the RSPB, Staffordshire Wildlife Trust and Warwickshire County Council.

The Tame Valley Wetlands Landscape Partnership Scheme

The Scheme is being delivered by the TVWLP between 2014 and 2018. The Partnership will receive £1.7 million funding from the National Lottery through the Heritage Lottery Fund, enabling a £2.5 million scheme to be delivered, which aims to restore built and natural heritage and reconnect local

people with their landscape. The scheme covers a 104 km² area of the Tame Valley Wetlands landscape between Birmingham and Tamworth, in North Warwickshire and south-east Staffordshire.

Work is focussing on conserving and enhancing approximately 50 hectares of river and wetland habitat and restoring two Grade II listed structures on the canal network. The scheme includes the development of the Tame Way - linking, enhancing and promoting a network of footpaths, bridleways and cycle routes between Birmingham and Tamworth. Plans are also in place for a new interpretation centre at Kingsbury Water Park and an interactive website and phone app, providing easily accessible information and resources to help people explore and discover the Tame Valley Wetlands.

The initiative is also providing volunteering and training opportunities for local people and supporting groups working to look after their local area. A series of events and activities are also being delivered, with the aim of engaging with hundreds of school children, young people and members of the public. Informal training is being provided through taster days, with the chance for people to learn new skills and improve their CVs through more formal, accredited training programmes.

This work is being led by partners and an LPS team of 9 staff members across 4 organisations. For more information, please visit www.tamevalleywetlands.co.uk.

2. Contract Objectives and Work Required:

The TVWLP Scheme HistoryPin tool is an online space where people can share memories of the local area in the shape of text, photos or videos. The memories will be mapped on a map of the Tame Valley Wetlands area, allowing people to search and share local heritage information. This tool will thus act as a social tool for sharing memories, but also as a database to ensure the legacy of the information collected.

We require a consultant to:

- **Engage with the local community**, encouraging them to use the tool.
 - Online “campaigns” on social media focussing on separate themes such as: mining and industry, landmarks, historical events, life stories of people born in the area etc. lasting throughout the duration of the project.
 - Engaging with local heritage groups to ensure they are involved in the project, and find ways to use the tools to reach their own objectives, throughout the duration of the project.
 - Engaging with schools and encourage them to use this tool, for example by getting children to speak with their grandparents about their memories, and sharing the results online (June -July 2017).
 - Attending local community events and getting people to participate on the spot, using a tablet computer (July-September 2017).
- **Collate and process information submitted via online tools and supplement it with own research** to produce a book and mobile exhibition merging the history of the area and personal memories thus “Telling the Tale of the Tame” (Nov 17– January 2018):
 - Producing 5 press releases sharing memories on set themes, throughout the life of the project.
 - Promote the book to the local community through schools, libraries, parish councils and community hubs.

- Develop an exhibition with the creation of portable and engaging interpretation for use in public spaces as above.

The overall aim of this project is to explore the cultural and less tangible heritage of the area, by working with local communities to record and share their memories and experiences, unlocking the hidden stories within the landscape.

3. Target Audience:

- Community groups with an interest in heritage.
- Residents of the area, families, children and their grandparents.
- People with family history links to the area.
- Farmers / landowners.

4. The Consultant Role:

The Consultant should:

- Work closely with the TVWLP Scheme team to coordinate publicity and events.
- Follow the funding requirements and recognise the TVWLP Scheme and HLF in all publicity and materials.
- Collate feedback from groups and evaluate success of project, monitoring and evaluating outputs and outcomes.
- Familiarise themselves with the TVWLP Scheme and represent the Scheme to a high standard when engaging with the public.
- Regularly report on progress to TVWLP Scheme team staff and produce quarterly updates and a final detailed report.
- Produced the required work as outlined in section 2,

5. Skills Required:

The Consultant is required to have skills and experience in:

- Engaging a variety of community groups and individuals.
- Publicity and dealing with the media.
- Researching local history.
- Collating information and presenting it in engaging manner.
- Book / exhibition design and production.

6. Funding:

This work is funded through a Landscape Partnership Scheme fund – the main contributor is the Heritage Lottery Fund.

The budget for this work is a maximum of **£7100.00 excluding VAT.**

Payment will be made in stages, to be discussed and agreed at inception. The Consultant is requested to provide a breakdown of their fee proposal (and whether VAT is applicable).

7. Timetable:

An outline timetable for the contract over an 8 month period is given below, which will be discussed further at inception, when timings will be confirmed:

Activity	Date
Circulation of the Tender Brief	26 th April 2017

Tender / proposal deadline	15 th May 2017
Consultants contacted regarding their proposals	17 th May 2017
Interviews for shortlisted Consultants if applicable (week beginning)	22 nd May 2017
Award of contract (week beginning)	22 nd May 2017
First community engagement opportunity: Tamefest event (optional, if consultants are available)	27 th May 2017
Inception meeting (week beginning)	29 th May 2017
Engaging with local community	June-October 2017
Engaging with local schools	June-July 2017
Attending local community events	June-September 2017
Produce book and exhibition interpretation material	Nov December 2017
Exhibition touring and promotion of book and project	December 2017 –Jan 18
Final report produced	End of Jan 2018
End of contract	End of Jan 2018

8. Response to this Brief:

A short tender document is required in response to this Brief, outlining:

1. How you will deliver the required elements outlined in Section 2;
2. A fixed cost quote for the work;
3. Details of your skills, expertise and experience relevant to the tasks outlined.

Consortium bids will be accepted where this enables consultants to offer the required breadth of expertise required by this Brief.

The proposal should be sent by email to:

Rita Gries, Community and Events Officer, rita.gries@rspb.org.uk.

by 11am on Monday 15th May 2017.

The proposal should not exceed 20 pages of A4 (including background information).

You will be notified of the outcome of your proposal by email or phone. Depending on the number and quality of the tenders received we may invite shortlisted tenderers to interview.

9. Selection of Consultant:

In scrutinising Consultant proposals we will be looking in particular for:

- A sound appreciation of the Brief, the rationale underlying it and the means of achieving it;
- A comprehensive and realistic approach to delivering the Brief, including methodology and timescales;
- Evidence of appropriate skills, experience and track record (details of the team who will be carrying out the work, including their specialisms and experience);
- Realistic and reasonable day rates / number of days allocated to each task and appropriate spread of days across tasks;
- Value for money. Price will be a material factor, but the ability of the Consultant to meet the Brief and to demonstrate value for money will be fundamental.

10. Monitoring and Evaluation of the Contract:

The tender submissions in response to this Brief will be assessed by members of the TVWLP Scheme team.

Warwickshire Wildlife Trust will be the commissioning agent and Client for the work (as Lead Partner). The Consultant will be appointed and contracted on a fixed price basis and will need to comply with Warwickshire Wildlife Trust's Terms and Conditions. **It is anticipated that the contract will run for 8 months, from June 2017 to January 2018.**

11. Further Information:

Should any further background information be required, please feel free to contact Rita Gries, either via email (as above) or by telephoning 01675 470 917.

Please visit www.tamevalleywetlands.co.uk for more information on the TVWLP Scheme and the landscape.