



Contract Brief for Interpretation

The Out of Town Museum (OOT) is a National Lottery Heritage Funded project, that celebrates the rural heritage of Coquetdale. Since 2019, the project has been collecting local memories, voices, artefacts and photographs in order to preserve these in perpetuity and to celebrate them as unique features of our local heritage. The Out of Town Museum focusses on the heritage of getting 'oot and about' with particular interest in the journeys, routes and the stories they tell, ultimately building a new archive of rural heritage.

Due to unforeseen circumstances, we now require an Interpretation Specialist to design, build and initially install an exhibition which will tour the local area in April / May 2023 before being installed as a temporary exhibition in Bailiffgate Museum & Gallery from 29th May – 30th June 2023, showcasing the dialect and heritage of this unique rural area.

OOT has a strong brand image created at the start of the project and artwork will be available to the successful appointee to use.

Contract Brief

The aim of the interpretation is to present this unique way of life before it is lost forever via a high-quality mobile interpretation and digital archive, using words, images, sounds and objects, showing how life used to be for people living in Coquetdale.

A large part of the content is audio Oral History interview recordings carried out by volunteers with local residents, telling their stories and memories as well as music, video and arts commissions which will be completed this summer. We also have content from work carried out in local schools which will be incorporated into the exhibition.

The objectives are:

- To attract and engage with local people and visitors to the area
- To provide a considered, meaningful and stimulating experience for all visitor types
- To give visitors a real insight into the lives of those living in Coquetdale with an accessible collection of oral history (stories, memories and voices) supported by artefacts, images and objects
- To inspire local people, visitors and organisations to explore their own heritage
- To produce a top-quality exhibition that the local community will be proud of
- To produce an exhibition that can be added to, creating a sustainable archive and project legacy
- To create a resource for Bailiffgate Museum that can be used in the future
- Make visitors aware that this project is funded by National Lottery players through the National Lottery Heritage Fund

The exhibition and interpretation

- The whole exhibition, in a modular format; will be a touring exhibition which can be shown as a single entity in its whole form, but it should also be able to be broken down into modules, which are easily transportable for display at several locations in the area.
- Themes have already been identified during the course of the project and relevant content will be supplied (timescale to be agreed)
- The touring exhibition will be hosted in village halls or community centres within the project area with widely different dimensions and facilities so will need to be adaptable to these situations

Construction, transportation, and assembly

As it is a touring exhibition which will then be installed at the Bailiffgate Museum, the components will need to be:

- robust
- manageable by one / two people
- simple to set up, with minimal use of tools
- compact for transportation

The exhibition will be seen primarily in a rural setting. The content will also be reflective of a rural way of life. The materials used to produce the exhibition components should be complementary to its location.

We want the design of the interpretation to be a participative process, i.e. we want the exhibition to continue to enable people to share their stories and memories and add to our understanding and collection of local heritage. Ideas include:

- sharing different dialect words for objects or photos
- inviting people to contribute their own maps - maybe linear maps -of their own journeys in the area
- offering the opportunity to record or contribute with stories, photographs or objects

The exhibition will be age-appropriate, and will include content and participative activities for both younger and older visitors.

In addition, design works for printed materials will be required. This should be considered part of this contract but will be let by separate purchase orders as required – an additional fee will be agreed for each design job as needed. The total budget for design is in the region of £1,500 but each job will be agreed separately.

Requirements

- Experience of working with cultural heritage and in community settings
- Knowledge and understanding of the culture and heritage of Coquetdale / similar rural environment
- Combining a variety of outputs including audio, film, music, professional photographs, maps
- Ability to include oral history interview recordings (content to be provided by OOT Oral History Specialist) as significant part of the exhibition
- To work in a fully inclusive manner demonstrating how content will be accessible for a wide audience
- Valid public liability insurance of at least £10 million
- To comply with risk assessment and monitoring procedures for the project

Application via email to Sally Brewis, OOT Project Manager, sally.brewis@bailiffgatemuseum.co.uk with

- CV with links to previous / similar work
- Covering letter which demonstrates
 - a suitable track record
 - sets out your approach to the project
 - why you believe that you should be appointed

- Please bear in mind that the initial design work has already been completed and all artwork will be available for the successful applicant to use
- Interested parties are welcome to arrange a visit to the Bailiffgate Museum & Gallery to see the permanent and temporary exhibitions.
- Some content (short narrative extracts from longer interviews) is available on www.ootmuseum.co.uk and <https://bit.ly/3PWGq64> (links to Bailiffgate TV You Tube Channel)
- Any queries to Sally Brewis, OOT Project Manager on 07876 636856 or on email above
- Closing date **12 noon, Monday 27th June 2022**
- Applications will be acknowledged via email and advised if progressing to the next stage by **Thursday 30th June**
- Interviews will be carried out either in person or via Zoom on **Friday 8th July 2022**

Contract Specification

Responsible to:	Project Board, main contact Sally Brewis, Project Manager
Scope:	The contract is to design, build and initially install the interpretation exhibition. Deadline for delivering the exhibition is end March 2023. Milestones, costings and timetable must be agreed and delivered
Rate:	The total contract is for £45,000 + VAT (plus design fees for printed publicity)
Start/end date:	July 2022 – July 2023

Suggested milestones and payment schedule

Date	Amount	Milestone
July 2022	£2,500+VAT	Design of touring exhibition components started
September 2022	£2,500+VAT	Agreed progress on touring exhibition design
November 2022	£2,500+VAT £7,500+VAT	Agreed progress on touring exhibition design Exhibition materials purchased
December 2022	£6,000+VAT £2,500+VAT	Production of exhibition components started Agreed progress on touring exhibition design
January 2023	£5,000+VAT £2,000+VAT	Agreed progress on production of exhibition components Interpretation design signed off
February 2023	£2,500+VAT £8,000+VAT	Agreed progress on production of exhibition components Interpretation printed & construction completed
March 2023	£3,000+VAT	Exhibition delivered for touring programme
May / June 2023	£1,000 + VAT	Installation at Museum - Contingency