



Our Big Project

April 2021

Wayfinding and Interpretation: Exeter Community Centre, 17 St David's Hill, Exeter EX4 3RG www.eccentre.org

Invitation to Tender

In 2019 Exeter Community Centre Trust (a community-based registered charity working from a Grade 11 listed building in St David's neighbourhood in Exeter), was awarded funding by National Lottery Heritage Fund to refurbish the derelict top floor of Exeter Community Centre to bring it back into community use. The project is called 'Our Big Project'.

Key elements of the project are to:

- a) Provide interpretation of a large, brick building – a former Victorian Institute for the Blind - and its surrounding St David's neighbourhood, with maps and hotspots so that visitors to the Centre and the local community can understand and value its rich heritage
- b) Design materials to promote the route and key features of a St David's Trail around the local St David's neighbourhood
- c) Design and provide signage outside and inside the 4 floors of what has been described as a 'rabbit warren' of a building in order that it will be more accessible to all visitors and particularly those who are blind or partially sighted.
- d) Design and supply structure and materials for a micro-site, linked to Exeter Community Centre Trust's website, in which the archive of heritage research already conducted by Community Centre volunteers can be stored and retrieved online and via an interactive touchscreen in the Centre building.

Exeter Community Centre Trust invites priced proposals from suitably qualified and experienced designers based on the Specification below. Please provide costings for each of the items listed. Please title your proposal "Our Big Project: Wayfinding and Interpretation Proposal".

Proposals should be submitted by 3 May 2021. Proposed contract start date 24 May 2021 to be finalised by November 2021

Guide Price for this contract is £25,000.

Exeter Community Centre Trust welcomes prior discussion on any of the elements of the Specification. Please contact centremanager@eccentre.org in the first instance as the Centre is currently closed due to Covid 19 regulations.

Specification

1. Design and Authoring

1.1. Design of approx. 5m (length) of 2.4m high interpretation panels 'Our Big Maps' in 5 locations/ wheelchair accessible sites within the centre. Panels will vary in width between 500mm – 1.2m.

These panels will have montaged image content and will require an amount of photoshop work; each of these montages will be overlaid with text and other images.

1.2. Author kiosk-based 1080p touchscreen computer interactive (allowing for bespoke interface design) to include: archive materials, display and play video & audio files, information pages, images, galleries, digitised historical documents archives and memorabilia. All content to be locally held, internet access is not available. Touchscreen computer interactive must be at height accessible to those in wheelchairs.

Estimated total number of pages of content is 80-100 individual pages which will be a mix of the above types.

A major part of the interactive 1.2 will be the 'Our Big Maps' section, this section will feature up to 12 high quality historic maps of Exeter with zoom and pan functionality + plus 2 interactive maps of St David's as specified in 1.3. (Please allow a budget for sourcing and licencing these additional maps which have yet to be identified).

1.3. Author two interactive maps making allowance for a maximum of 100 interactive hotspots (circa 50 per map), each hotspot launching information pages, media files or records as required. for inclusion in 1.2

The base map for these two interactive maps will be the 1888 OS Town series 1:500 scale map of Exeter, please allow for sourcing and licencing all 41 sheets and joining them into one continuous digital map. We have selected this map as it shows the individual buildings in our parish in great detail.

Map 1 'Our Parish'

This interactive map will be based on 1888 OS Town series 1:500 scale map of Exeter St David's parish is to be coloured and highlighted.

Volunteer community researchers will provide historical research material, professionally checked and edited by a panel of heritage experts, for individual buildings and streets. This research must be then edited by designers into a single information page per location including images which may require sourcing (please include budget for this).

Each of these pages will be added to Map 1 as a touch-activated pop up information hotspot. Some of these hotspots may be required to display or play multimedia files such as movies or aural histories.

We anticipate up to 60 buildings and locations may require hotspots.

This map will also feature three 'Hero' buildings or locations within the parish.

These will be identified by ECCT having been previously researched by volunteer community researchers supported by the panel of heritage experts who will quality assure the material for accuracy and edit it as part of Our Big Research programme.

Each of the 3 Hero buildings or locations will then be the subject of a 360-degree interactive panorama created by the designers as part of this brief. The panorama will feature up to 20 interactive hotspots; each hotspot will either launch an information pop up, image or video file.

Please include in price to photograph and author three interactive panoramas of the three Hero locations for inclusion in Map 1.

Map 2 'Our St David's Heritage Walks'

The volunteer community researchers already working in the Centre will identify and scope out a new circular walk focusing on the newly researched social heritage of St David's. This walk and hotspots will be passed on to designers for showcasing on an interactive map as part of this brief. The hotspots along its route will illustrate and describe the heritage.

The map will also feature all the other walks and tours that are available within the Parish.

Please include as an additional cost a budget for expanding Map 2 adding in all the heritage walks in the City and their details, we estimate this at an additional 20 walks/tours, each of these walks will feature 5 hotspots illustrating their highlights. Content for these hotspots will be supplied but may require editing to fit and images sourcing. This element will only be commissioned if additional funding applications are successful.

1.4. Image research of circa 200 high quality historical image files to be sourced for use in 1.1, 1.2,1.3,1.4.

1.5. Research, specify, design and create a wayfinding plan for signage at the Centre working in conjunction with West of England School for Blind and Visually Impaired. This plan should conform to the current RNIB access guidelines as well as being accessible for those with mobility disabilities and learning

disabilities. All digital content created should conform to National Lottery Heritage Fund guidelines which can be found at:

<https://www.heritagefund.org.uk/sites/default/files/media/attachments/Digital%20guide%20Introduction%20to%20online%20accessibility.pdf>.

1.6. Design of project marketing material. Design 6pp DL full colour leaflet advertising the 3 new circular walks from interactive Map 2.

1.7. Allow for 10 meetings – zoom - plus at least 4 actually in the Community Centre - to discuss image research and design elements.

1.8. Port selected elements (as identified by Our Big Project steering group) into a micro website linked from ECCT's existing website. All elements should be multiplatform and fully responsive, allow for 2 meetings with Centre Manager and user steering group to discuss and agree integration.

2 Our Big Map Interpretation panels installation & touchscreen

2.1. Print digitally direct to substrate in high resolution & single sided.
5m of interpretation panels, 2.4m high on 10mm recycled Foamex

2.2. Delivery and installation of above interpretation panels in sites around Centre to be agreed with installation at wheelchair accessible height.

2.3. Site survey to finalise dimensions prior to production of 1.2

2.4. Supply and install two 40" touchscreens running computer interactive 1.2., mounted onto a bespoke housing, ensuring accessible at wheelchair height.

2.5. Delivery, set up and training of ECCT staff and volunteers in using 1.2 and 1.3.

2.6. 5-year hardware and support warranty of 2.4.

2.7. Annual maintenance contract of 2.4.

3 Wayfinding

3.1. Produce and install wayfinding plan signage as identified and specified in 1.5

4 Project Management and User Testing

4.1. Project management of sections 1.1, 1.2, 1.3 inclusive of all meetings, subsistence and travel costs. Make allowance for attending 6 x steering group/project management/user testing meetings (zoom or actual) during course of contract.