

BRIXTON WINDMILL

**EXPRESSIONS OF INTEREST
FOR INTERPRETATION AND EDUCATION MATERIALS**

The purpose of this exercise is to gather expressions of interest from companies and individuals who would like to submit quotes for creating (design and manufacture) interpretation and education materials at Brixton Windmill.

A. BACKGROUND

Brixton Windmill

Brixton Windmill, listed Grade II*, is inner London's only surviving windmill. It was once one of 12 windmills in Lambeth and up until the 1930s was a working mill owned by the Ashby family. Windmills were once a common feature of London – hence place names like Millbank. But, in the mid-19th century, with the development of London and the introduction of steam-powered engines, the need for wind-powered mills diminished.

Brixton Windmill is currently being restored and is due to open in May 2011 with a series of launch events over the spring and summer. The Heritage Lottery Fund, Lambeth Council and the Friends of Windmill Gardens are funding the restoration of the mill and an accompanying 5-year education and access programme, which will bring this popular local landmark back into use as a visitor attraction and education facility. With an increasing interest in natural food production and sustainable sources of energy the Windmill could become a unique resource in Lambeth, as well as in London.

Lambeth Council does not have its own local museum so this project is a great opportunity for the Council to develop an educational resource for Lambeth residents and others. Over the next five years, the Development and Education Officer (DEO) will devise and deliver an education and access programme with in-kind support from the Friends of Windmill Gardens. This will increase opportunities for a diverse audience to engage with the heritage of the site through a range of activities, events, workshops and courses. This will be supported by interpretation and education materials. At present the site does not have a separate education centre, but this is something that we would like to develop with further funding.

Heritage themes to be explored include:

- Social heritage of milling and bread making
- Architectural and agricultural/industrial heritage of windmills (in Lambeth, London, England, Europe and worldwide)
- Cultural and religious traditions associated with flour production and bread making, including stories, festivals, idioms, food, arts and crafts, music, dance and costumes from around the world
- Local history – development of Lambeth from rural villages to a densely populated inner city borough
- Archaeology

Please refer to Appendix 2 for photos and illustrations of Brixton Windmill. Further information about the history of the windmill can be found on the Friends of Windmill Garden's website. Log on to: www.brixtonwindmill.org

B. INTERPRETATION AND EDUCATION MATERIALS

Lambeth Council, in partnership with Friends of Windmill Gardens (FoWG), are looking to commission interpretation materials and educational resources that:

1. Explore the history and heritage of the windmill and the surrounding area.
2. Celebrate the cultural heritage and customs of a variety of local ethnic groups in relation to milling and flour production.
3. Are sympathetic and in keeping with the building and its original use as a mill.
4. Provide clear information that is physically, intellectually and culturally accessible
5. Provide opportunities for hands-on learning.
6. Give visitors an experience that engages all five senses: hearing, sight, touch, smell, and taste.
7. Provide a visitor experience for those people who either have a physical disability or limited mobility (for instance, older people and toddlers) or suffer from vertigo
8. Are fun and enjoyable to use.

We would like the interpretation to be accessible to as many people and audiences as possible. Here are some access principles to consider when designing the interpretation and education materials. They must be:

- Easy to use and navigate.
- Vandal proof, where necessary
- Easy to read, for instance: large, well-defined text for people with impaired vision.
- Positioned at a height where children and wheelchair users can easily read them.
- Intellectually accessible, for instance: layered information (that offers something for different levels of interest) needs to be presented within a clear text hierarchy of headlines and short introductory paragraphs followed by more detailed information for those who want to know more.
- Clear and consistent with text/audio supported by visual information.

We are looking for contractors/ suppliers who can:

1. Design inexpensive, low-tech and discreet solutions that are visually attractive and enhance the historic setting of the windmill
2. Design interpretation that can be adapted for a range of uses: a) large print formats, b) web-based materials, and c) other digital technologies, such as iPads and/or LED screens
3. Design portable interpretation for guided tours and outreach sessions in schools, community centres, and at festivals and outdoor events
4. Respond creatively to our initial ideas and suggest alternatives that will help to reduce costs and provide resources that are adaptable and suitable for a range of audiences

5. Design a graphic house style and branding that is consistent and transferable across different media – for instance, websites, printed activity sheets, publicity materials, publications and programmes.

Ideas for interpretation and educational materials

Lambeth Council are looking for contractors to quote for a range of individual items that they can provide. We are looking for quality rather than quantity, but we are keen to have a number of interpretation materials to engage a range of audiences, including local people, children, specialist interest groups, repeat visitors and formal learning groups. Here are our ideas and preferences, but please feel free to suggest other ideas in your expression of interest.

High priority

1. External graphic panel(s)

A robust display panel with text and illustrations (either free standing or mounted on a wall) to explain the history of the windmill. This panel would be aimed at visitors who either come to the windmill when it is closed or are waiting to enter the building on busy open days. This would be in addition to signage provided by Lambeth Parks Department.

Medium priority

2. Animations, films, reconstructions and panoramas

A range of digital imagery to show: **a)** how the Brixton Windmill mechanism works; **b)** what the interiors of the second and fourth floor look like (i.e. panoramas); **c)** the complex of buildings surrounding the tower mill in the 1820s; and **d)** the provender mill working. This material needs to be of sufficient quality to be displayed on either a **website**, **Apple iPad**, **LCD panel** or **whiteboard**.

3. Portable interpretation

A range of portable resources to use with groups (school and special interest groups): **a)** a map of all the windmills in the UK (printed A2, laminated); **b)** a map of windmills in Greater London (inc. windmills that used to be in London with dates of construction and demolition) (printed A2, laminated); **c)** historic OS maps and illustrations from LMA and Lambeth Archives (printed A3, laminated); and **d)** an annotated cross-section of the windmill or a scaled 3D axonometric drawing with cut away section to reveal inside mechanism. Versions of these materials could also be adapted for use as animations or still imagery to be used on the **website**, **external graphic panels**, or slideshow on an **iPad**.

4. Large flour sacks (for display)

Flour sacks from around the world to be displayed and hung in the Windmill to represent the many ethnic communities of Brixton and Lambeth. Flour sacks could be from: **a)** Jamaica; **b)** Nigeria; **c)** Portugal; **d)** Vietnam; **e)** Ireland; **f)** France; **g)** Germany; **h)** and Britain.

5. Wheat handling collection

Different types of wheat and corn (inc. wheat sheaves and grain) to be displayed and presented for visitors to handle and view.

6. Costumes

Fifteen to twenty millers' costumes for children to wear. The costumes (and hats) must: a) protect children's clothing from flour dust; b) be sized so that 5- to 9-year-olds can wear them; and c) be easy to take on and off, and be machine washable.

7. Spy holes

A simple yet effective way of introducing fun into the visitor experience. Visitors peer into a spy hole to see a scene from the past – for instance, the view from Brixton Windmill in the early 19th century, a picture of the Ashby family at work grinding wheat or baking bread. These could be fixed or hand-held.

8. Hand puppets, soft play and toys

Hand puppets, soft play items and toys that respond to the heritage of the site and can be used by young children (under 8s) with their parents/carers – for instance, a Meccano-style structure of the windmill that demonstrates the windmill mechanism, or puppets of the Ashby family, or soft play items like a loaf of bread, wheat sheaf, etc.

Other considerations

9. Graphic house style and branding

Brixton Windmill's current graphic house style and branding was developed and designed by members of the Friends of Windmill Gardens. We are looking for a contractor/supplier who can help to develop a cost-effective graphic house style that builds on the existing branding, but reflects the next phase of Brixton Windmill's development. We are looking for contractors/suppliers who will be able to design this as part of the interpretation brief, bearing in mind that we need to be able to use this on a new website.

The graphic house style and branding needs to:

- work in one colour – for instance, black – as well as other colours
- have clear text that is easy to read (i.e. with no background colour, not reversed out in white, etc)
- perhaps have a windmill silhouette represented in a solid colour (rather than reversed out in white)
- reflect the Windmill's location, e.g. inner city location, Brixton Hill, Lambeth, and/or Windmill Gardens
- be reproducible in different print sizes and media (i.e. on paper, textiles, badges, websites, exhibition panels)
- be adaptable for use in the following formats:
 - standalone image with no words
 - portrait format, with words in small font above and/or below the image (e.g. Friends of Windmill Gardens and/or Brixton Windmill)

- portrait format with other additional words, such as 'Brixton Flour', 'Events programme', 'Educational visits for schools', etc
- landscape banner format, with words in large font to the right of logo (e.g. Friends of Windmill Gardens and/or Brixton Windmill with any agreed by-lines for instance: 'At the heart of Lambeth since 1816' or 'Keeping the wind in our sails')

The contractor/supplier of any graphic-based interpretation materials will be required to advise other external suppliers on details, such as fonts, colours and other imagery used so a consistent house style is developed across other media – for instance, publications and websites.

Computer or audio equipment to view digital audio-visual interpretation material has a separate budget of approx. £2,000. Contractors/suppliers of digital content must indicate in their tender document what technology will be required to view this content, with indicative costs (if possible).

We will also be commissioning contractors to design an accompanying website and publicity materials. Please indicate in your expression of interest if you would like to be sent the tender documents for this work.

Edited text and historic illustrations for graphic panels, and other interpretation material, will be supplied by Lambeth Council and the FoWG.

C. BUDGET

The budget for the work is £10,000 (exc. VAT). We would like contractors/suppliers to indicate what items can be designed and manufactured within this budget.

D. NOTES FOR CONTRACTORS/ SUPPLIERS

To meet Lambeth Council's internal procurement procedures, successful suppliers will need to have filled out and submitted a 'Low-value Business Questionnaire' unless they are VAT-registered. Please contact Lisa Rigg for a copy of this questionnaire.

E. FORMAT FOR EXPRESSIONS OF INTEREST

Written expressions of interest and other documentation (listed below) should be submitted by **12.00 NOON on Tuesday 8 February 2011**. Please send documentation either electronically to lrigg@lambeth.gov.uk (2 to 3 MB limit on attachments) or send by post to:

Lisa Rigg, Cultural Development Unit, Adult and Community Services, London Borough of Lambeth, 4th Floor, Blue Star House, 234-244 Stockwell Road, London SW9 9SP.

Your expression of interest should consist of:

- Company profile, or curriculum vitae of the lead project consultant

- Two examples of each piece of work that you are interested in submitting a quotation for
- A filled out 'Expression of interest form' (Please refer to Appendix 2)

For any questions about this expression of interest please contact the Development and Education Officer. Her contact details are: Tel: 020 7926 6056, Mobile: 07946 399430, Email: lrigg@lambeth.gov.uk

Timetable

Provisional dates for the key stages in the process to award the contract following issue of the 'Expression of interest for Interpretation' documents are set out below. The Council reserves the right to vary the timetable at any stage up to contract award.

	Activity	Dates
1.	Expression of interest issued to suppliers	Tuesday 1 February 2011
2.	Clarification period	1-7 February 2011
3.	Deadline for receipt of expressions of interest	Tuesday 8 February 2011
4.	Tender issued to suppliers	Thursday 10 February 2011
5.	Clarification period	11-23 February 2011
6.	Deadline for receipt of quotations	12.00 NOON Thursday 24 February 2011
7.	Evaluation/clarification	21-24 February 2011
8.	Interviews (if required)	Friday 25 February 2011
9.	Select preferred designer	Monday 28 February 2011
10.	Approval/award process	1-7 March 2011
11.	Contract award and contract signed	Tuesday 8 March 2011
12.	Commencement of services	Wednesday 9 March 2011

External graphic panels must be finished and installed on site by **Thursday 21 April 2011**. We will also want some of the other interpretation elements to be finished in time for the launch on **Monday 2 May 2011**. Other interpretation and educational items will need to be finished by **30 June 2011**.

APPENDIX 2

Photographs and drawings of Brixton Windmill

Play about the Ashby Family, July 2010, Friends of Windmill Gardens

© Owen Llewellyn



Interior of Brixton Windmill

© Owen Llewellyn



Brixton Windmill, © Owen Llewellyn







APPENDIX 2

Expression of interest form

I/we can offer the following services:

Company name: _____

Lead consultant's contact details:

I/we would like to express an interest in designing the following interpretation materials:

Item	Please tick
1. External graphic panels	<input type="checkbox"/>
2. Animations, films, reconstructions	<input type="checkbox"/>
3. Portable interpretation	<input type="checkbox"/>
4. Large floor sacks	<input type="checkbox"/>
5. Wheat handling collection	<input type="checkbox"/>
6. Costumes	<input type="checkbox"/>
7. Spy holes	<input type="checkbox"/>
8. Puppets, soft play and toys	<input type="checkbox"/>
9 Graphic house style and branding	<input type="checkbox"/>
10. Other ideas for interpretation:	<input type="checkbox"/>

Please specify:

a)

b)

c)