

First World War Schools Learning Pack Brief/Invitation to
Tender

for

The British Postal Museum and Archive, delivering
The Postal Museum

Sent to

Candidates for Learning Pack Designer

Submission details:

By 5pm on Friday 28 March 2014

BPMA Learning Pack brief

The BPMA would like to commission an educational consultant to design and develop the content for a First World War schools learning pack - to include a range of cross-curricular activities for primary and secondary schools.

The learning pack will be available for free download from the BPMA website and other educational websites (including Times Educational Supplement and Resources4Schools).

The resources will be an integral part of the BPMA learning offer when **The Postal Museum** opens in late 2016.

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1. Delivering The Postal Museum

The British Postal Museum & Archive (BPMA) is the leading resource for British postal heritage. It cares for a wide range of artefacts from over 400 years of postal history. The British postal service is a national icon of global recognition. For centuries it was at the forefront of innovation, leading the way in technological advances and playing a vital role in major world events.

Since 2004 The British Postal Museum & Archive has worked to reveal the extraordinary stories of this familiar service.

The plans for **The Postal Museum**, opening in late 2016, will make this a reality.

The Postal Museum will chart almost 400 years of Britain's postal system and its impact on our shared communication and social history. It will provide an enriching experience for people of all ages and backgrounds, reaching 180,000 people per year. Spaces will include:

- Five interactive exhibition galleries including *The Post Office In Conflict*
- A temporary exhibition gallery
- Underground Mail Rail exhibition & immersive ride beneath the Mount Pleasant Sorting Office
- A state-of-the-art search room and archive repository
- Brand new research facilities
- A dynamic and inclusive community space
- Dedicated learning space hosting up to 10,000 school pupils and teachers a year
- An onsite café and public courtyard

To find out more about our plans visit our website: www.postalheritage.org.uk

BPMA Learning Pack brief

2. BPMA vision, values and aims

The BPMA's organisational **vision** is:

To connect people through the evolving story of communications past and present

We seek to realise this through our **mission**:

“British postal services helped to shape the modern world. The BPMA works to make this human story of communication, industry and innovation accessible to everyone.”

The **values** the BPMA believes in are:

- **Access:** we want everyone to have the opportunity to access Britain's postal heritage, in all its forms, and work to assist those who need support in doing so.
- **Sharing:** we are inclusive and want to share the richness of Britain's postal heritage widely through a range of means and working with a range of partners.
- **Excellence:** we have a world class collection and work to excel in how we care for and share it, blending new innovations with the best proven ways of doing things.
- **Enjoyment:** we enjoy bringing postal heritage to everyone we meet; we want people to enjoy Britain's postal heritage just as much.
- **Preservation:** we are privileged to care for our unique collection, are dedicated to this responsibility and work to ensure that Britain's postal heritage is safe for future generations to enjoy.
- **Learning:** we believe that everyone can learn from and be inspired by the stories our collections tell, and just as we continue to learn about Britain's postal heritage in all its depth and context we want others to do the same.

The BPMA's current **strategic aims** are:

- To increase **access** to the BPMA collections by all possible groups and individuals, by recognising that all we do is directed towards fulfilling this aim
- To **sustain** our work to increase access by developing strong and lasting partnerships, and generating funding from all available sources
- To **preserve, conserve, and manage** our collections to support increasing access now, and to sustain this into the future
- To ensure the **organisational capability** to increase and sustain access, by developing our staff to improve the organisation

School groups are a key **target audience**. We aim to provide teachers with support teaching across the curriculum, in particular with History, English, Art and Design and Computing.

BPMA Learning Pack brief

3. Creative brief

Context

Before 1914 Post Office communications – through the telegraph and telephone systems as well as the post - were vital to everyday life. The war brought many changes and the Post Office was never the same again.

In 1914 the Post Office was one of the biggest businesses in the world. It contributed to military operations on a scale never seen before, providing a vital means of communication between the fighting fronts and the home front. Tens of thousands of Post Office workers fought in the war, and over 8,500 were killed.

The Brief

- The Learning pack will use stories, photographs and documents in the BPMA collection to inspire KS2 and KS3 audiences to discover and learn about the essential role played by the Post Office in the First World War: on the front line and the home front.
- Content will be delivered as key themes: e.g. Moving the Mail, Women at war, The Post Office Rifles.
- It will include self-guided activities that link to curriculum subjects, key skills and learning styles to bring the story of the Post Office at war to life in the classroom.
- It will include activities that can be differentiated for a KS2 and KS3 audience that cover a wide range of curriculum subjects.
- It will highlight the wealth of archival material in the BPMA collection

Classroom and self-guided resources should be:

- Created in accessible formats – branded PDF or PowerPoint that can be printed in the classroom
- Developed using the BPMA brand guidelines brand guidelines and design palette*
- Appropriately referenced with image credits listed

*The BPMA will be rebranded the Postal Museum in late 2016. Designs will be updated with the new branding. This design approach will be discussed with the appointed consultant.

4. Summary of approach

4.1 Specific themes and content for the learning pack require further development by the consultant . It is expected that teachers will use the resources and activities in a number of ways:

- Rather than offering rigid lesson plans, the approach is to provide useful primary sources, images and historical information about a particular theme and provide activities and ideas for interpreting and using that content.
- Resources presented visually making good use of photographs and documents. A selection of facsimile archival material will be included in the pack.
- Themed sections will highlight and extend an aspect of the Post Office at war, with a focus on particular curriculum subjects, concepts or key skills.

BPMA Learning Pack brief

4.2 This is an indicative list of the resources and content to be delivered:

- Learning pack introduction
- Timeline of key events
- Teachers' notes for each subject theme suitable for KS2 and KS3
- Cross-curricular activities for each theme suitable for KS2 and KS3
- Links to ICT resources on BPMA website
- Glossary of key terms
- Facsimile archival material

5. Outline of resources

A large amount of thematic research has already been completed. This will be used to develop the learning pack content.

The following resources will be available:

- Detailed brief identifying key themes e.g. moving the mail, women at war, letters home
- Access to image database and archival material
- Introduction to the BPMA archive and supported research visits
- Regular meetings with the BPMA Learning Officer

6. Design approach

Look and feel

The BPMA's visual identity will guide the design of resources. All should be colourful and engaging but also reflect the serious tone of the content. Resources should be audience appropriate (i.e. teacher, KS2 and KS3).

Formats

Resources should be presented in familiar and accessible formats – PowerPoint and PDF documents to be printed in school.

Imagery

The BPMA will provide good-quality photographs and images of archival material and objects. These resources must be incorporated throughout the learning pack. Wherever possible BPMA images will be used, however it may be necessary to source images from other institutions.

Specialist design work

Illustrations or infographic designs may be used to complement the main design – any sub-contracting of design work must be approved by the BPMA and delivered within budget.

7. Budget and Schedule

Budget not more than £10k exc. VAT

To include content development, design work, image sourcing, further research, expenses and meeting.

BPMA Learning Pack brief

*Draft Schedule (to be confirmed)**

Deadline: 28/03/2014	Review of applications and candidates shortlisted
w/c 31/03/2014	Interviews (this may be possible by telephone) Successful candidate appointed <i>Please be available for initial briefing this week</i>
w/c 21/04/2014	Initial design review
w/c 5/05/2014	First proofs
w/c 19/05/2014	Second proofs
w/c 26/05/2014	Final designs

*There is flexibility over dates but the final print deadline is **31 May 2014**

8. How to apply

Please email applications to learning@postalheritage.org.uk for the attention of Sally Sculthorpe by 5pm Friday 28 March.

Please include:

1. A covering letter outlining your suitability for the role – with examples of relevant experience
2. A Curriculum Vitae with references
3. Examples of previous work
4. A provisional timetable with a resource schedule for each task
5. A fee breakdown, based on a daily fee

For an informal chat about this application please email learning@postalheritage.org.uk or call Sally Sculthorpe, 020 7354 7284