
Subject **Brief for Royal Mint Experience children's guidebook – request for formal expressions of interest**

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Item 1.0 Introduction

The Royal Mint Museum requires assistance from a children's writer to create a children's guidebook for the Royal Mint Experience. This writer will work with the Museum to create a guidebook that complements the content of the Royal Mint Experience and meets the needs of children through a creative and engaging approach. The Museum will require the writer to work directly with an illustrator.

This brief is asking for formal expressions of interest in the project. At the moment we are seeking to put together an estimated cost and creative direction options for consideration. This brief therefore asks for expressions of interest from writers who have previous experience of this type of project and who can confidently provide an estimate of budget and timescale.

Item 2.0 Background

The Royal Mint Experience

The Royal Mint Experience has been built at the Royal Mint site in Llantrisant, South Wales, and opened to the public in May 2016. A single storey building houses a large exhibition area detailing the history of the Royal Mint, told through six key interpretation themes, and featuring objects from the Royal Mint Museum. Part of the Experience also includes a factory tour, where visitors are taken through a gallery that allows them to see circulating coin production taking place in the factory. In addition, there is a café, shop, and formal education provision for primary school workshops. Family trails are provided and the exhibition contains interactive elements particularly directed at children.

<http://www.royalmint.com/en/the-royal-mint-experience>

2.1 The Royal Mint

The Royal Mint is one of Britain's oldest manufacturers and the world's largest exporting mint. Making coins, medals and seals, the Royal Mint operates from its factory in Llantrisant. The Royal Mint holds the United Kingdom coin contract, making it the only mint in the country legally allowed to produce circulating coins for the United Kingdom. The Royal Mint also manufactures coins and blanks for 60 different countries. In addition to its circulating coin business the Royal Mint is also a manufacturer of commemorative coins, official medals, and runs its own

bullion business.

<http://www.royalmint.com/>

2.2

The Royal Mint Museum

The Royal Mint Museum, which is accredited and has charity status, is 200 years old and has one of the finest collections of coins and related material in the world. It is a collection about how money is made and how the Royal Mint has evolved over the last 1100 years. The Museum itself is not open to the general public, making the Experience the perfect vehicle through which items from its collection can be displayed. The Museum has developed a number of aspects of the Experience, including the exhibition, family trail and formal learning program.

<http://www.royalmintmuseum.org.uk/>

<https://www.tes.com/member/RoyalMintMuseum>

Item 3.0

Exhibition Themes

There are six thematic areas within the Royal Mint Experience exhibition:

1) The Mint and its Community

An area charting the establishment of the Royal Mint, from early minting through to the present day. Focusing on its people and locations, this area will enable visitors to explore the history and stories of one of Britain's oldest manufacturers.

2) The Mint in the World

Overseas work has long been a part of the Mint's output and the Royal Mint has become the world's largest exporting mint. Today, coins and blanks are struck for over 60 countries each year. This section explores the countries around the world with which the Mint has had relationships. Visitors will leave understanding that, while abroad, they could well be holding coins made by the Royal Mint at Llantrisant.

3) Making Money

A coin's full journey from melting to striking and how this process has developed over centuries is explored in Making Money.

4) The Other Side of the Mint

There is more to the Royal Mint than the coins it produces. Throughout its long history, the Mint has turned its hand to many other projects. During both the First and Second World Wars, the Mint helped with special munitions work at the request of the War Office. It has also made stamp plates, embossing dies and the Great Seals of the Realm,

The history of producing medals at the Mint will be an important part of this thematic area. Medal making began in earnest for the Royal Mint after the Battle of Waterloo where each soldier received a silver medal. Medal work had been part of the activities of the Mint engravers long before this, but as private commissions.

5) The Meaning of Coins

The symbolism of coin design is unlocked within this area, delving into the hidden meaning which resides in each of our coins. Many of the objects in this area will be familiar to visitors and this will allow them to feel a greater appreciation of the coins in their pockets and purses.

6) Coins and Collectors

This section explores the history of coin collecting and how it originated as a pastime of royalty, thus earning its title *the hobby of kings*. We explore why people collect and encourage visitors, if they were to start collecting coins, to think about what they would collect. This section includes a display of some of the Museum's rarest coins, including the pattern coins of Edward the VIII, pieces which were produced for trial but never entered mass production due to the abdication of the king.

Item 4.0

Design brief direction

It is anticipated that the children's guidebook may be read during a visit to the Royal Mint Experience or be read at home. It will not need to be a guide around the Experience in a literal sense as a family trail aimed at children and families is available, nevertheless, it should reflect the main themes of the exhibition.

4.1

Specification - Content

- The target age group for this publication is 8-13, with a target length circa 28 pages.
 - The content should include narrative text, activities, illustration and photography.
 - The chosen writer will be required to develop a creative and engaging approach to the content that extends children's, and therefore, family learning about the Royal Mint. The writer might choose to focus on the whole history of the Royal Mint, or on the production method of coins, or on an element of the Mint's history, or on the characters that have helped shape it.
 - The approach taken should maximise opportunities to engage children and families with the science, technology, history, art and numeracy elements of coin production through text and activities.
 - The chosen writer will work directly with an illustrator to request artwork commissions in line with the project budget.
 - The illustrator may be someone recommended by the writer, or somebody appointed independently by the Royal Mint Museum.
 - The Museum will provide any photographic images requested.
 - The standard (adult) guidebook has been written by the Museum and reflects the stories of the main exhibition displays in the Experience and the history of the Royal Mint, driven by the six thematic areas. This can be used as a basis for the content of the children's guidebook, though other information will be provided by the Museum based on the approach chosen. Copies of the guidebook will be sent out once the project has been approved to those shortlisted from the responses to this brief.
 - The production of the children's guidebook will be project managed by the Royal Mint Museum Education and Learning Manager.
 - The writer will be expected to work independently away from the Museum for the majority of the project, although there will be meetings at key junctures in the project that will require attendance at the Museum in line with the schedule of work. Costs for this will be included within the project budget, but the
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appointed writer will need to be able to travel to South Wales.

4.2

Specification - Printing

Publication will be colour throughout and will need to have a soft cover. The size will need to be determined, but similar guidebooks are roughly 19cm x 21cm.

Item 5.0

Project outputs

Written content, illustrations and photographs for the Royal Mint Experience children's guidebook, to be submitted in a manner suitable for sending on to publication designers.

Item 6.0

Timetable

Should the project plan and budget be approved, a timetable will be agreed with the appointed writer.

Item 7.0

Person specification

We seek applicants who have proven experience of writing children's guidebooks and working with/commissioning work from illustrators.

Item 8.0

Responses to the brief – formal expressions of interest

In response to the brief the Museum would request no more than two sides of A4 indicating the following:

- Brief summary of writer, relevant experience, skills and approach to projects of this nature.
- Suggested general approach to the project or examples of types of approach undertaken in the past you believe suitable.
- Estimate of timescale for completion of a project of this nature.
- Estimated budget, indicating estimated overall project cost. If possible a breakdown of elements to show the approximate costs of writing and illustration. It will be assumed that costs are ex. VAT unless otherwise stated.
- Availability to participate in the project given anticipated timetable.
- References.

A CV should also be submitted.

Responses to the brief should be submitted no later than 12pm on Monday 8th August to Lucy-Ann Pickering, Education and Learning Manager, either by post or by email at the following address:

Royal Mint Museum, Llantrisant, Pontyclun, RCT, CF72 8YT

lucyann.pickering@royalmintmuseum.org.uk ; 01443 623337
