

Richmond First World War Stories

Brief for creation of digital publication

November 2018

Project overview

Over the past 4 years, Richmond upon Thames' Arts Service has been delivering a First World War Commemoration Programme. Beginning in 2014, the project has worked closely with 42 local community groups and individuals to explore the little documented history of Richmond during the First World War. It has aimed to capture the memories of local groups and individuals within each of the 14 villages which make up the borough. We have gathered a collection of research, uncovering and recording previously unknown stories from the local community. Much of this research has been shared on the project blog: ww1richmond.wordpress.com.

Examples of the types of stories documented are:

The Footballer of Loos: Frank Edwards was a rifleman in The London Irish Rifles and fought at the Battle of Loos. He led his men across No Man's Land, kicking a football ahead of him and passing it between other members of his section. He had had an idea to unnerve the enemy by attacking while dribbling a football, but the plan had been vetoed by his commanding officer Captain Dale. To guard against it happening, Dale had one of the platoon's footballs shot and ordered that Frank's be deflated. However, while waiting to go over the top, Frank blew up his ball, and when the order came to advance he lobbed it over the trenches. The ball continued in play until the Rifles reached the German wire, although several of the footballers were killed on the way. Frank himself was shot in the leg and fell before reaching enemy lines. He survived, although for the rest of his life he suffered ill effects from the poison gas used during the battle. He lived the rest of his life in the borough. The Rifleman Pub in Fourth Cross Road, Twickenham, is named after Frank.

Egg Collecting: The Egg Collection scheme began in 1914, with a call in the magazine Poultry World for eggs to be collected and donated to wounded servicemen to provide them with the extra nutrition and sustenance required. In January 1916 children from Hampton Grammar School and members of the St James' Church Lads' Brigade collected 4974 eggs and £26 in cash to help the War effort. This was coordinated by Isobel Anthony of Sussex Lodge, Hampton Hill. In 1917, she wrote to the Surrey Comet saying: 'if a few words of encouragement and cheer were sent on the eggs, written in pencil, it would encourage our men and those who were down hearted would get a new interest in their lives on finding that there are people who think and care for them'. Between March 1915 and June 1917 altogether 10,340 eggs were collected in the borough.

As the final outcomes of the project, the team have commissioned an artist to bring to life these stories through illustration, which will be turned into a printed publication and an online digital format. Chris King has been selected as the artist, and the process of creating works has started, including his below response to the Poppy Factory story.



Brief

A printed publication of Chris's original artworks along with supporting text will be produced as one of the outcomes of this project. We are seeking a digital expert to create an online version of this publication and content, ensuring it is accessible to wider audiences beyond those who can access the printed format.

We are looking to appoint someone who would fulfil the brief of:

- Building a new webpage that uses plug-ins and applications compatible with a Wordpress site
- Leading on making this site live by March 2019
- Bringing a creative approach to presenting the drawings and text to the end user
- Designing a user experience that is engaging and accessible

Regarding the content for the site, we envisage the digital version to mirror the printed publication, acting as an e-book of sorts, but with extra layers of content added to make it more interactive and engaging.

The publication's structure is likely to be:

- Title page
- Introduction to project in circa 300 words
- Map of the borough, drawn by Chris King
- 12 themed sections, each featuring:
 - Title of the theme (for example 'Remembrance')
 - Circa 250-300 words introduction to the theme and its context in the borough
 - An original drawing by Chris King representing a case study related to the theme
 - Circa 150 words interpretative text to support the case study image
- Bibliography of material produced in the borough as part of the centenary commemorations

Suggestions for this interactivity could include:

- Audio of the text being read aloud for audiences who are blind or partially sighted
- Clickable links to external content related to the content (such as the Poppy Factory website)
- Possible sound effects to play automatically when viewing the artwork pages

We would welcome suggestions and ideas beyond this too.

All content will be created by the project team and submitted to the appointed expert. There is no expectation for you to create bespoke audio for this project. Assets such as fonts and logos will also be provided, so that the look and feel is in keeping with the printed publication.

This digital output will be housed on the Orleans House Gallery website (www.orleanshousegallery.org) as a new page. The site is built in Wordpress and maintained by the Arts Service team, but there is no technical support available at the gallery regarding the build. Access to the backend of the site will be granted to the appointed expert. The software used to build the digital output is at your discretion but must be compatible with a Wordpress build.

Fee

A fixed fee of £4000 is available for this work. This includes your fee for the creation of the output and the time spent interpreting the content provided. It must also cover all costs required to produce the output.

Timeframe

The final digital output needs to be completed by the middle of March 2019. The project timeframe is therefore expected to be as follows:

- Monday 10 December 2018 – deadline for submissions
- Friday 14 December 2018 – contractor appointed
- December 2018-January 2019 – content shared and digital output approach drafted
- January 2019 – approach signed-off by project team
- February 2019 – digital output created
- March 2019 – digital output completed

How to respond

We are open to receiving proposals from individuals, agencies and organisations who feel they can fulfil this brief in the timeframe stated.

Your proposal should include the following:

- A written response to the brief with a proposed approach to delivering this work
- Examples of previous work that is relevant to this project
- Project budget – how you would use the project budget to achieve your proposed ideas, including an indication of fees
- Details of two references

Please send your proposal to Richmond First World War Stories Project Co-ordinator, Jen Kavanagh, at richmondww1stories@gmail.com by **5pm on Monday 10th December 2018**. If you have any questions, please contact Jen before the submission deadline.