

Staffin Community Trust
Church of Scotland Annexe
Staffin
Isle of Skye
IV51 9JX



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TITLE: Brief for Interpretation and design tender

Date: June 2018

1. Background & Context

Situated in the north-east of the Isle of Skye, in the Scottish Highlands, Staffin is renowned for its scenery and thousands of people from all over the world come to see its scenic landmarks which include the Quiraing, Old Man of Storr and Kilt Rock. Known as Taobh Sear in Gaelic, Staffin has a resident population of more than 500 people, who live in 23 different crofting townships dotted around Staffin Bay and the Trotternish Ridge. They have the good fortune to live in an area which has a range of top-tier heritage and environmental designations, possessing an international reputation for geology, palaeontology and cultural heritage. It is the purpose of this project to bring all these aspects of this community to life through the stories and experiences of the people of Staffin.

The Skye Ecomuseum, also known as 'Ceumannan,' is a museum without walls. All the exhibits are located in its environment and require a short walk to uncover their images and stories. It was established in 2008 by the Staffin Community Trust (SCT).

The Skye Ecomuseum became the first in Scotland and the UK, with funding from a variety of European and national sources, including the Heritage Lottery Fund (HLF), 10 years ago. With its other title, Ceumannan, 'footsteps' in Gaelic, the project is estimated to have helped attract thousands of extra visitors annually to Staffin and encouraged them to stay longer, boosting the local economy as a result.

In 2017, HLF approved a £522,000 grant to enhance the Skye Ecomuseum experience for visitors and the island's resident communities after SCT presented ambitious proposals to deliver a second phase of their project. The HLF award will enable the construction of a viewing platform at Lealt Gorge; new footpaths and interpretation; a central Staffin 'orientation point'; a full events programme; and the creation of a programme manager's job on a three-year

contract. The project has also received the support of the Coastal Communities Fund and the SSE Sustainable Development Fund.

In order to achieve this goal, over the course of the project, there will be a wide range of events and activities held in the community of Staffin. This will include family days on a range of different themes; an annual walking festival; a photography weekend; and a schools' programme. There will also be a renewed focus on finding out more about the history, archaeology and the Jurassic Coast of Staffin. This will help both visitors and locals will understand and appreciate that they are part of a unique and significant community.

Much of the impetus behind this project has come from the Staffin Community Trust. This was formed by local residents to improve the economic prospects of a rural district which has crofting and Gaelic at its heart. As a result, SCT has attracted more than £1.5million of investment in its 23-year existence. The SCT works with - and for - the community. Its project work is supported and funded by Highlands and Islands Enterprise's Community Account Management programme for fragile communities.

<http://www.hie.co.uk/community-support/account-management/community-account-management.html>

2. The Brief/Scope of work

Staffin Community Trust (SCT) wishes to appoint a consultant with experience of working with a small team to deliver a community led interpretation project across 14 sites that make up Ceumannan: The Skye Ecomuseum.

We are looking for the successful consultant to review the scoping and research work undertaken in the development phase of the project and consider current data and information about visitors to the area.

- Produce an interpretative strategy document which describes the interpretation objectives, audiences, themes, messages.
- Produce detailed plans, designs and drawings for interpretation products ie way markers, panels, leaflets etc.
- Review concept interpretation design work and work of other consultants from development phase.
- Gather feedback and consultation from the steering group and staff.
- Develop fully costed and timetable implementation plan for construction and build.
- Oversee the coordination and implementation of the build and installation.

Target Audiences

Audience Development research was compiled by Shirley Muir Associated Ltd in February 2016. The Staffin Community Trust found this to be a very well evidenced and highly professional piece of work. The data gathered covered a breadth of audiences. This contributed greatly towards identifying target audiences for the new phase of Ceumannan. Further detail of their views of the brand can be found at 5.4, page 21 of the Audience Development Plan Part I. This research identified our target audiences as visiting families with children, casual and serious walkers, heritage enthusiasts, wildlife enthusiasts. We will also look to further engage coach tours, Gaelic users and develop a local user group.

The steering group wishes (due to feedback from audience consultation) the style of the interpretation to be suitable for families with no more than 5/6 clear points made per board. Creative ideas for suggested activities linked to these sites will also be encouraged, where appropriate.

Technical requirements

All artwork needs to be supplied in an accessible format to SCT and for use in a variety of formats (digital, print).

3. Budget

The entire project budget for this interpretation work is approx. £90,000, inclusive of VAT. This includes the research, design, planning permission (where needed), construction, materials and installation. This professional fees for this commission are included in the above project budget.

4. Assessment criteria

Value for money, experience of similar work, strength of approach to development and delivery, methodology and understanding of target audiences.

5. A quotation

The Consultant should include a proposed budget breakdown for interpretation for the £90k, including fee for the work.

As part of the Methodology and timescale, the Consultant should provide details of milestones that they feel are appropriate and achievable. We will agree payment terms against these milestones. Payments will be made on completion of these milestones.

6. Timescales

The outline timescale is as follows:

Deadline for submissions:	12/07/18
Interviews (may be conducted by phone or VC)	19/07/18
Start-up meeting(flexible):	24/07/18
Presentation of draft content(flexible):	14/09/18
Final design and content approved (flexible):	23/10/18
Project launch:	01/04/19

7. Tender Process

The response to the brief should include:

1. Methodology and timescales – proposed method and programme of work
2. Budget – a breakdown of the consultancy costs of this commission to include total number of days required to undertake the work and relevant day/hourly rate for each team member, estimated costs allowed for travel and separately, accommodation and other subsistence, if relevant (inclusive of VAT)
3. An estimated budget breakdown for the £90,000 interpretation costs.
4. Relevant experience – details of previous and current work relevant to the project
5. A list of the personnel that will be working on the project with biographies and experience
6. An explanation of each person's responsibilities and any subcontracting parts of the work
7. Contact details of two references
8. Insurance details / professional insurance and indemnity certification

Deadline: All applications to be sent to Angus Murray no later than 12/07/18

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