



‘Transforming the Trent Valley’ Landscape Partnership Scheme

Specification for Outdoor Interpretation

Summary

Staffordshire Wildlife Trust is looking for an outdoor interpretation provider to support us in the design and delivery of creative interpretation across the Trent Valley.

Overview

Transforming the Trent Valley (TTTV) is a Landscape Partnership Scheme funded by The National Lottery Heritage Fund that is being delivered over 5 years between April 2019 and March 2024. Our Landscape Partnership comprises 18 Board members including statutory bodies, voluntary organisations and quarry companies from across Staffordshire and Derbyshire. We have joined together under a common vision to create wildlife-rich waterways and wetlands at the heart of a resilient, accessible, beautiful and culturally rich Trent Valley.

Staffordshire Wildlife Trust (SWT) is the lead partner and accountable body for the scheme. SWT is responsible for monitoring the outputs and outcomes of the scheme, evaluating the success of the projects and our partnership, and documenting our achievements to create exciting and informative interpretation and online media.

Background to the ‘Transforming the Trent Valley’ Landscape Partnership Scheme

Transforming the Trent Valley is an evolution of a pre-existing partnership of Staffordshire-based organisations (known collectively as the Central Rivers Initiative) with an interest in the Trent Valley. This former Staffordshire-focused landscape has expanded to include Derbyshire and a wider partnership base. Covering 200km², the landscape focuses on the River Trent and its tributaries (River Tame and River Dove) between Rugeley, Tamworth, Uttoxeter and South Derby.

TTTV is a fluvial landscape, distinguished for its sand and gravel quarries, former gravel pit lakes, wildlife-rich flood plains, pastoral farming and miles of river and canal networks. The area is both naturally and culturally rich in character and yet is under extreme industrial and developmental pressure.

The TTTV Partnership is delivering sixteen projects that work towards achieving our vision for the Trent Valley and contribute towards our three core themes: **Transforming the Landscape, Connecting Communities through Action**, and **River Valley Connections**. This brief falls under the latter theme, and aims to improve physical access to the landscape through walking, cycling and paddling, and intellectual access through information and interpretation.

The partnership has a brand identity that is carried through our visual media and represents all the partners within the partnership. Our brand identity includes a distinct colour pallet and 8 icons within our logo family representing the broad scope of our project work.

Specification

We require an outdoor interpretation company to help us deliver our Interpretation Programme (which sits under the *River Valley Connections* arm of the project) by **designing and installing a series of way-markers, interpretation panels, benches, and site-specific sculpture**. The interpretation is needed across many sites within the scheme area, including Tucklesholme, Croxall Lakes, Fradley Canal, Uttoxeter-Doveridge. Maps are provided below in the more detailed brief.

The scheme's brand guidelines should be used as an initial springboard for design, while the final product(s) should incorporate partner organisation's visual language and identity of the immediate environment. Assessments, audits, and action plans from the scheme's inception are available on our [website](#). Knowledge of these are not essential to fulfil the brief, but may help contextualise the scheme's aims.

Scope of the brief

The brief consists of 4 elements:

- **Waymarkers** (section 1)
- **Interpretation** (section 1)
- **Benches** (section 3)
- **Sculpture** (section 4 & 5)

Completion dates: we would like to see installation of waymarkers, benches and interpretation by Spring 2023, sculpture in Summer 2023.

We welcome responses to any one section, as well as all sections together. Please detail breakdowns of costs in your responses so that we are able to accurately assess viability according to our outputs. **We are interested in responses that do not conform to the budget if they sufficiently appeal to the other award criteria.**

1. Waymarkers – design & manufacture

- To be used along 5 circular walks and 1 linear walk.
- Posts should be **plain and made of wood**.
- To keep costs low they should **not be overly stylised**.
- Pointers should come in the form of **separate discs to be attached in situ**.
- The discs should feature a **visual reference to TTTV**.
- **Installation will be undertaken by others.**

Please quote for the following:

- Design and manufacture of 100 waymarker discs
- Supply of 20 wooden posts (if is budget available we may scale-up the quantity)



Comments:

This is an example of a previous design to be used as inspiration.



Comments:

This is an example of post and bench designs from the Trent Rivers Trust, a scheme partner to be used as inspiration.

2. Interpretation panels – design & manufacture

- We require up to 9 panels in total, with at least 6 in the first phase.
- To cut down costs, an InDesign template can be provided for TTTV to fill in content, pictures and partner logos.
- Frame should be **made of wood and TTTV logo should feature** on the posts.
- **Installation may be undertaken by others.**

Please quote for the following:

- Design of a standard template (into which TTTV will supply text and imagery) and production of final proofs.
- Price per panel for manufacture (specify timber used) and total cost for 6 panels
- Price per panel to route the TTTV logo (see photo example of previous interpretation we have installed)
- Approximate installation costs (if possible)

 <p>Staffordshire Wildlife Trust Welcome to Loynton Moss Nature Reserve <i>A peatland oasis from the last Ice Age</i></p> <p>THE WILDLIFE TRUSTS Staffordshire</p> <p>Dogs Please keep dogs close to you, on a lead especially between April and July when we are trying to cover them to the ground.</p> <p>Snowdrops</p> <p>Around 10,000 years ago, this area was covered by icy glaciers. When the ice melted, a natural wet hollow was formed. Over the centuries, the wet conditions and decaying plant material formed a special peatland habitat.</p> <p>Today Loynton Moss is a protected Site of Special Scientific Interest (SSSI) because of the special plants and mosses that thrive in the wet peaty conditions.</p> <p>Spring Follow the trail to the viewpoint overlooking the the Moss. This open area is very wet and is home to special bog-loving plants such as marsh cinquefoil, cowbane and sphagnum mosses, as well as a large rock-bud. We are working with volunteers to expand the open area here by taking out its trailing birch scrub.</p> <p>Looking after the Moss Keep an eye out for black clegs around the edges of the Moss.</p> <p>Summer Loynton Moss bursts into life in summer. Look out for dragonflies zooming around the wetland areas and colourful butterflies in the wildflower grasslands. The Trust has been working to create new areas of wildflower meadows in the fields surrounding the Moss.</p> <p>Look out for common spotted and swallow-moth orchids in late June, and purple heathpots in July.</p> <p>Autumn Wander along the canal-side footpath to see the large beech trees ablaze with autumn colour. When the canal was dug in the early 1800s, the natural water supply to the Moss was cut off and the area started to dry up, threatening the peatland and the special plants living there. In recent years, Staffordshire Wildlife Trust has been working to re-wet the Moss.</p> <p>Bring your nature's recycling bin! Smother down dead material and composting it to energy for new plants and animals to see. How many different types can you spot?</p> <p>Winter Take a walk through the woodlands where you'll discover drifts of snow-drops in February, falling in Spring just very far away!</p> <p>What's been there? Look for animal prints in the frost and snow.</p> <p>Information icon This wetland reserve is managed by Staffordshire Wildlife Trust, the county's leading nature conservation charity. Help us look after it by joining us: www.staff-wildlife.org.uk/news/erishp Tel: 01827 510001 Email: info@staff-wildlife.org.uk Facebook: StaffWildlifeTrust Twitter: StaffWildlifeTrust</p> <p>This interpretation sign was donated in memory of John Christopher Burns MEd MD, son of SA H Burns of Loynton Hall, who loved the Moss.</p> <p>Looking after Staffordshire's wildlife</p>	<p>Comments:</p> <p>This is an example of SWT interpretation panel that should be used as inspiration for the design template</p>
--	---



Comments:

This is an example of a previous interpretation panel we have installed showing how the logo has been routed into the timber frame.



Comments:

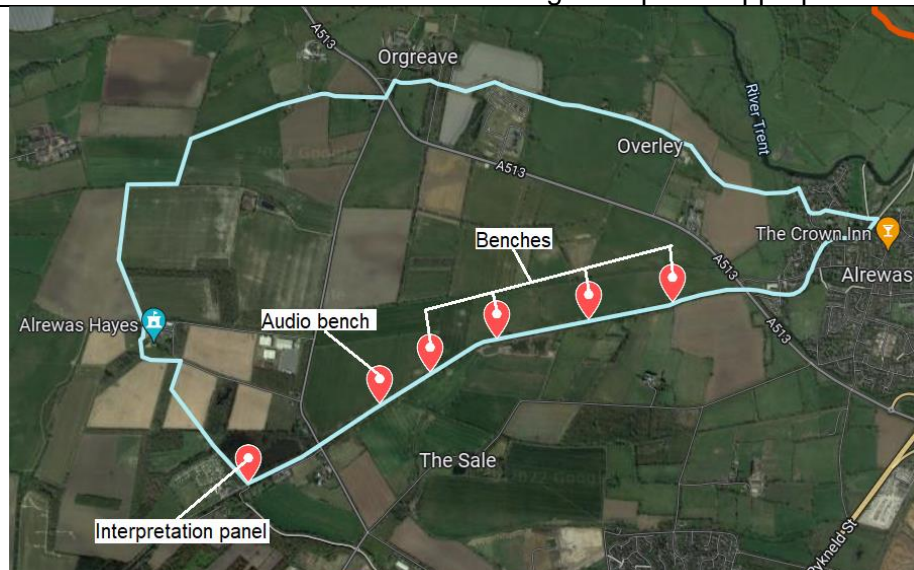
One of three example interpretation locations between Uttoxeter and Doveridge (behind the fence).

3. Benches – design & manufacture

- 4 benches plus 1 'sound' bench along a towpath, preferably made of wood.
- The 'sound' bench should be **sustainably powered** (e.g. solar).
- Audio will be of either poetry about the area, or local oral history, provided by TTTV.
- The benches will be sited along the towpath, opposite the canal (see map).
- **Canal & River Trust and TTTV branding should be visible** on the design (can be in the form of metal plaque to reduce costs).
- **Installation will be undertaken by others.**

Please quote for the following:

- Provision of 4 standard wooden benches
- Provision of a sound bench and setting this up with appropriate audio.



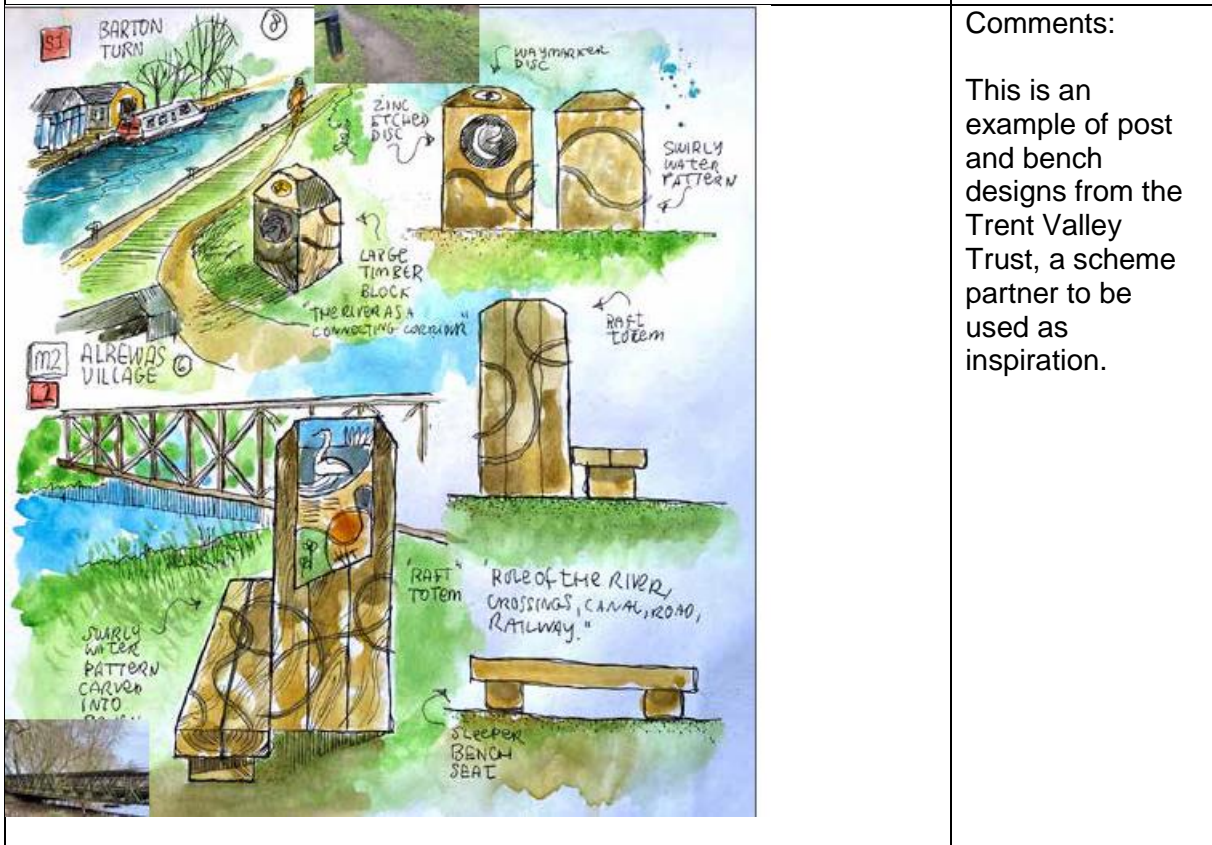
Comments:

Map of proposed bench locations and walking route.



Comments:

Section of the towpath where the benches will be located.



4. Site-specific sculpture: Tucklesholme – design, manufacture & install

- Tucklesholme is a former gravel pit being restored back to a wetland habitat, providing a home for a number of key breeding bird species. **The design of the sculpture should speak to this context.**
- The form needs to **function as a screen/wind break** for activity days (see site photo).
- As much as possible the sculpture should be **anti-social behaviour proof/unclimbable.**

Please quote for the following:

- Design of a sculpture in collaboration with the team to ensure suitability for the site, context and specific requirements.
- Manufacture and installation.



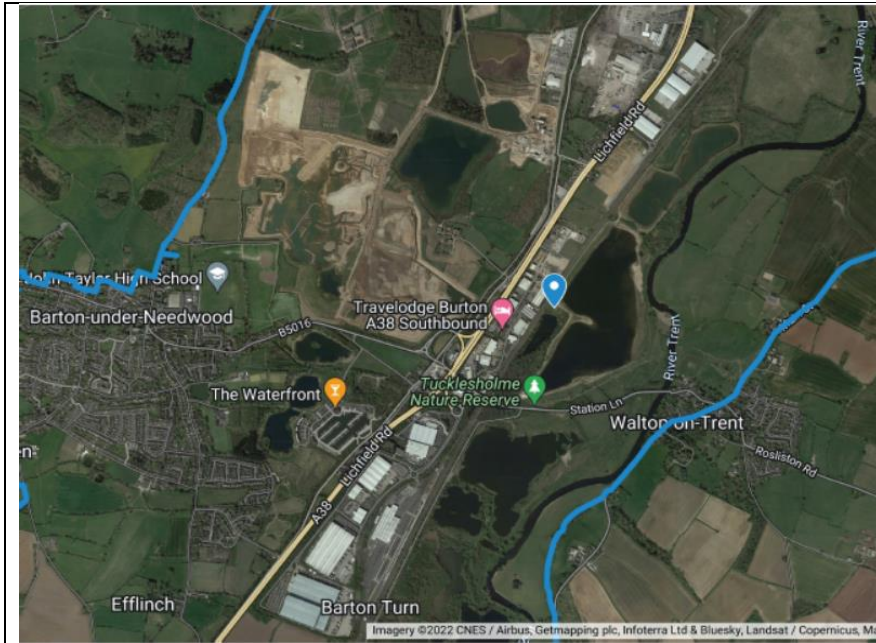
Comments:

An idea from the team for inspiration.



Comments:

Proposed location (activity space visible at the back)



Comments:

Location map of Tucklesholme Nature Reserve with the location of the sculpture indicated.

Postcode:
DE13 8EN

5. Site-specific sculpture: Croxall Lakes - design, manufacture & install

- Previously quarried for sand and gravel, Croxall Lakes now provides a home for a wintering and breeding birds.
- Also **home to the confluence of River Trent, River Tame, and River Mease.**
- Should represent a River Goddess, **featuring 3 faces and a feather cloak** (no crook and bell).
- Needs to also **function as a bird screen.**
- Approx. 5ft. stone material can be provided by TTTV.

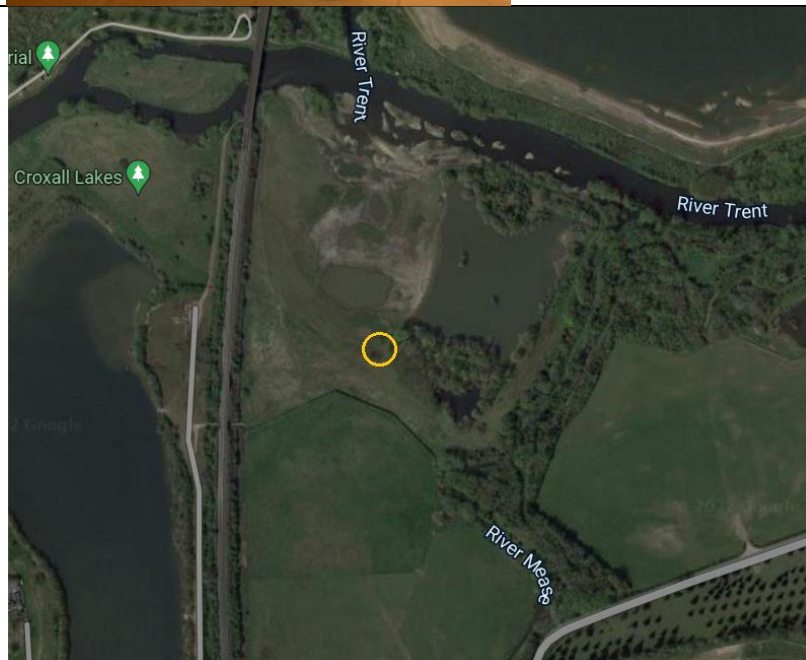
Please quote for the following:

- Design of the River Goddess sculpture for agreement with the team.
- Carving of the sculpture – specify whether the stone will be taken off site or if carving will be in situ.



Comments:

Stylistic example of the Goddess.



Comments:

Proposed location of sculpture/bird hide.

Project budget

While the project is restrained by a budget, there is some flexibility in the boundaries within that budget. Therefore, the **table below is to be used as a guide. We are interested in responses that do not conform to the budget if they sufficiently appeal to the other award criteria.** All costs must be shown with the VAT detailed. The successful company will be required to submit detailed invoices clearly stating the line of expenditure with the net, VAT and gross costs.

We welcome quotations that cover all elements but appreciate that this is a broad brief and are willing to work with several suppliers if you are only able to quote for part of the work.

Item	Cost
Waymarkers	£2,100
Benches	£5,000
'Sound' bench	£3,000
Interpretation panels	£10,500
Site specific sculpture (Tucklesholme)	£8,000
Site specific sculpture (Croxall Lakes)	£8,000
TOTAL	£36,600

Quotations

Quotations will be assessed based on their demonstrable value for money. Eligible quotations must include the following information:

Previous experience	Please provide examples of previous work e.g. drawings and photographs.
Specifications and scope of works	Please be clear about which elements you are quoting against and detail how you would meet the brief, taking into account any specific requirements. Explain how your proposal meets the scope of the brief.
Methodology	Clearly set out the steps you will follow to complete the work.
Suggested timetable of works	Show key objectives and milestones, taking the specification and scope of the brief into consideration. Please consider when final designs should be approved

	to ensure there is sufficient time to manufacture or procure materials.
Breakdown of costs	Please be clear about which elements you are quoting against and detail how you would meet the brief, taking into account any specific requirements. Explain how your proposal meets the scope of the brief.
Added value and additional offer	Please detail suggestions for added value that can you offer to the scheme or additional information or proposals that exceed the specification and scope of the brief.

Award criteria

Quotations that fulfil the essential requirements will be evaluated on the basis of the most economically advantageous quotation, taking the qualitative points above into consideration.

Criteria	Weighting
Total cost	50%
Quality of proposed design	20%
Conformity with specifications	20%
Added value and additional offer	10%

Timetable

Your quotation for the above works, along with any accompanying information or evidence, should be emailed to m.smith@staffs-wildlife.org.uk by **12noon** on **Monday 24th October**.

Only quotations submitted in accordance with the details given within this document will be considered. Any quotations that are incomplete, or received after the time indicated may be disregarded.

If you have any queries relating to this specification prior to submitting your quotation, please email m.smith@staffs-wildlife.org.uk or call **07496271513 (Tues-Thurs)**.

If you do not wish to provide a quotation for this specification, please let us know.

Marie Smith
m.smith@staffs-wildlife.org.uk
07496271513