



Contractor's Brief

*Discover the Source of the Wandle:
Production of an exhibition and guided
walk leaflet*



Introduction

The Wandle Trust is part of the South East Rivers Trust (SERT); an environmental charity dedicated to maintaining and restoring the health of rivers and their catchments across the South East of England. On the River Wandle in South London, where SERT had its origins, the Trust is still known as the Wandle Trust. SERT is a member of the Rivers Trust and is part of the rivers trust movement, which is described as having “wet feet” because it concentrates on practical improvement, underpinned by good science and best practice, throughout river catchments. Engaging and involving local communities is seen as particularly important, not just to assist with delivery and provide an understanding of the value of a healthy river but also to foster ownership amongst the community surrounding the river to underpin its long-term stewardship.

The Wandle Trust is looking to engage a contractor to take the findings from our recent project called “Discover the Source of the Wandle” and help to design and produce exhibition materials and a guided walk leaflet to showcase this information to a wider audience.

The Discover the Source of the Wandle project has worked with volunteers from the local community to ‘read’ the local landscape at the headwaters of the River Wandle to understand where its source(s) once were and where they now are. Volunteers researched the source of the Wandle through time, investigating local archives, historic maps, paintings and books; as well as remnant built and natural features in the local landscape such as stench pipes and dry channels; building a story of how the source has shaped the local community over time, and how we in turn have altered the river.

The underlying aim of this project, and primary objective of the exhibition and guided walk, is to encourage the Wandle community to engage with their local natural heritage around the source of the Wandle and raise awareness about climate change and water use.

The project is funded by the Heritage Lottery Fund as part of the Living Wandle Landscape Partnership Scheme (LWLPS), a programme which involves the local community in the understanding, restoration and enhancement of the River Wandle landscape.

Tasks

Project Management

The Project Manager and primary contact at the Wandle Trust for the project will be Polly Bryant. The appointed contractor will be required to work closely with the Wandle Trust on the development and design on the project outputs, providing regular progress updates as agreed.



Living Wandle
Landscape Partnership



Design of Guided Walk Leaflet(s)

- A walk route, divided into three sections, has been mapped in the Carshalton/Croydon area (South London). The route tells the story of the source of the Wandle and how the location of its sources have moved over time; visiting evidence of its history in the local landscape.
- The Contractor will design and produce a booklet, or series of leaflets, as agreed with the Trust, to allow people to walk these three routes self-guided, highlighting key interest points along the way and directing users to more information online.
- The leaflet should also highlight the Wandle Trail and link to the new updated Wandle Valley Regional Park Trust map to encourage people to explore the Wandle Valley further.
- The Contractor will design and produce the maps for the guided walk. The route and additional content for points of interest will be supplied by the Trust, including images.
- The booklet/leaflets should be formatted such that they can be both professionally printed and uploaded to websites as an A4 pdf so that it/they can be downloaded and printed at home.
- In total 6000 copies will be printed using environmentally friendly methods. Combinations of this will vary depending on the agreed final format of the leaflet (e.g. 3 separate leaflets with 2000 printed of each or 6000 of one booklet with all three walks included).
- The Contractor and Project Manager will work closely on the format and design of the booklet/leaflet(s) and the final product will then need to gain approval from the wider Living Wandle Landscape Partnership team.

Design of Exhibition Materials

- The Contractor will design the exhibition to present the research findings of the project.
- A draft outline of the content of this exhibition can be found in the supporting documents; there is scope for the contractor to contribute to this if desired.
- The exhibit will guide readers through the history of the source of the river from the last ice age to the present day, showcasing key historical findings and facts along the way which highlight current issues the river is facing.
- The suggested format of the exhibit is a series of indoor pop-up banners or A1 foam boards, however other suggestions are welcome as long as they are easily transportable and affordable within the budget.
- Each pop-up banner/board will be written so that it could be used on its own or, when brought together with the other pop-up banner/boards, it helps tell the interesting story of the sources of the Wandle, past, present and future.
- The Contractor will create 4 maps for the exhibit, detailed in the draft exhibit outline document, using open access data or GIS data the Trust has the copyright for.
- The Trust will supply the research from the project (including raw text, images and other evidence) and the Contractor will be responsible for writing and editing this research to create engaging content for the exhibit.

Interactive Element to the Exhibition

- The contractor will need to produce a final interactive element to the exhibition asking people to pledge an action towards protecting and safe-guarding the Wandle. This could range from saving water in their own homes to volunteering with the Wandle Trust in other projects.



- Design ideas for this element are welcome. The initial ideas include:
 - A river where people write pledges on paper in the shape of fish and other wildlife and then attach them to a picture/map/illustration of the Wandle.
 - A tree with pledges on leaves or water droplets which can be tied on.

Design Process

A start-up meeting will be held at the Wandle Trust Offices (Carshalton, London) to go through the outputs and create a design brief for each. At this meeting, other key dates will be scheduled to monitor progress on both sides.

Timetable

Contractor Appointed	30 th May 2017
Start Up Meeting	TBC
Design Proposal to Wandle Trust	TBC
First draft of leaflets	TBC
First draft of exhibition content and design outline of materials	TBC
Final proof of leaflets	TBC
Final proof of exhibition materials	TBC
Final print of exhibition materials	26 th June 2017
Final print of leaflets	26 th June 2017
Exhibition and Launch	12 th July 2017

How to quote

Applications and quotes to deliver the project should be emailed to Polly Bryant at jobs@southeastrivertrust.org by 5pm on 25th May 2017.

Information that needs to be included in the quote:

- Description of the staff who will be working on the project and what their roles will be
- A brief outline of similar work that the contractor has undertaken in the past and links to examples where possible
- A description of the proposed process or methodology to be employed in undertaking the project with a workplan including key dates and milestones
- A clear statement of costs (estimated number of days, day rate and other expenses), with the cost of each element listed above (guided walk leaflet, exhibition materials, interactive element and printing) separately

- When quoting for the printing costs, please specify which environmental standards the print will adhere to
- Any assumptions that have been made in preparing the quote
- Additional observations and comments.

Sustainability

The Wandle Trust/SERT is an environmental charity and sustainability is important to its ethos. As a contractor, the Trust requests that you minimise use of fossil fuels for the project, travelling by public transport or bicycle, and printing on recycled paper using vegetable inks wherever possible.

Payment

Payments will be made on completion of milestones as agreed at the start-up meeting.