

INVITATION TO QUOTE: November 2020

## **And This Our Life: Brief to create an outdoor, digital trail experience to connect people with literature and heritage at The Reader at Calderstones Park**

### **And This Our Life**

And this our life, exempt from public haunt,  
Finds tongues in trees, books in the running brooks,  
Sermons in stones, and good in everything.  
*As you Like It, William Shakespeare*

### **Why is this brief here?**

In September 2019, we opened the doors to the Grade II listed Mansion House in Calderstones Park following a £5M refurbishment project. The Reader at Calderstones was a community unlike any other, somewhere people could get together, experience the life-saving benefits of Shared Reading and literature, and try something new. There was a daily programme of activities and reading groups at the Mansion House, storytelling adventures at the Storybarn, a new, purpose-built heritage centre that brought the Calder Stones and the house's past to life, food to nourish you in the Cafe and an Ice Cream Parlour.

Covid 19 brought a lot of change. Much of our programme had to go online, and our reading and wellbeing groups haven't been able to meet in person yet. But the need for us to connect people to Shared Reading and create opportunities for wellbeing is more important, and more urgent, than ever.

As guidelines fluctuate, the renewed appreciation of and reliance on nature and green spaces - or just the healing power of a walk with a family member - coincides with the need for us to find new, self-directed ways for people to engage with literature and the stories of the Mansion House, Stones and Park.

All of this means that, at The Reader, we are naturally asking the question - how can we use the need to be outdoors and our unique location to create new ways to engage people with literature and learn something about the heritage of the Park and House? How do we play a role in helping people improve wellbeing and connection to others, in a way that's self-directed, safe, and surprising?

Before Covid-19 hit, we were considering a digital map which brought the heritage of the site to life in an easy, accessible way as part of the National Lottery Heritage Fund refurbishment project. We still want to do that, but we now also have an opportunity to create a digital trail concept which uses the environment to engage people in a blended and exciting digital experience of all that we do at The Reader - Shared Reading, great literature, heritage, stories and wellbeing.

To allow us to engage people at Calderstones in a world living with Covid-19 restrictions and far into the future, The Reader plans to develop an interactive, digital trail experience in the park which aims to:

- Our main goal here is to create a compelling reason for people from Greater Merseyside region, and other nearby regions, to come and visit The Reader at Calderstones Park. We want this to be an experience which draws people to the Park, rather than just a functional map resource that helps you navigate while you're here.
- Share interesting and exciting information in new and surprising ways about the history of the Park and a number of its features (up to 20) with visitors as they move around the park in the form of a digitally accessible map with trail (this map we envisage to be a permanent asset), highlighting information about Liverpool's most ancient heritage - the Calder Stones.
- Create interactive opportunities at each 'point' on the route to hear audio – they will be either readings which help you understand the point on the map through the lens of literature (e.g. as well as learning about the lake that was dug as part of the Unemployment Relief Fund in the 30s, you might also hear a reading from our volunteer of The Road to Wigan Pier), or reminiscences from people who have memories and stories to tell about the Park's past
  - To note here: we had considered a QR code trail which encourages interaction on the route and allows people touring the Park to stop, scan a code on a temporary placard and hear a poem or reading. We liked that this would allow people to instantly access some reading in a spontaneous and surprising way. As part of the digital map / trail experience, we are specifically seeking creative concept ideas as to how an element of interaction and wonder could be integrated. We love [this](#) campaign, and [this](#) one too
- Engage visitors in both Shared Reading and heritage in an easily accessible, surprising way
- Provides options for two different groups: adults, and families with young children
- Provides a simple, quality engagement opportunity for visitors with varying levels of knowledge and experience
- Connect readings and literature, poetry and history in a meaningful way.

## **Audience**

We would like to explore the possibility of the map to have two 'modes' to experience depending on who you've come to the Park with: one for adults, and one for families and children.

## **Theme**

The excerpt at the top of this brief starting 'And this our life', will inspire our creative concept. The quote is from *As You Like It* - a play which explores the healing and restorative nature of the countryside and natural spaces in a way lots of people can relate to now: "in the forest of Ardenne . . . many young gentlemen . . . fleet the time carelessly, as they did in the golden world". The quote says that through nature you can find wisdom just

as you can from books, lessons, sermons. As You Like It was also, happily, one of the plays that was scheduled to be performed by the Globe on Tour 2020 in the Mansion House garden and hopefully will again in 2021.

## **Content**

As part of the refurbishment project The Reader has collated significant amounts of heritage information relating to the Calderstones and Calderstones park including facts and figures, stories, oral histories, and images. Many of these materials are already presented in the heritage exhibition within the new Mansion House and on our website in our online heritage archive <https://www.thereader.org.uk/calderstones-archives/>

The Reader will provide all relevant content and assets, including heritage information, images, audio and video files (some of these will be created specifically for this project, for example audio readings or stories from volunteers or people significant to the Park). We will also work with you to recommend the key features and areas for inclusion on the digital map, as well as the heritage information and suggested literature. However, if you have specific ideas related to building audio content and readings, we'd be interested in discussing that too.

## **Scope of the task**

The Reader is now seeking an experienced agency to work with us to make this interactive and digital experience a reality. The agency will be required to:

- Come up with a creative concept for an interactive digital experience
- Provide expert advice as to the most appropriate platform and technology for the trail to run on after considering our aspirations and limitations
- Develop and design the concept and product whether that is App or more likely a web browser-based, including the map element itself using content supplied
- Develop and design any physical elements involved in the trail, and accompanying placards/signage (any potential 'physical' costs to be discussed separately to the budget provided)
- Test content across a number of devices prior to launch
- Consider the ongoing update/ maintenance of the interactive map and provide a plan for its long-term upkeep including any budget considerations which should be minimised

## **Considerations / additional detail**

- The experience should be as simple and self-explanatory as possible, to allow for ease of use across our audience spectrum
- We have two audiences to consider: adults, and families with young children. We'd like the idea to include ways for both audiences to interact
- The digital experience is to encourage visitors to site, but we'd also like it to be usable remotely for people who cannot travel to site
- The map would be free for visitors to use and access

- We envisage visitors using their own phones. We may have a small number of devices available for visitors to borrow
- We'd like to consider if some of the content could be seasonally updated
- Consideration should be given as to how the map interacts and connects to our existing archive and online assets
- Calderstones Park does not have wifi available for use by visitors. The Mansion House has guest wifi which visitors can use.
- We are interested in the option of visitors following a set route and clicking for more information about park feature, statues, points of interest etc.
- Accessibility and inclusion issues should be considered as a key part of the map development
- We would like to consider options for push notifications and a 'Donate' functionality within the design.

## **Budget**

The Reader is looking for a partner who can work with us to deliver this work at a very competitive rate, we have a budget of £12,000 (incl VAT). Please provide a whole project fixed fee with any relevant day rates. Costs for digital equipment, or any recommended physical signage, should be considered separately. Please quote inclusive of VAT, any anticipated expenses and all outputs. We would expect client meetings to take place online initially, and in Liverpool should Covid-19 restrictions lift during the project timeframe.

The digital trail experience is part of The Reader's Mansion House capital refurbishment project, which is funded by The National Lottery Heritage Fund, Liverpool City Council, Garfield Weston, The Tudor Trust, AKO Capital, Ravensdale Trust and The Pilkington Charities Fund.

It has been made possible through generous funding from the Steve Morgan Foundation and Community Match Challenge as well as our core funders Arts Council England, The National Lottery Community Fund and People's Postcode Lottery.

## **Timelines**

<b>Brief out</b>	<b>9 November 2020</b>
<b>Submission deadline</b>	<b>24 November 5pm</b>
<b>Shortlisting, meetings and discussions</b>	<b>24 November - 8 December (dates TBC)</b>
<b>Appointment</b>	<b>By 15 December 2020</b>
<b>Project work and testing</b>	<b>December, January, February</b>
<b>Project completion and all deliverables</b>	<b>By end of March 2020</b>
<b>Interactive map live</b>	<b>March</b>

## **Submissions**

Please submit the following details no later 20 November at 5pm by email to [annafarrell@thereader.org.uk](mailto:annafarrell@thereader.org.uk) - submissions arriving after this deadline may not be considered.

- A short summary of your proposed recommended project approach
- Confirmation of your ability to complete the task with the time frames outlined above
- Your track record in similar projects and brief bio of key team members who will work on the project
- The fees/ costs break down for the proposed work including day rates inclusive of all expenses and VAT
- 2 references from organisations with whom you have worked recently
- Data protection policy
- Proof of Professional Indemnity Insurance valued at at least £1million

All proposals will be assessed for value for money, experience and quality of approach.

## Contact

For questions please email [annafarrell@thereader.org.uk](mailto:annafarrell@thereader.org.uk)

## About The Reader [www.thereader.org.uk](http://www.thereader.org.uk)

The Reader is a national charity bringing about a Reading Revolution so that everyone can experience and enjoy great literature, which we believe is a tool for helping humans survive and live well.

We bring thousands of people together on a weekly basis in small groups to share and discuss great novels, short stories and poems. We call this Shared Reading.

By reading with people in community centres, libraries, care homes, hospitals, prisons, secure units, workplaces and in high street cafes, and at our home in Calderstones Park in Liverpool, our work helps to improve wellbeing, reduce social isolation and build stronger communities.

Over **700** Shared Reading groups and one-to-ones happen every week around the UK, supported by **1000** volunteers and reaching over **10,000** people a year.

In 2020, people attending community Shared Reading groups said:

- 'I look forward to the group as an important event in my week' – 92%
- 'The reading sessions make me feel better' – 93%
- 'I've made new friends within the group' – 84%.

The Reader is supported by players of People's Postcode Lottery, The National Lottery Community Fund and public funding from Arts Council England.

@thereaderorg #SharedReading

The Reader - Charity Number 1126806 (SC043054 Scotland)