

Invitation to Tender – Interpretation Specialist

Overview of Shropshire Wildlife Trust

Shropshire Wildlife Trust is a charity founded in 1962 and dedicated to the conservation of Shropshire's wildlife species and habitats. The Trust plays an important role in providing information and education for all ages on how to observe, enjoy and protect wildlife. The Trust owns/manages 40 nature reserves throughout Shropshire. Its headquarters is also a visitor centre in Shrewsbury.

Shropshire Wildlife Trust is a registered charity number 212744 and a company registered in England and Wales, number 729746. Registered Address 193 Abbey Foregate, Shrewsbury, SY2 6AH www.shropshirewildlifetrust.org.uk

Project Background

The Marches Mosses BogLIFE project (LIFE15 NAT/UK/000786) is a five year project running from 1 October 2016 to 31 December 2022. The project aims to restore Britain's 3rd largest lowland raised bog within the Fenn's, Whixall & Bettisfield Mosses and Wem Moss NNRs (National Nature Reserve) near Whitchurch, Shropshire and Wrexham in Wales. The LIFE project is led by Natural England working in partnership with Natural Resources Wales and Shropshire Wildlife Trust. The multi-million pound project is supported by an EU LIFE grant and The National Lottery Heritage Fund.

The partnership will restore lowland raised peatbog and marginal fen habitat but also improve the intellectual and physical access to the mosses and will improve the visitor experience. More information can be found at www.themeressandmosses.co.uk

Independent consultants developed an action plan for delivering key project outcomes on visitor management, public engagement, information and interpretation. In addition, proposed specifications and costs for the visitor information and interpretation have been worked up.

The two documents include:

- Key themes and messages to be communicated
- Visitor management issues to be addressed
- The main interpretive locations (on and off site)
- Recommendations for digital/virtual interpretation
- Recommendations for message/media/site/audience
- Cost estimates for each recommendation



It's these documents which inform the current aspirations for interpretation. A viewing platform has been installed on Whixall Moss at the end of an all ability trail. Interpretation focusing on the value of peatlands for carbon storage and climate change mitigation is in production and will be added early 2022. Viewfinders which use ghost images to explore the history of the Moss will also be added to an existing trail early 2022. On the nearby Sinkers Fields (bog edge habitat) an accessible bird hide is being built this winter and interpretation for this will form part of this contract.

As well as these physical improvements, considerable efforts have been made with digital communication and information sharing through the website, social media and channels such as U-tube.

Much of the thinking about where interpretation is needed and what the messages are has been done by the project team and some elements such as updating trail maps (which will form part of the content for panels and the leaflet) are already underway. However, the panels and leaflets have been held back awaiting the installation of the physical facilities. Now this is all underway or complete we're looking to complete numerous small interpretation projects.

Specification

We require an experienced contractor to deliver several small interpretive projects by June 2022. They must have experience of interpreting natural heritage in creative ways and ideally some knowledge of the Marches Mosses, or peatlands. As this site straddles the Welsh / English border some of these projects will need to be bi-lingual.

Items to be produced:

Description	Budget
1 nature reserve, all inclusive, welcome panel	£3,280
Hide interior - 1 mural and information board	£1,320
Hide exterior - 1 door panel	
1 welcome panel in the car park of a partner site	£5,000
Interpretation (to be determined) inside the café at above mentioned partner site	Included in above budget
3 different NNR welcome panels at various entry points	£4,500
1 major overhaul of a key car park – to remove several existing boards and replace with one welcome area	£7,500
1 NNR leaflet (10 sections with draft content 90% written). 10,000 copies.	£3,000

This will involve:



- Working with partners and other stakeholders to develop content (some is already available)
- Sourcing photographs or illustrations (the project has a stock of photographs which will be made available)
- Complimenting existing interpretation (physical and digital)
- Producing final versions and getting sign off from all 3 partners
- Liaising with graphic designers, artists and producers where appropriate.

You will have support from project staff who will undertake the procurement process for contractors to design and produce the panels but you'll be expected to manage the development, production and installation.

All items must be successfully completed by end of June 2022.

We anticipate this will take between 15-20 days. Work should commence as soon as contract awarded.

The successful contractor will need to complete The Trust's approved contractor form.

Submission requirements

The closing date is 5pm on 10th December 2021 and quotes should be sent by email to helent@shropshirewildlifetrust.org.uk

Please supply a quote (incl VAT if relevant) for completing the works outlined including:

- A covering letter explaining your past experience and suitability for the contract
- A CV (or CVs if proposal involves more than one person)
- Examples of previous work
- Details of 2 referees (independent from your organisation) who SWT could contact
- An overview of your methodology and approach
- Estimate number of days work
- Rate per day

All quotes should include the project reference:

Marches Mosses BogLIFE Project LIFE15/NAT/UK/000786

For further information and for an informal discussion, please contact Helen Trotman on 01743 284297.

