

INVITATION TO TENDER

The Coffin Works – Creation of Brand and Website

Brief

July 2013

OUTLINE

Birmingham Conservation Trust wishes to appoint a consultant to design the branding and website for the Coffin Works, a heritage attraction incorporating workshop/office units in Birmingham's Jewellery Quarter, which will be opening in summer 2014. Repair and conservation work on the building is commencing at the beginning of August 2013 and we require a Coffin Works logo for use on display boards outside the site by the beginning of September, with the remainder of the work completed by November 2013.

Tenders must be returned by 12 noon on August 8th.

BACKGROUND

Birmingham Conservation Trust

Birmingham Conservation Trust is a charity which exists 'to preserve and enhance Birmingham's threatened architectural heritage and to promote an enjoyment and understanding of the City's historic buildings'. Founded in 1978, Birmingham Conservation Trust is one of over 250 building preservation trusts in the UK. More details about our work can be found on www.birminghamconservationtrust.org

Our current major project is the repair and conservation of the Newman Brothers Coffin Fitting Works (The Coffin Works) on Fleet Street in Birmingham's Jewellery Quarter. The factory was built in 1894 and closed in 1999, when it was left with its machinery, stock, furniture, office equipment etc. all in situ, as if at the end of an ordinary working day.

Outline of Coffin Works Project

The Coffin Works project involves the repair and refurbishment of the Newman Brothers Coffin Fittings Works to bring it into sustainable new use, to secure the long-term future of the buildings, and to make a significant contribution to the economic, social and cultural life of Birmingham's Jewellery Quarter. When the repair and conservation is complete the buildings will have multiple use:

- A heritage attraction/educational resource, comprising five rooms of the original factory (including the stamp room and shroud room) with original machinery and stock
- A store room and conservation workshop/ research room for work on the Newman Brothers collection
- New offices for the Birmingham Conservation Trust (including work and office space for volunteers)
- Six workshop/office units for let and a meeting room for the shared use of tenants and the BCT.

The project will seek to develop partnerships with other heritage attractions, with other enterprises, and with schools, colleges and universities, mainly but not exclusively in Birmingham's Jewellery

Quarter, to maximise both the sustainability and the social, economic and cultural value of the initiative.

Maximising community engagement and participation, especially the participation of youth and ethnic minorities (through, for example, innovative arts and cultural events), is a major goal of the project.

The project has been made possible by grants from the Heritage Lottery Fund, English Heritage, Birmingham City Council, Greater Birmingham and Solihull Local Enterprise Partnership, Esmée Fairbairn Foundation, AIM/Biffa and others.

The Coffin Works

Built in 1894, the Newman Brothers Coffin Fittings Factory is a Grade II* listed building, complete with its historic contents (most now removed to temporary storage off site).

From 1894 until 1998 Newman Brothers produced high-quality coffin fittings initially in solid brass, then in stamped electro-brass, silver and nickel plate, and latterly in moulded resin. Additionally the company sold shrouds and coffin linings, which they manufactured at the factory from the mid C20. When Newman Brothers started Birmingham was at the centre of the coffin fittings trade, but by the time they ceased trading the company was one of only three such manufacturers in Britain, the trade having been hit by competition from the Far East and changing patterns of burials. In their heyday Newman Brothers employed a workforce of over 100 people. They produced goods that were sent out across the world and adorned the coffins of the great and the good, such as Joseph Chamberlain, Winston Churchill, the Queen Mother and reputedly Princess Diana.

Located on the city centre edge of Birmingham's historic Jewellery Quarter, the factory is a typical example of a late C19 purpose-built Jewellery Quarter manufactory. It has a characteristic rectangular courtyard plan form and is of modest scale, having been built on the site of former domestic housing. It is three-storeys high, built of red brick with slate roofs, and has high-quality brick and stone dressings with lots of small-paned cast-iron windows to flood the building with light. It has two entrances separating the clean work areas from the dirty industrial processes. Customers and office staff would enter via the panelled double doors, whilst workers would go in through the big cart entrance.

The Heritage Attraction

The front range of the factory, and one room – the Stamp Room – of the north range will form the heritage attraction. In the front range the rooms comprise a reception/orientation area/shop (formerly the stores) on the ground floor; the Newman Brothers offices and Warehouse on the first floor, and the Shroud Room on the second floor.

The aim is not to create a museum with exhibits in cases and explanatory panels, but to have the rooms looking as much as possible as they were when the factory was in use – a sort of 'time capsule'. Although much of the machinery is older than this, the time setting is the 1960s/70s – nothing much was added after that. Tours will be led by costumed guides, or visitors can take a self-guided tour ('young persons', 'family', etc) using iPads loaded with iBooks. Each chapter of the iBook interprets a different space at the Coffin Works, with narration by an actor 'in character', interviews with former workers, and a range of interactive applications.

There will be activities for children and adults in all of the rooms, and quite a lot of things which people will be encouraged to touch and handle. Overalls for dressing up, aimed primarily at

school children, will be provided as well as replica items, such as travelling salesman's bags, for use in learning activities. Outside the rooms forming part of the time capsule, other spaces within the heritage attraction will have exhibitions on, for example, funerary traditions in different religions and cultures, and the work of the Birmingham Conservation Trust. There will also be some flexible space for temporary exhibitions.

The courtyard will be used for performances and events, both arts and heritage. Much more detail about the heritage attraction and the visitor experience, including numerous photographs, can be found in the *Interpretation Proposal*, copies of which are available on request.

Activities

Especially during the first three years when it is open (2014-2017), when grant funding will pay for the employment of a 'Volunteering and operations manager', a 'Collections officer' and a 'Learning Officer', the Coffin Works will be the focus for a wide range of activities on- and off-site, with an emphasis on engagement with schools, families and the local community (which is ethnically diverse). These activities will include such things as: drama, art, dance, music and film projects – all inspired one way or another by the Coffin Works – and including, for example, a 'Day of the Dead' festival and a 'clothes to be seen dead in' fashion show.

Fundamental to the success of these activities, and to the running of the Coffin Works in general, will be the extensive involvement of volunteers.

The workshop/office units

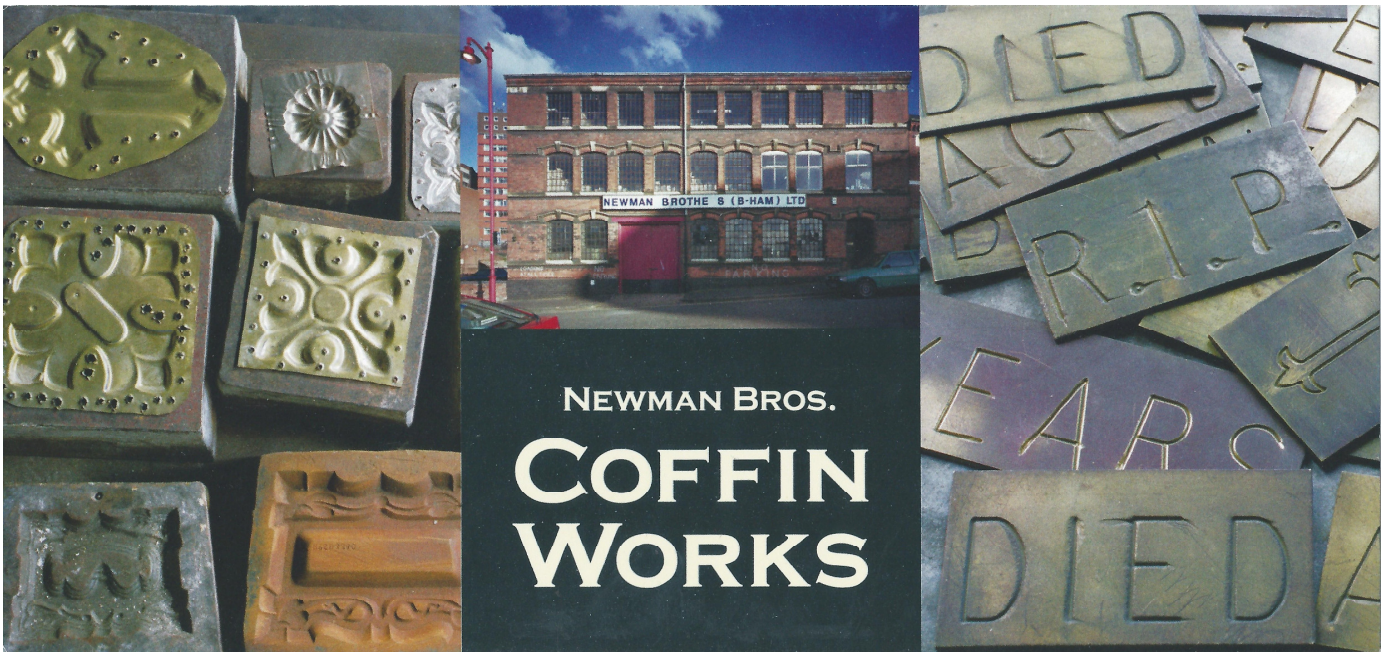
The workshop/office units to let will occupy former workshop spaces in the factory, such as the Polishing Shop and the Electroplating Shop (and will be given these names), as little modified as is possible to make them suitable for modern use, and retaining as much of their character as is possible; each will have its own WC and kitchenette. Rents will be low, to encourage start-up businesses. The units are aimed primarily at crafts people and those in the creative and heritage industries. We hope that the businesses occupying the units and the heritage attraction will complement each other, and that there will be something of a family atmosphere amongst the users of the Coffin Works.

The Birmingham Conservation Trust will be occupying one of the units as its own office, and will form part of the community, sharing such communal facilities as the meeting room.

BRIEF FOR BRANDING

The brand for the Coffin Works will reflect the character of the project, as summarised above. The firm which occupied the factory was called 'Newman Brothers (B'ham) LTD' and the building was described as the 'Fleet Works' (it is on Fleet Street). The building is often described as the 'Newman Brothers Coffin Fittings Works' (or Factory) or the 'Newman Brothers Coffin Furniture Works' (or Factory), although these are descriptive rather than formal titles. We have adopted the short title 'Coffin Works' because it is catchy (a bit like 'Custard Factory') while acknowledging that this can be misleading because only coffin fittings, together with coffin linings and shrouds, were made at the factory. Coffins were not produced at the factory.

We want **our** name and identity to be 'Coffin Works' (being the whole building comprising the heritage attraction plus the commercial units for let) while at the same time not losing the authentic 'Newman Brothers' identity. This 'dual identity' can be achieved by combining the two names, as in the leaflet cover below:



We want our logo to combine 'Coffin Works' and 'Newman Brothers'. We suggest that the style is 'mid-20th century industrial'. We want to avoid a style which suggests: 'heritage standard', 'twee vintage', 'gothic' or 'religious'. We would prefer a style that is drawn from authentic examples of Newman Brothers letterheads, catalogue covers or signage (see examples below).

Birmingham Conservation Trust has its own brand and logo. The Coffin Works brand should be distinct.

Target audience

There are numerous target audiences for our brand, but the people we most want to reach are:

- Potential customers, of all ages and backgrounds, who might wish to visit the Coffin Works
- Potential tenants for our workshop/office units

Our target audiences are diverse in faith and ethnicity – nothing in the imagery used should be exclusive.

Output

We will require a **logo**, **colour palette** (with black & white options), **typeface** and **'brand rules'** for use on:

- Letterhead
- Posters, notices and adverts
- Merchandise
- Tickets
- Coffin Works Website
- Guidebooks, brochures, information packs and calendar
- Signature strip for email
- Badges
- T-shirts
- Internal and external signage (see *Interpretation Proposal*, available on request, for general requirements)

We would also like specific proposals for an external sign to replace the former one shown below, together with a hanging sign.



Logo and design material should be provided in an electronic formats that will be easy to use and flexible, for designers and for ourselves.

Possible sources of inspiration

Authentic Newman Brothers logo, using 'NB' on a coffin shield. on dark green catalogue cover



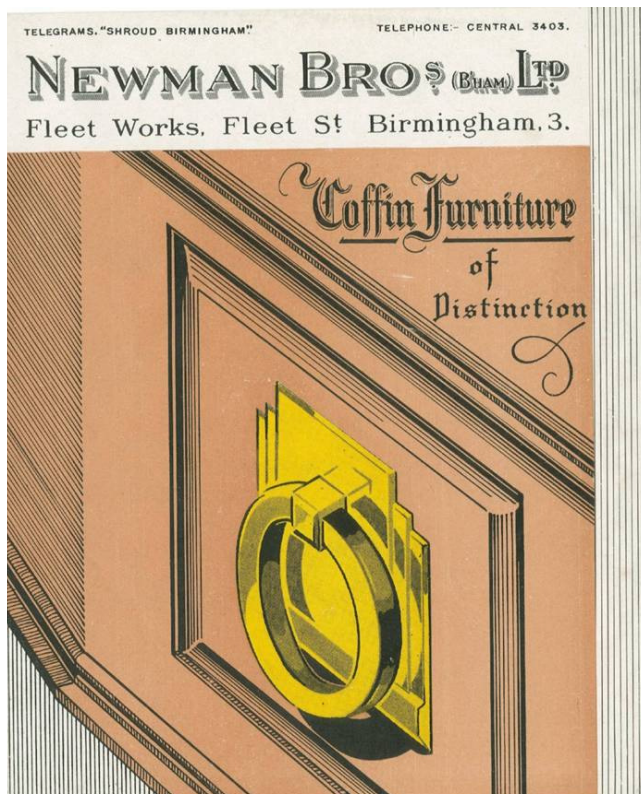
Stencilled sign on door at Coffin Works



"20th Century industrial"



Catalogue cover



This is just a small sample of images and artefacts from the Coffin Works that could provide inspiration. In general we would prefer a logo that drew on genuine Newman Brothers examples. Note that a commonly occurring colour scheme for Newman Brothers, for example in catalogues, was yellow/gold or silver on a dark green background.

BRIEF FOR WEBSITE

We require a *Word Press* website not dissimilar in functionality to the Birmingham Conservation Trust website. Members of our staff and volunteers will be uploading content to the website frequently, and we want this to be as easy and problem free as possible.

The website will provide information on the heritage attraction and on the commercial units we will have to let (and at a later stage on the businesses occupying these units).

For the heritage attraction we envisage the fairly standard range of features found on good websites for attractions: on-line booking system, opening hours, how to find us, what's on, plan your visit, contact us and so forth. We will also want pages for schools, volunteers, and job opportunities. We will have blog posts, a photo gallery and want the facility to embed audio and video. We will have links to other Birmingham heritage attractions etc, especially in the Jewellery Quarter, and pages on visiting the Jewellery Quarter.

We will require separate prices for a) website design, b) training in use of website and c) hosting, and basic maintenance and security for an initial three years.

DELIVERY SCHEDULE

Our contractors are starting work on site at the beginning of August, and once the scaffolding is up we will be erecting six display boards, with information about the Coffin Works, about the Birmingham Conservation Trust, about the commercial units to let, about the progress with the restoration, about funders, architect and contractor, and one with artwork by local schools/community groups inspired by the Coffin Works. We will require our basic logo, typeface and colour scheme for use on these display boards by early September. The remainder of the work is less urgent, but should be completed by 1 November 2013.

- 12 noon 8 August: deadline for return of tenders
- 16 August: appointment of consultant **First stage payment: 25%**
- 23 August: submission of design ideas for logo, typeface and colour scheme
- 30 August: sign off on agreed logo, typeface and colour scheme
- 6 September: delivery of logo, typeface and colour scheme, suitable for use on display boards.
- 29 September: draft of full branding proposal, including draft 'brand rules'
- 29 September: design proposals for website **Second stage payment: 25%**
- 1 November: delivery of full branding materials and functioning website **Third stage payment: 25%**
- 1-29 November: delivery of website training to BCT staff and volunteers, who will provide most of the content. **Final stage payment : 25%**
- 1 November 2013-1 November 2016: period covered by initial website hosting, maintenance and security contract. **Consultant to propose payment terms with tender.**

WHAT TO SUBMIT WITH THE TENDER

1. Fixed price for the branding as specified
2. Brief details of what the price for the branding will cover
3. Fixed price for the website as specified, with the training element itemised separately
4. Brief details of what the price for the website will cover, including the training element
5. Fixed price for hosting website, and **basic** website maintenance and security over three years.
6. Details of what will be covered by the hosting, maintenance and security agreement, and suggested terms.
7. At least two examples each of branding and website design carried out by your company.
8. CV of the principal person who will be responsible for the branding, and of the person who will be responsible for the website, if different.

Please also provide answers to the following questions:

1. How will you approach the branding?
2. Why do you think we should give you this commission?

Please also confirm that Birmingham Conservation Trust will own all IPR's (Intellectual Property Rights) and Copyright of everything that is produced (but with acknowledgment of website design).

We will be assessing tenders on the basis of price (50% weighting), examples of previous work and CVs (35%), and answers to questions above (15%)

Tenders must be returned in electronic format (Word or PDF), not larger than 10MB, to simon.a.buteux@birmingham.gov.uk no later than 12 noon on 8 August. For an informal chat or questions please contact Simon on 0121 303 2664 or 07973 498013. Simon is on leave from 1 August – after this date, or as an alternative, please contact Suzanne Carter on suzannecarterBCT@gmail.com or ring 07793 075737.