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Coalface Conversations Hub Realisation

WORKS INFORMATION DOCUMENT

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1. Purpose and Scope of Document

The purpose of this document is to explain the scale and requirements of the Coalface Conversations Realisation project. Additionally it will introduce the principle actors involved in the project and those parties successful bidders will likely be required to liaise and interact with.

2. Reconfigure of Visitor Welcome Areas

As part of the reconfiguration of visitor welcome areas the main reception / welcome area, retail space and an atrium space referred to as the circulation space will be reinvented as per the design brief included in the Implementation Plan.

Diagrams are included in appendix A and B.

This will involve the creation and production of graphics and graphic structures; a reception counter; flooring; merchandising wall displays; mobile gondola units; mobile cubes; light fittings; furniture (including lockers and atrium seating); display panels.

The reconfiguration works shall all be carried out in the same time frame. Some of the work, simple labour and removal of existing fixtures, fittings and features, would be conducted by our in house engineering and site workers.

The project works shall total no more than £84,800.

Scheduled prices are detailed below in section 5 of this document.

3. Scheduled Charges

Reconfiguration of visitor welcome areas	
Graphics and graphic structures	
Counter	
Flooring	
Merchandise wall displays (9 bays)	
Merchandise wall displays (2 bays)	
Mobile Gondola units (8 units)	
Mobile cubes (6 units)	
Light fittings	
Furniture - including lockers and seating for Atrium	
Atrium panel	
Subtotals	84,800

4. Involved Parties

The National Coal Mining Museum for England awarded the tender for design and production of the implementation plan to Redman Design. Together with the Curatorial and Visitor Engagement Department of the National Coal Mining Museum for England they have produced a comprehensive documentation in order to secure funding from the Heritage Lottery Fund.

In realising this implementation plan the National Coal Mining Museum for England will appoint an internal project manager, to liaise between the designer Redman Design and the successful realisation partner as required. This person or these persons shall be introduced to the successful parties following completion of the tender process.

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The design of the implementation plan and the specific design of the signage, wayfaring and graphics therefore separate the tactical from the strategic with both voices united by the project management function.

Going forward the principal players in this project will be:

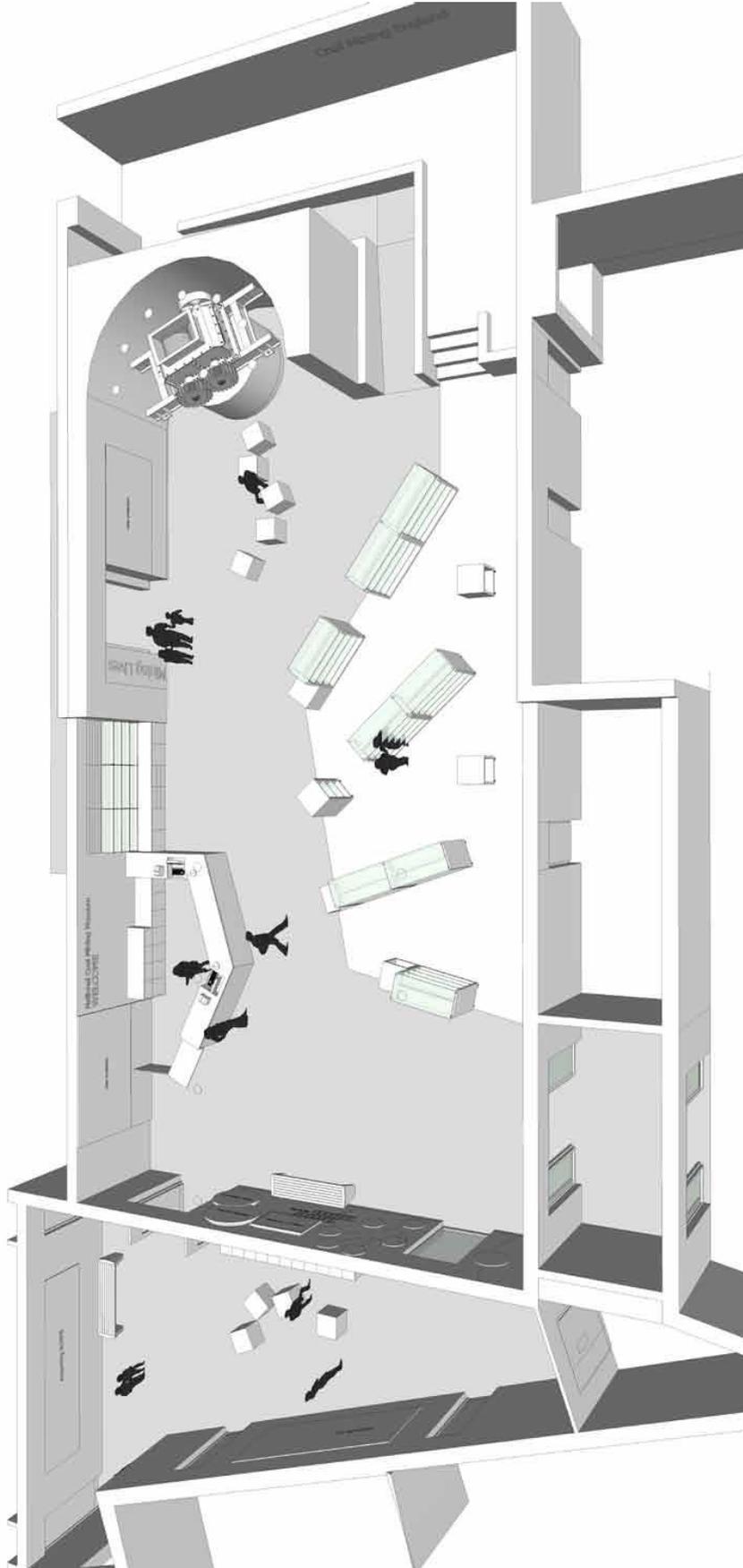
The National Coal Mining Museum (and their appointed Realisation Project Manager)

Redman Design (in their capacity as designer of the Interpretation Plan)

The Heritage Lottery Fund (in their capacity as external funding body)

The successfully awarded contractor / realisation partner

Appendix A – Proposed Visitor Welcome Area Overview



Appendix C – Design Visual (Extracted from Implementation Plan)

As visitors arrive, they're likely to be drawn to the information and displays immediately to the left, which share site information and details of the activities and events on during the day. A volunteer is aware of them as they enter and may approach, to offer a welcome and information.

They will see the large screen ahead and are likely to walk towards it after registering the information on their left – on it are impressive depictions of visitors enjoying different parts of what the Museum has to offer. They will register what there is to do and make a mental note of things to make sure they see.



The site and visitor information included on this first 'orientation' wall is extensive but layered and carefully designed to be digestible. It answers those key questions that visitors are likely to have about the Museum and their day.

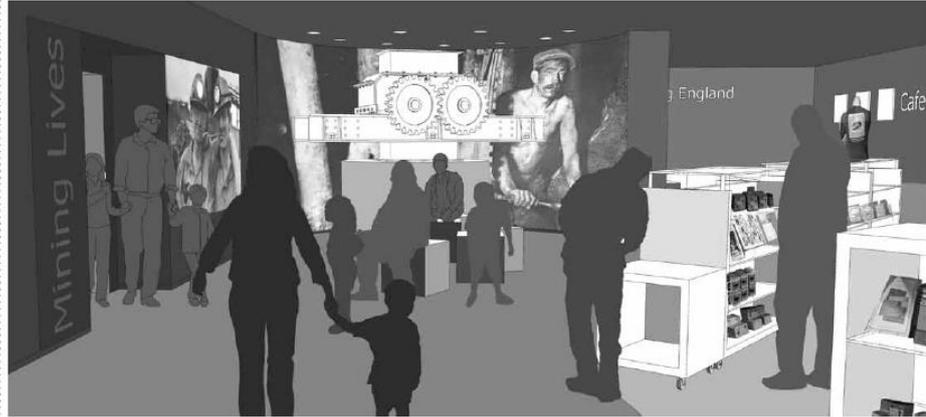
There are more detailed and focused resources here too, including trails and maps, events programmes and 'Young Miners' Handbooks' on sale. On a large screen, the daily menu of activities across the whole breadth of the site scrolls, each with images to entice and make it clear what the offer is, and who it is for.



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The space is open with retail, circulation areas and information/ orientation spaces seamlessly blending together – furthering dwell time and removing what can sometimes be the pressure of an immersive retail experience. All visitors can casually browse, and be exposed to the retail, as they explore the space.

The entrance to the Mining Lives galleries is obvious and highlighted with a backlit display of text and images. On the far wall, a graphic installation ‘Mining England’ showcases just a few of so many of the people, places and events associated with the story of mining – this really is a national story to explore.



The orientation space at the southern end of the visitor centre attracts visitors to a large object on open display and an impressive projected film playing against the wall. The object can change over time and is simply labelled – in itself, it provides an insight into what the Museum is all about and what it represents.

The film here, 'The Story of Coal' is a dashing narrative through time and place. It sets the scene and provides a chronological framework against which visitors can make sense of the Museum's stories. Emotion is key here and shouldn't be shielded away from, and key messages can be made clearly and strongly – what did the industry mean for those who lived it and were affected by it? How did it change the world?



The retail displays within the new Visitor Centre retain the same square metreaage as currently, but displayed in what should be a much more effective way. With increased lines of sight across the space, groups are more likely to split and some browse while others do other things,

The western elevation of the space provides full height retail across its width. All the display infrastructure is moveable on castors, so it can adapt and change over time, but also that it can be cleared away entirely, to provide a characterful meeting and event space.



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The door direct from the main entrance into the Learning Curve has been removed, to simplify circulation routes and provide a storage area for the museum team. A large map across the wall, visible too through glaze from the main space, provides using images a guide to the physicality of the Museum site and everything there is to do.

Flexible seating provides the chance for visitors to take a break, especially when others in their group are in the toilets or browsing in the shop. New lockers can be used for luggage, bags, equipment or contraband. Useful and welcomed by visitors, there is a small charge for their use.



Appendix D – Graphic Schedule

ARRIVAL/WELCOME SIGNAGE

- To be focused only on principal entrance – suggested large 2700 x 1500 signs above existing walls, all other eye catchers to be got rid of or disguised
- Other signage on approach to be image only and kept away from what could be perceived as vehicle entrances
- High impact arrival signage to be installed onto bars around arrival roundabout – core Welcome Message then simplified left and right signs to each car park
- Main building – West elevation – High impact images – rest removed
- Gateway and Entrance Signage around main building – all to be replaced and simplified
- High impact images on Hope Store and Coal Interface – What We Do Here – What You Can Do Here – using vinyl banners on roller doors



High Impact Images

VISITOR HUB

- Information and Orientation Wall, including partially in relief
- Large map – vinyl wallpaper, against learning curve
- Backdrop graphics for large object installation
- Full expanse 'Mining England' graphic installation on south elevation.

HISTORIC BUILDINGS

- Building labels – Approx. 30 across site – to include title, tagline and image.
- Additional 8 Mining Science 450mm signs for Hope Pit buildings, 2 for 1842, 2 for Mining Interface.

LADDER SIGNS

- Single inserts to replace ladder rungs, to include site maps and potentially other key images/messages



Graphic Installation

INTERPRETATION LECTERNS

- Reprint of all lectern panels – new maps, layering and refreshed content. No need for most part of fabric renewal or replacement.

ZONE MONOLITHS

- New – arrival monoliths to act as attracts and provide key orientation and messaging for each zone.

GALLERY INTERVENTIONS

- New 'go-to' graphics within each Hope Pit building – to get across the main interpretative focus in a simpler and more accessible way.
- New introductory graphics for all main themes within Mining Lives
- New introductory graphics within Hope Store/Discovery Centre corridor
- New introductory signage for all main themes within Coalfield Interface



Approach signage – Image only



High impact arrival signage



Zone monoliths