



T 01924 848806
F 01924 840694
www.ncm.org.uk

Date: 03/05/2018

Reference: PRO-TEN-007

Coalface Conversations Wayfaring

WORKS INFORMATION DOCUMENT

CONTENTS

- 1. Purpose and Scope of Document**
- 2. Reconfiguration of Visitor Welcome Areas**
- 3. Signage Production and Installation**
- 4. Signage Design and Interpretation**
- 5. Scheduled Charges**
- 6. Involved Parties**

Appendix A – Proposed Site Zones

Appendix B – Design Visual (Extracted from Interpretation Plan)

Appendix C – Graphic Schedule

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. Signage Production Installation

The awarded partner will be expected to develop, produce and install signage to provide a successful wayfaring scheme with input from the National Coal Mining Museum for England and tested by focus groups and non-attached or affiliated parties. This will be done to ensure the success of the project.

As part of the implementation plan signage and graphics for the welcome area, to differentiate zones around the site and to introduce and explain the buildings along with introducing themes and designations is a core element. The various parts of the site have been designated as belonging within specific zones with their own specific identity and perhaps theme.

As a part of the zonal interpretation, lecterns will be positioned to aid in orientation around site and nine monoliths will be installed. Ladder signs around site are to be reclad, roadside banners redeveloped and redressed and high impact signage employed throughout site.

Due to the length of the project elements of the production and installation of signage around site will be conducted across a three year span, starting in the first year, continuing through the second and finishing in the third.

The project works shall total no more than £77,500.

A full prospectus of intended signage is included in section 5 of this document.

The projected zones and potential principal signage is included in appendix A.

3. Signage Design and Interpretation

To ensure the most effective and successful wayfaring signage must be clear and well designed, incorporating elements to ensure familiarity with the site. This conceptualisation element would fall under the scope of the awarded partner, with input from the National Coal Mining Museum for England in order to support the agreed and developed implementation plan.

Due to the length of the project elements of this design may be carried out across multiple years to fit into the existing schedule; the scheduled charges are detailed in section 5 of this document.

The project works shall total no more than £32,750.

A copy of the current design brief overview for each graphic element is included in appendix B.

A full schedule of charges is included in section 5 of this document.

A schedule of expected graphics, in overview from the Interpretation Plan is included in appendix C.

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4. Map and Visitor / Guest Journey

Wayfaring and the journey around site must be determined and designed in such a way to maximise visitor experience. As a core part of this project a new map must be developed by the awarded partner. This map design will form the basis of any future interactive map design the museum carries out and as such must be clear, easy to follow and understand but inviting and engaging.

The project costs for this are included within the wider Interpretation and Design element and referenced as such in the schedule of charges in section 5 of this document.

5. Scheduled Charges

Signage production & installation		
	WELCOME New graphics for roadside triangular attractors (to be recovered) x2	
	WELCOME New roadside banner holders with attractor banners along roadside x6	
	WELCOME New Main arrival signage	
	WELCOME High Impact signage around roundabout - on barriers	
	WELCOME New Main Building signage on west elevation	
	WELCOME New external Welcome area entrance signage	
	ZONAL Monoliths x9 around site	
	ZONAL New graphics for Ladder signs - (to be re-clad) x7	
	ZONAL New fingers for existing finger signs x55	
	ZONAL Interpretation Lecterns - reprint panels with new maps, layering and refreshed content x15	
	BUILDINGS High impact vinyl banner/attractor for Coal Interface, Hope Blacksmiths and Hope Store	
	BUILDINGS Individual external building labels - title, tagline, image x30	
	BUILDINGS Mining Science external labels showing additional themes per-building at Hope, for 1842 and Coal	
	BUILDINGS Hope buildings internal theme interpretation x6	
	BUILDINGS Introduction themes graphics within Mining Gallery - wrapped board x8	
	BUILDINGS Introduction themes graphics within Coal Interface Gallery - wrapped board x6	
	BUILDINGS Hope Store Corridor graphics x3	
	Installation of signage	
Subtotals		77,500
Signage design		
	Interpretation and development of signage and wayfaring	
	New map design	
	Signage artworking - Aim 2	
	Signage artworking - Aim 1	
Subtotals		32,750

6. 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, wayfinding 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 Implementation Plan)

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

The successfully awarded contractor / realisation partner

Appendix A – Proposed Site Zones

For visitors to be able to understand what is on offer to them, and the physicality of the site, it is proposed that the museum is broken up into a number of zones.

These will be easily understandable as to what they're about and what the visitor offer is in each. This will in turn, make it much easier through effective orientation and signage, and vitally by guidance and encouragement provided by staff and volunteers, to direct and encourage visitors to see the whole site.



EXPLORING THE SITE

It is recommended that the Museum is split into the following 'zones':

- Caphouse Colliery
- Hope Pit
- The Hub
- Pit Wood

The proposition of each zone must be communicated using key images of the visitor proposition and a simple effective tagline, examples of which are set out on the following page.

Full site maps will feature the principal zones first and foremost, together with site facilities. These will feature on lecterns, a series of monoliths around the site, on maps downloadable on-line and in the Visitor Centre, and large-scale maps in key dwell areas.

Features and activities within zones can be highlighted and promoted in a host of ways, but must cited with reference to that top layer to ensure visitors are able to grasp both the location, and how it fits with the overall structure of the site:

- Visit the Pit Baths at Caphouse Colliery.
- See our Blacksmiths in action at Hope Pit, etc. etc.
- The graphic execution of this approach will be exceptionally important as will the style of cartography adopted.

DISCOVERING CAPHOUSE COLLIERY AND HOPE PIT

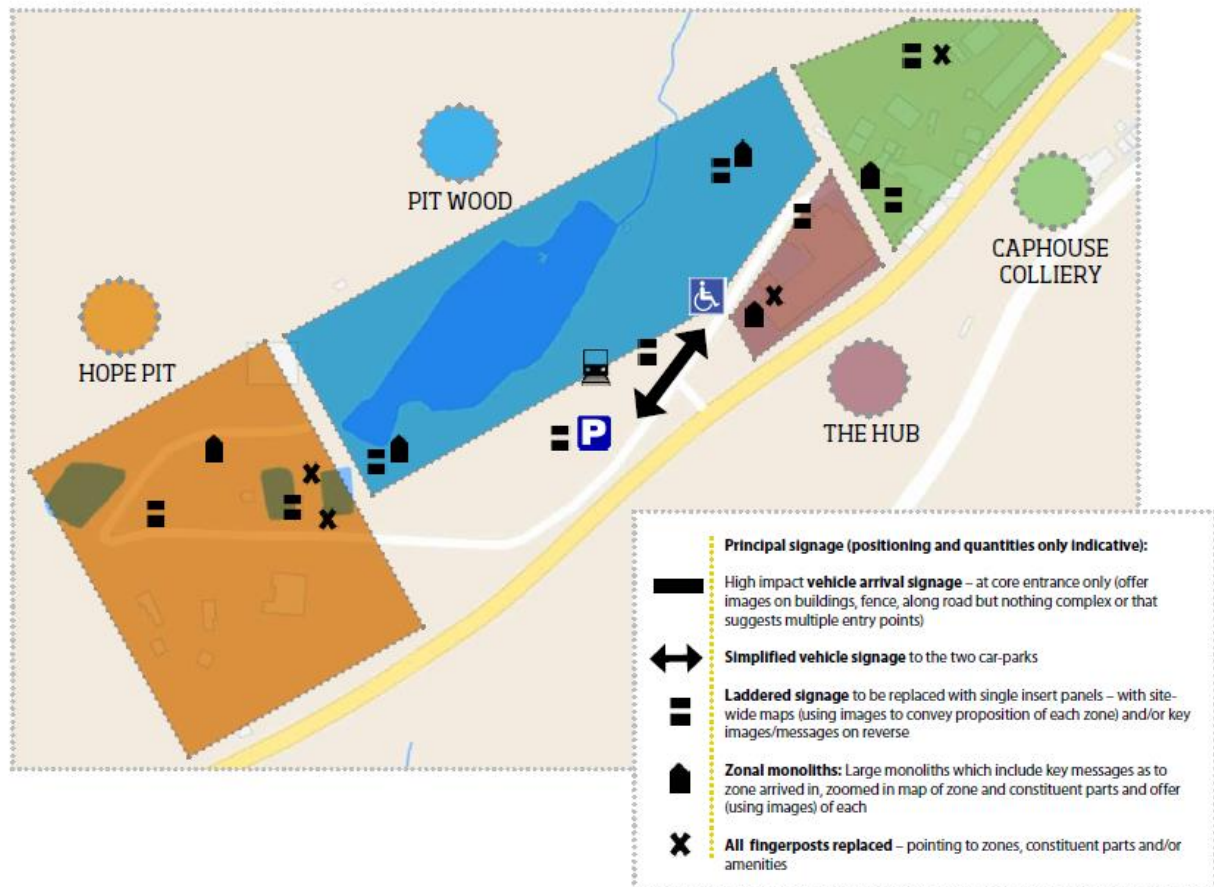
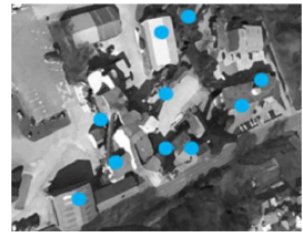
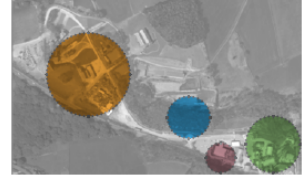
At Caphouse Colliery and Hope Pit, a further layer of wayfinding is recommended. When visitors arrive, they will be greeted by zoomed in 3D maps which pick out individual buildings in these parts of the site and what visitors can expect to find in each:

CAPHOUSE COLLIERY
Lamp Room (Underground Tours)
Steam Winder
1842 Gallery
Coal Interface Gallery (To be renamed)
Control Room
Pithead Baths
Stables
Pit Canteen (Indoor Picnic Area)
Drift (Start of Nature Trail)

HOPE PIT: Including Hope Store, Mining Memories Garden, then:
Winding Engine
Inman Shaft
Blacksmiths
Compressor House
Fan House & Drift
Headstock
Winder

All of these buildings will be given new building signage which doesn't detract from the building aesthetic, but is effective for visitor wayfinding, conveying title, current visitor offer and historic use. Many of the Hope buildings require additional entry or introductory signage upon entry to explain what they are – obvious and accessible 'go-to' information which makes sense of what visitors are looking at and are about to experience.

Anything which prevents visitors from engaging with these historic environments effectively, or confuses visitors, should be removed. This includes inappropriate or outdated signage, car-parking (which is extremely extensive at Caphouse and detracts considerably from the visitor experience), large items in storage (wrapped in tarpaulins near Hope Pit) and general untidiness/unkept areas, particularly at the west end of the site.



Appendix B – Design Visual (Extracted from Interpretation 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.

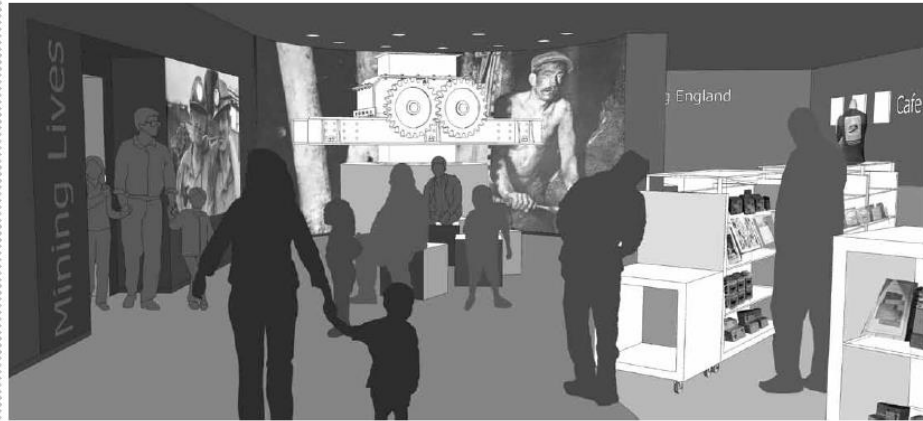
There are more detailed and focused resources here too, including trails and maps, events programmes and 'Young Miners' Handbooks' on sale. On a large screen, the daily menu of activities across the whole breadth of the site scrolls, each with images to entice and make it clear what the offer is, and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