

Brief for Interpretation Panels at the Battle (or Repel) Ditches, Saffron Walden

Prepared for: Saffron Walden Heritage Development Group, c/o Tourist Information Centre, 1 Market Place, Saffron Walden. CB10 1HR

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Introduction

The Battle (or Repel) Ditches, Saffron Walden are an earthwork Scheduled Monument (SM) consisting of a substantial mound and ditch running S. for 500ft from the west end of Abbey Lane, and a similar mound and ditch running at right angles to the other from the south end eastwards to the High Street. On the west side of the rampart is about 9ft. above the bottom of the ditch, which is about 30ft. wide from crest to crest. This is probably the remains of a large rectangular earthwork. Excavation in 1959 shows it to be of the 13th century.

The Saffron Walden Heritage Development Group (SWHDG) are commissioning two interpretation panels for the site to highlight the heritage aspects, alongside information for visitors on the flora, fauna and wildlife the monument supports, the management of the site and the existence nearby of a Regionally Important Geological Site (RIGS).

Quotes should be presented to the SWHDG at the above address. The consultant will be commissioned in writing by SWHDG.

Any queries concerning this brief should be addressed to Mark Starte at the Saffron Walden Tourist Information Centre.

Overall Specifications

Two full colour A1 (841mm x 594mm) interpretation panels are to be produced. Content of panels should include: view showing reconstruction illustration of the Battle (or Repel) Ditches and associated contemporary features. Text should include a brief history of the Ditches, to be provided by SWHDG, as well as interpretation of the contemporary townscape and landscape. Text should also cover the nature of the site to include its purpose, function and use, significance and the management of the area. It should also include a description of the biodiversity of the site and reference and point to the nearby RIGS using text and an image provided by SWHDG. If readily available a map and/or aerial photo should be included to demonstrate the extent of the earthwork within the landscape/townscape.

Artwork to be printed on a permanent, long life (c.15 years+) waterproof material. Artwork displayed in an appropriate frame, on a vandal proof lectern.

Illustration

Photographs of the panel installation site and views from the lectern's position are included as J-PEG attachments with this brief. An aerial photograph of the site should be included to reflect the extent of the ditch.

Reconstructive illustrations should be engaging and reflect lifelike imagery. Additional illustrations and/or photographs can be added at the discretion of the designer.

N.B. provisional illustrations should be supplied (by electronic format if possible) to SWHDG and David Kenny at Historic England (HE) for consultation purposes before going ahead with the final illustration.

Descriptive Text

The panels should highlight the significance of the Battle (or Repel) Ditches within the landscape, relating this to the development of Saffron Walden from its medieval focus around the castle, and to the surrounding landscape and topography, particularly in respect of Walden Abbey. Reference should also be made to the biodiversity supported by the Ditches and the wider landscape. The text around this theme should be engaging and descriptive, but easy to read and understand. It is preferable that the text include the history of the site, estimated dates associated with its origins and use and any other archaeological information deemed relevant by the writer. It is expected that the contractor will consult on the available research and records for this site with HE and SWHDG and draw upon contemporary sites that have successfully produced similar interpretation media for a suitable analogy. This text should include, but is not limited to, origin, use and abandonment of the site.

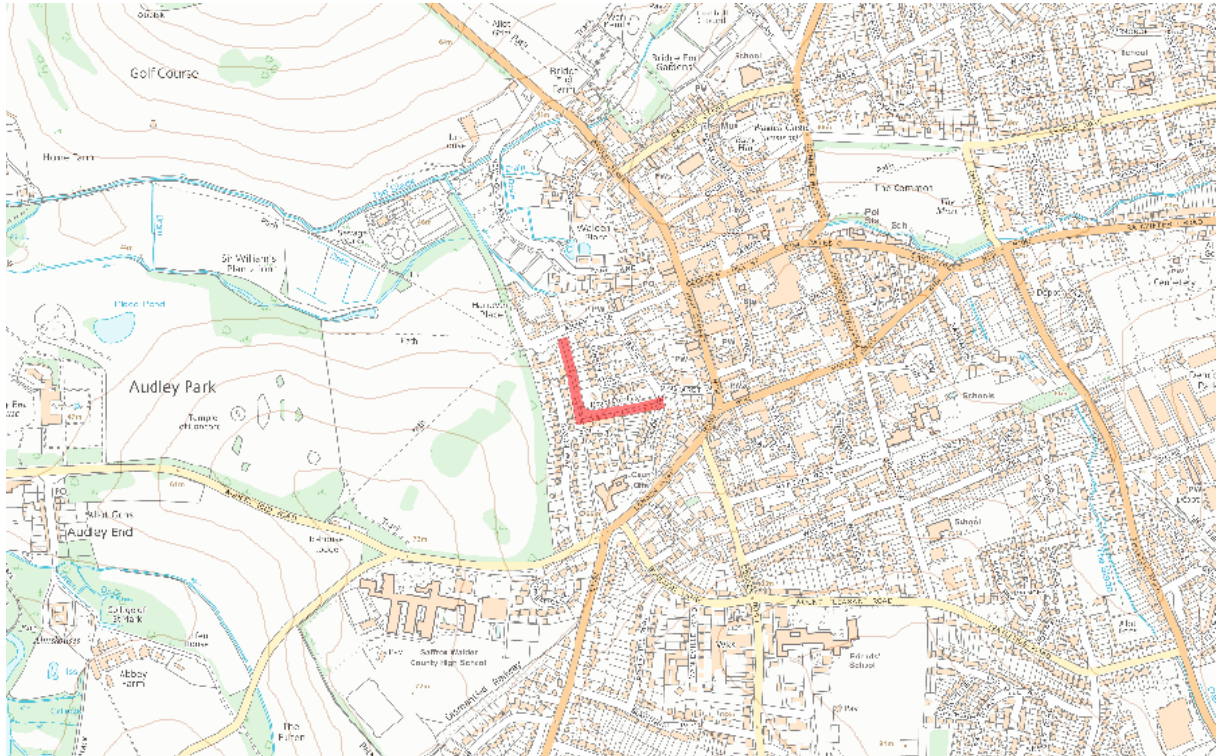
Visitor Information

Visitor information should include the following details: The Battle (or Repel) Ditches, is a nationally important monument and a valued part of our heritage. It is managed by Saffron Walden Town Council (SWTC). The Battle (or Repel) Ditches are protected as a scheduled monument. Damage to the monument is an offence and the use of metal detectors on the site is strictly prohibited.

Design Detail

Visitor information text should be clearly separate from interpretation text and from biodiversity information, etc. The panel should include logos for Saffron Walden Town Council, The National Lottery Heritage Fund (NLHF) & Historic England.

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Equality Act 2010

The panel should account for the Equality Act 2010, by considering: -

1. Viewing distance.
2. Positioning of panel comfortably in relation to viewing distance.
3. Text size suitable for viewing distance from panel.
4. Installation of the panel at a tilt angle of 60 degrees from horizontal for standing people and wheelchair and pushchair users.
5. Layout, text and illustrations suitable for all users of the site.

Submission

A rough draft should be submitted in electronic format to SWHDG and David Kenny at HE for consultation on design layout, text content and illustration suitability. Electronic drafts and documents should be in a pdf format with a Microsoft Word copy of any text to be included for interactive review and notation.

A final proof must be submitted in hard copy and in electronic format to SWHDG and David Kenny at HE for final consultation on adherence to Equality Act requirements and for proofing.

**Final proofs should be submitted to SWHDG and HE for any final comments
before issuing to printers.**

SWHDG and HE retain the right to make and distribute multiple copies of the images and written material produced under this contract (determinate on monies supplied as specified in accepted quotation format). Please note that work will be paid upon completion of the project, not before.

Obligations:

It is the responsibility of SWHDG to ensure all consents (such as Listed Building Consent, Scheduled Monument Consent) and licenses (such as Protected Species) for the work have been obtained.

Accepted Quotation Format

Consultants should prepare a proposal to detail;

- the professional expertise of contributors;
- and a proposed timeline for completing the project

Quotes must:

- Itemise (task/time/cost) of each contribution to the project;
 - illustrations;
 - text;
 - printing;
 - panel construction*;
- Propose full and final costs.
- Specify a cost for rights to reproduce the artwork provided, if any.
- Provide a price for VAT (if this is charged separately).