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Coalface Conversations Audio Visual Production

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. AV1 – Talking Heads

As part of the reconfiguration of visitor welcome areas and redevelopment of wayfaring around site seven short presentations, perhaps 10 to 15 seconds in length, will welcome visitors to new areas and introduce in brief what there is to do within each area / zone.

These basic presentations will provide a human element to an otherwise potentially harsh industrial space, welcoming guests into appropriate areas. The desired tone should be disarming and relaxed, deliberately designed in such a way to make guests at ease in their surroundings.

The first presentation will introduce visitors to the Coal Interface, a building housing some of our more industrial exhibits. It will be activated automatically upon entry into the space and will also be used online to showcase this often missed feature of our visitor experience. The scope of this is to produce the media presentations, the physical environment they will be presented in will be covered in other areas.

In addition to this there will be one presentation for the Caphouse zone of the site, the Hope zone of the site, the memorial garden, Hope Store building, the Nature Trail and Mining Lives zone all of which are intended primarily for website use however may form part of the on site, physical presentations and exhibits as the redevelopment and redesign work progresses.

The combined scheduled charges shall not total more than £6,000 for the full suite of seven talking head presentations.

The AV Brief for AV1 is included in appendix A.

3. AV2 – This is Coal

The concept for this element aims to be a high impact, absorbing film serving to both entice visitors to our website and engage with visitors in the physical spaces of the museum this video presentation will set the tone for the visitor experience. Projected onto the eastern wall of the orientation space it will introduce key themes, touch on the journey of coal in the national psyche – what is it, why was it mined, why has mining predominantly ceased.

Intended to be a 2 minute presentation it should be fast moving and engaging however not to the degree that it alienates any potential audiences. It should not be afraid to engage with difficult areas or emotive topics, it should also not be afraid to develop an emotional response from visitors and viewers however again must be sensitive and impartial where possible. Ultimately this presentation should form a focal point of the museum, should be catchy, ensure and increase visitor dwell and should be a blend of moving images, paintings, photographs and potentially include elements of our oral history collections.

The themes and definite statements presented in the presentation should provide messages which the rest of the exhibits can build upon, counter point or reinforce. This should provide a framework

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against which visitors will be able to better make sense of the stories they discover in exploring the museum as a whole.

Due to the topics covered and the intended use it may be worth introducing a recognized name to provide voice over work for this, with suggestions such as Maxine Peake, Patrick Stewart, Brian Blessed or similar individuals as potential options. As this will be presented as a rolling presentation it will be intended to be full looped piece as opposed to something visitors could dip in and out of.

The project works shall total no more than £10,000 for this production.

The AV Brief for AV2 is included in appendix B.

4. AV4 – *The National Coal Mining Museum*

Serving as a welcome video this will aim to present what is on offer to the visitor as opposed to introducing the story or heritage in the way AV2 aims to achieve. This will be a rolling slide show, of still or nearly still images and static or nearly static film footage, which will face the visitors as they enter the visitor centre. Serving again as a tone setter the message will be crucial, as is the quality of the images used.

Content here should be restricted to a series of images and titles or perhaps captions, uncovering the types of things visitors can experience as part of their day out, with the NCMME logo included in an organic fashion to reinforce the brand in a subtle and understated way.

The selection of images and captions should whet the visitor's appetite, demonstrating things they would like to see or experience during the visit and encourage them to seek them out, across the entire site. The ideal would be to provide something to appeal to most if not all demographics, giving something to excite and interest the whole family.

The total cost for this presentation shall total no more than £2,500.

The AV Brief for AV4 is included in appendix C.

5. Scheduled Charges

Audio guide replacement interpretation equipment	
AV2 This is Coal - to be used both in welcome and for website content	
AV4The National Coal Mining Museum - to be used both in welcome and for website content	
AV1 talking heads x1 - to be used both the Coal Interface gallery and for website content	
AV talking heads x6 - for caphouse/hope/memorial garden/hope store/nature trail / mining lives zones for website content	
Totals	18,500

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.

The audio visual presentations will supplement and complement the physical realisation of this plan.

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The design of the implementation plan and the specific conceptualisation and production of the audio visual media presentations 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 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 / audio visual production partner

Appendix A – AV1 Brief; Peopled Zone / Space Welcomes

AV1 Peopled Zone/Space Welcomes:

PIR Activated Screen, 48" portrait.
Media player. Or online content.
7 x Talking Heads.

Activated on entry to the Coalface Interface Gallery - also to be used on-line. 10-15 seconds max. Chest, head and shoulders shot – potentially zoomed in from initial establishing shot.

These very basic AVs provides a 'human' welcome to different areas around the museum. It can briefly explain what the function of the space is and key outcomes (which will be difficult to achieve graphically due to the physicality of the entry-points). It can turn the foreboding 'industrial feel' of the spaces into a positive and make it very clear that these are spaces to come into. The tone can be relaxed and deliberately disarming – miner takes a sip of tea from a mug before talking, etc., the stable hand pats a horse, smiles and looks up, etc., rather than announcing content to visitor.

Appendix B – AV2 Brief; This is Coal – Looped Projection

AV2 This is Coal – Looped projected film:

2 minutes max. Orientation area.

This high impact, absorbing film projects onto the eastern wall of the orientation space, providing an attract for visitors from across the space. This film is extremely important, in that it introduces and sets the tone for much of the museum – it can provide the chronological framework by which visitors will make sense of the stories they discover. It will introduce key themes and can make definite hard-hitting statements and messages that the rest of the museum can build up and reinforce.

It needs to be fast-moving and engaging, but not to the degree where it alienates any audiences. It needs to provide chronological breadth but focus on key outcomes for the museum – this was coal, this was how and why it's been mined, etc. It shouldn't afraid to be emotional, or at least invoke emotional responses from the visitor. It should be catchy and ensure visitor dwell, but be clearly a looped piece, rather than something to dip in and out of.

Although something often to be avoided, it may well be worth introducing a 'name' to do this voiceover. The likes of Maxine Peake, Brian Blessed or Patrick Stewart may well be happy to help – they have done on other projects. It's suggested that other voices are featured too, potentially from the oral history collection, men and women, and a stimulating blend of other collections, including moving images, paintings, photographs, etc.

Appendix C – AV4 Brief; The National Coal Mining Museum Projected Slide Show

AV4 Welcome to the NCMME:

Projected slide show

A rolling slide show, using still images or almost static film footage, which faces visitors as they arrive into the visitor centre, and indeed is visible from outside and acts as an engaging attract and tone-setter.

Rather than an introduction to the story or the heritage, this is a showcase of the visitor offer – the types of things that you can do here at the NCMME today, as part of your day out.

The messaging on this is absolutely crucial, as is the image quality. It's suggested that the content is restricted to a series of single images, each a short title and very short caption and perhaps a NCMME logo to reinforce the brand.

There could be perhaps 12 slides on this, each carefully tailored to introduce and showcase a part of the site and the visitor experience to be found there. Visitors should have their appetite whetted – these are things they will want to see during their visit and look them out, across the entire site.

Appendix D – Inspiration / Suggested Indicative Visuals

