

WallCAP

Invitation to Tender: Illustrations supporting Interpretation and Project Results

1. Introduction

The Hadrian's Wall Community Archaeology Project (WallCAP) at Newcastle University wishes to appoint an individual or team to design and complete illustrations that will help communication project results and interpretations.

The illustrations will focus on a combination of geological and archaeological information. The aim is to enhance interpretation and understanding of complex issues with clear graphic interpretation and representation.

The work would need to be complete by 31 August 2021, and the project would like to make all such artwork available via an agreed Creative Commons licence (e.g. CC-BY, CC-BY-NC, etc.).

2. Brief for Consultants

WallCAP, based in the McCord Centre of Newcastle University, is funded by the National Lottery Heritage Lottery Fund (NLHF) to deliver a three-year project linked to capital investment in the conservation of heritage for the Hadrian's Wall World Heritage Site and complete a program of activities to better research and understand the monument in the landscape. The activities focus on developing an improved awareness and involvement of existing and new audiences on the changing, sometimes fragile state of heritage and how heritage is incorporated into their own communities. The majority of activities are planned around two major strands: Heritage At Risk (HAR) and Stone Sourcing and Dispersal (SSD). These strands are supported by secondary strands consisting of training activities, public events and engagements, and development and use of digital resources. Full details of these strands, target audiences, and planned activities can be found in the Activity Plan, which can be provided on request.

The SSD strand is focused on helping audiences better understand how Hadrian's Wall was constructed from the natural environment, and how its structure has changed from the time

of its construction to the present day by focusing on the stone that was used to construct the Wall and also commemorate significant aspects for communities living along the Wall.

3. Outputs and Content Guidance

The appointed individual or firm (the consultant) is expected to deliver the design and production of original artwork in a digital format, using digital or traditional art techniques and methods. Some illustrations can be produced in greyscale while others will require colour. A total of 21 illustrations have been identified, of varying complexity.

Supporting information and guidelines can be provided for specific illustrations, for example, generation of a new geological map, or scaled drawings of stones.

There are 3 types/categories of illustrations required, with specific illustrations of each type indicated.

1. Geological maps and graphics, specifically:
 - Geological map of the Hadrian's Wall region accompanied by a column illustrating the stratigraphic relationship of major geological epochs, e.g. Neogene, Jurassic, Triassic, etc.
 - A stratigraphic column of the Carboniferous, showing the major formations;
 - A stratigraphic column of the Permian and Triassic, showing the major formations;
 - A simple representation of the plate tectonic position of landmasses in key geological epochs, such as Carboniferous, Permian, Triassic, to present day;
 - A palaeogeographic map centred on the Wall region during the early Carboniferous, that illustrates the key sedimentary basins and clastic sources;
 - A palaeogeographic map for the late Carboniferous (as above);
 - A palaeogeographic map of the Permian (as above);
 - A palaeogeographic map of the Triassic (as above);
2. Schematics/graphics representing elements or processes, specifically:
 - A graphic illustrating the lens-like structures of sandstone bedding;
 - A graphic of Carboniferous cyclothems;
 - Scaled schematic of stones used in building Hadrian's Wall curtain;
 - Scaled schematic of stone size and shape relative to use and function (e.g. walling, bridge, gate, flooring, windows, etc.);
 - Section drawing of Hadrian's Wall curtain demonstrating pressure/force relative to ground conditions and construction properties;
 - Graphic/timeline for the process of stone quarrying and extraction;
 - Graphic of stone extraction methods;
 - Graphic of quarried stone transportation methods;

- Graphic showing progressive change in stone fabric of Hadrian's Wall, specifically at Black Carts.
3. Reconstructions and scenes of buildings or past 'daily life', specifically:
- Reconstruction of bridging works of Hadrian's Wall at Cam Beck by phase;
 - Reconstruction of buildings at Corbridge;
 - Reconstruction of different types/phases of ruin/robbing of Hadrian's Wall;
 - Scene of Roman-era quarrying.

4. Budget and Indicative Timescale

A budget of not more than **£10,000-15,000** (including VAT) is allocated for this contract, including reasonable expenses. Payments can be scheduled according to an agreed timetable, but the client (Newcastle University) will withhold the final 25% until satisfactory completion of the contract.

Key milestones for delivery include:

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|------------------------------|----------------|
| • Tender submission deadline | 17 June 2022 |
| • Appointment of consultant | 21 June 2022 |
| • Completion of contract | 31 August 2022 |

This timeline is indicative, and a final schedule will be mutually agreed on appointment. Though note the final invoicing date cannot be later than 6 Sept 2022.

5. Project Management, Communication, and Resources

The consultant will need to liaise with WallCAP Project Manager, Community Archaeologist, and Community Geologist in regards to consultation/input on specific pieces of work. The majority of communications will be handled through the WallCAP Project Manager. All aspects of the project are expected to be managed by the consultant, with information and data provided by WallCAP. While the work is on behalf of WallCAP, funding is provided via Newcastle University, and the contract must comply with the university's terms and conditions.

6. Publication and Copyright

The final products of the contract will be considered the property of WallCAP, with the intention of making them publically available through a Creative Commons licence, the exact type to be agreed with in consultation with the consultant.

7. Bidding Requirements, Process, and Award

Consultants interested in the project should submit the following:

1. A brief outline of sample artwork and/or suggested designs that correspond to the required illustrations listed above.
2. Details of key personnel to be involved.
3. Costs to be charged (excluding VAT) and day rates of all personnel involved. Additional charges, e.g. equipment, production of materials, sub-contractors, should be itemised.
4. A sample portfolio (which can include a url to a dropbox or online gallery), which highlights the range and proficiency of the individual or team undertaking the work.
5. Track record of delivery of similar or related work.

WallCAP and Newcastle University will award this contract according to the following criteria:

- Price (30%) – consisting of overall price (10%), transparency of costings (10%), and cost relative to output (10%)
- Experience (20%)
- Approach/style suitable to required content (30%)
- Timeliness of delivery (10%)
- Adherence to University tender terms and conditions (10%)

Consultants are referred to the University's terms and conditions:

<https://www.ncl.ac.uk/media/wwwnclacuk/business/files/terms-conditions-purchase-services.pdf>

Final delivery of the artwork is necessary by **31 August 2022**.

Bids will only be considered if they are received by email by the WallCAP Project Manager, Rob Collins, not later than **12pm Friday 17 June 2022**. Emails should be marked "WallCAP Illustration Consultancy".

Dr Rob Collins
WallCAP Project Manager
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Armstrong Building
Newcastle University
Newcastle upon Tyne NE1 7RU

Email: robert.collins@newcastle.ac.uk

Informal enquiries can be made to Rob Collins via email. At request, a meeting can be held via telephone or videoconference.

8. Payment

25% of the consultant's fee will be payable on commission. A further 50% will be paid at agreed stages of the evaluation and 25% on completion of the contract.

9. This brief can be made available in alternative formats if required.