



The Worcestershire Building Preservation Trust Limited  
**HE-19-03540 Willow Court Farmhouse - Safe as Houses**  
**External Digital Interpretation Commission**

## Project Overview

The Worcestershire Building Preservation Trust (WBPT) is seeking to appoint a consultant to support the digital interpretation of Willow Court Farmhouse – Safe as Houses project through the NLHF funded delivery phase.

WBPT was established in 1965 with the purpose to preserve for the benefit of the nation buildings of especial beauty or special historic or architectural interest in the county of Worcestershire.

This project will enable the conservation, renovation and sustainable re-use of Willow Court Farmhouse, a derelict Grade II listed building located on the Westlands Estate, one mile from the centre of Droitwich Spa. WBPT are working with Wychavon District Council on this project, as the current owners of the building.

WBPT will transform this 16<sup>th</sup> Century building into residential accommodation, creating six flats that will ensure the least impact on the historic building and the surrounding landscape, whilst preserving the historic significance of the building and the site. The flats will then be leased as affordable housing, ensuring that the future of the building is safeguarded for years to come.

Alongside the restoration process, we will deliver a range of community focused heritage activities. Details of our proposals are attached in the Activity Statement for the project.

This commission is for the development and delivery of the digital interpretation element of the Activity Statement for the delivery phase of the project.

Website: [www.wmhbt.org.uk](http://www.wmhbt.org.uk)

Facebook: <https://www.facebook.com/WillowCourtFarmhouse>

## NLHF Good Practice Guidance

Our key funders, the National Lottery Heritage Fund (NLHF), have set out the following principles for digital elements of projects:

- a) **available** for five years from the project completion date, or for 10 years for private owners
- b) **open** – licensed for use by others under the Creative Commons 'Attribution 4.0 International (CC-BY4.0)' or under a Public Domain Dedication, unless we formally agree exceptions for specific works
- c) **accessible** – websites to meet at least W3C Single 'A' accessibility standard

We would expect your submission to reflect these principles and the processes outlined in the best practice guidance: <https://www.heritagefund.org.uk/funding/good-practice-guidance/digital-guidance-projects>

## Our Digital Interpretation Needs

A digital interpretation specialist is sought to: lead on the digital interpretation of Willow Court Farmhouse and to reflect the development of the Farmhouse over time. As the Farmhouse will be inhabited by private residents after competition, the digital interpretation will provide a valuable legacy to the project, allowing people to see 'inside' the farmhouse via the interpretation online.

We expect that the successful candidate will:

- Show farmhouse at different stages of its history (to include location information and reproduction of historic maps in overlays) for access via website.
- Produce an open licence virtual tour of the site once completed to enable people to see inside the building even when it is occupied by Platform Housing Group residents. Virtual tour will be uploaded to WBPT website. This would be in the format of a licence-free, distributable model and viewable on ordinary screens and VR headsets.
- Take part in public engagement opportunities such as the end of project celebration in January 2026, and Heritage Open Days (September each year. This year date is set as the afternoon of 7<sup>th</sup> September 2024)
- Take part in no less than three school engagements days, showcasing the virtual tours to local students and sharing the project.
- Produce time-lapse photographic record of the building site

External consultants will be expected to work with WBPT trustees, consultants, Wychavon District Council officers, local organisations and volunteers in collating the data required for the interpretation. A Heritage Engagement Co-ordinator is arranging and delivering the project activity statement; so it will be essential that a close working relationship is developed to enable all of the proposed activities to be monitored and evaluated.

## Proposals

It is our belief that digital interpretation plays an essential part in the project showcasing the heritage of the building and area in an exciting and imaginative way. We are looking to achieve a wide range of participation with our community and key stakeholders. We are seeking a written proposal which includes:

Clear and costed interpretation plan of how you will approach the digital elements.

## Selection Criteria

Your tender will be scored against the following criteria:

- Value for money - 35%
- Application of digital engagement Interpretation need – 35%

- Understanding of community approach – 20%
- Relevant previous experience – 10%

If you are interested in this work, please provide the following information:

- Your approach and methodology.
- A proposed timetable of your work, including appropriate milestones and dates, considering the remaining delivery timeline
- Costings to carry out the digital interpretation, including a daily rate and work plan plus any other associated costs.
- Details of members of your team, if any, with an explanation of individual roles and responsibilities.
- Experience of similar work including examples, where appropriate, of experience of digital interpretation in a museum or built heritage setting.
- Experience of working with different stakeholders, including children and families.

We expect to interview shortlisted candidates and will want to see examples of your previous work and understand your approach to digital interpretation. It is anticipated interviews will take place week commencing 24<sup>th</sup> July 2024.

Scores for value for money will be based on the overall price and amount of time allocated to the project.

## **Budget and Timescales**

The budget for digital interpretation is £44,000.00 excluding VAT over the delivery phase.

Please provide a breakdown of your daily rates and how you would apply your time to meet our interpretation needs.

If you are interested in tendering for this work, please submit your proposal via email by 12 noon on 17<sup>th</sup> July 2024 to [admin@wmhbt.org.uk](mailto:admin@wmhbt.org.uk).

We will notify applicants of our decision after interviews and would be looking to start the interpretation process by the middle of August 2024

## **For further details or questions about this role**

Please contact Janine Rusby, Heritage Engagement Co-ordinator, WBPT.  
[projectadmin@wbpt.org.uk](mailto:projectadmin@wbpt.org.uk)