



SELBY ABBEY: The Origin Stories

Interpretation design services: design and build

Scope of services

1.0 INTRODUCTION

Selby Abbey: The Origin Stories is a transformational £1.5 million initiative funded by The National Lottery Heritage Fund. Running until late 2027, the project will secure the future of our Grade I listed Abbey through vital restoration and a wide-reaching public engagement programme.

2.0 BRIEF TO CONSULTANT

Selby Abbey is seeking interpretation and design services to provide the detailed design and production of our interpretation plan.

The interpretation designer will be part of our specialist external project team, working closely with the Project Manager to ensure that all of our interpretation plan is delivered in time and to budget, i.e.:

1. Outdoor (designed, delivered, installed)
 - Four graphic pedestals to accompany a new monastic garden
 - Two freestanding, portable, identical welcome panels (for south and west doors)
 - Plant labels for the monastic garden
2. Indoor (designed, delivered, installed)
 - One freestanding, movable unit to interpret the north window

3. Abbey on Tour outreach resources (designed and delivered)

- 2 eco-friendly roller banners or equivalent
- Information sheets to promote Abbey visits

4. Wayfinding and access, funder acknowledgement (design / production liaison only)

- Rebranding of two noticeboards
- Eight 'A' boards or equivalent
- Signage to replace approximately twelve existing text panels with visual-impairment-friendly panels
- A plaque to acknowledge funder support.

3.0 FEE

The maximum fee for this work is £25,350 ex VAT, to include all expenses incurred such as travel and subsistence.

This includes fees for 3D design, graphic design, illustrations, build / production, content development, design and build project management and transportation.

4.0 SCOPE OF SERVICES

The interpretation designer will:

- Produce detailed technical drawings / specifications of interpretative elements
- Review and confirm design costs
- Manage the budget for interpretation and wayfinding
- Develop all graphic interpretation, applying Selby Abbey's branding guidelines where appropriate
- Develop the detailed graphic design and production of the wayfinding scheme, using the graphic design assets developed during the project development phase
- With reference to the National Lottery Heritage Fund acknowledgement toolkit: ensure appropriate acknowledgement in new interpretative materials and develop a concept for an acknowledgement plaque for incorporation within the monastic garden
- Manage the procurement of production services, adhering to National Lottery Heritage Fund requirements
- Manage and oversee the production / build of all interpretative elements
- Liaise with the Architect and main contractor / garden sub-contractor about the production, transportation and installation of the graphic design elements of the monastic garden
- Liaise closely with the Project Manager about the installation / introduction of interpretation within the Abbey
- Liaise closely with the Project Manager regarding content development, credits etc.
- Attend project meetings during the contract period
- Ensure compliance with National Lottery Heritage Fund guidelines throughout.

5.0 MANAGEMENT AND WORKING RELATIONSHIPS

The project delivery phase is being managed by our Project Manager. As project lead, they intersect with the Selby Abbey Origins Project Steering Group made up of representatives from Selby Abbey PCC and Selby Abbey Trust.

The Project Manager will make relevant connections to Abbey staff and other consultants working on the project where appropriate to ensure maximum sharing of knowledge. The interpretation designer will be expected to attend regular meetings (remote) with the Project Manager during their contract.

The interpretation designer will need Public Liability Insurance to the value of £5 million and Public Indemnity of £1 million. If these are not already in place, the interpretation designer should undertake to obtain them ahead of the commencement of the contract.

This contract will begin 1st October 2026 and end 31st October 2027.

6.0 AWARD CRITERIA

To tender for this work, please send a proposal including:

Your approach to delivering the scope of services

A CV which details your relevant experience to date, and for each consultant if more than one

Two brief case studies of similar work delivered

The allocation of days between members of the team (if applicable)

The daily charging rate of each consultant

An example timescale for carrying out the project

An overall budget.

Proposals submitted will be assessed against the following questions:

To what extent does the proposal demonstrate an understanding of this brief?

To what extent are the methodology and methods appropriate to the requirements set out in this brief?

What degree of experience does the bidder demonstrate to successfully complete the work?

How well has the bidder demonstrated the ability to complete the required work to the budget and timetable required?

A provisional interpretation plan (updated for 2026) is available on request from

originspm@selbyabbey.org.uk

7.0 PROCUREMENT PROCESS

Proposals should be sent via email to originspm@selbyabbey.org.uk

Proposal return deadline: 17:00 Sunday 11th October 2026

Selby Abbey will notify bidders via email of our decision week commencing Monday 19th October 2026.

8.0 METHOD OF APPOINTMENT

A letter of appointment will be issued on the basis of the approved response to this brief and will include a final payment schedule, conditions of appointment (e.g. production of insurance documents etc.) and reporting timetable. The consultant will indicate acceptance by signing a copy and returning to the client.