

1 Chantry Court
Forge Street
Crewe
Cheshire
CW1 2DL

T: 01270 756975
www.crewetowncouncil.gov.uk



CREWE
TOWN COUNCIL

Expression of Interest for development of Learning Resources

Expressions of Interest are sought by Crewe Town Council to engage an experienced learning practitioner to research, develop, design and create learning resources for use in schools and the community.

1.0 Background

Consultation undertaken to underpin the regeneration of Crewe identifies heritage as a key area for development to assist in raising aspirations, developing pride in the town, and fostering a sense of identity.

The 4 July 2022 will mark 185 years since the first train passed through Crewe. Since then, the town has developed from a cluster of small hamlets to a population of 70,000. The railway constructed and shaped the town, building houses, shops, public baths, a hospital, schools, churches and a park, as well as the engineering works. By the 1930s, Crewe Works was the largest railway works in the world. However, Crewe is much more than the railway. It was home to a cloth industry, a world leading manufacturer of veterinary pharmaceuticals, the Rolls Royce Merlin Engine, Bentley, Whitby Morrison Ice Cream Vans, LMS Covenanter Tanks and Owl Telescopes. It is also home to World Champions, World Record Holders and political activists. In addition, Crewe's transport heritage is linked to royalty. Queen Victoria and Prince Albert were the first royals to stop in the town in 1848. In 1913, Crewe Works manufactured the London and North Western Railway Royal Train and Her Majesty the Queen's State Limousine was created by Bentley to mark the 50th anniversary of the Queen's accession to the throne in 2002.

While Crewe's history is nationally significant, many residents are unaware of the impact of the town. Crewe's heritage is held in public and private collections including Crewe Heritage Centre, the Cheshire Archives and Local Studies Service, the Crewe Family History Society, Crewe and District Local History Association, National Railway Museum, The National Archives, Bombardier, Rolls Royce and Bentley. There is also a keen and active social media presence within locals including Crewe Memories, Crewe Then & Now and Crewe in the Past. However, the work to draw this information together has not yet been undertaken meaning basic resources such as timelines are not readily accessible for use in classroom and community settings.

2.0 Brief

Crewe Town Council wishes to appoint an experienced learning practitioner to research, develop, design and create digital learning resources around two separate themes for a range of settings. The learning resources must provide resources to stimulate discovery and include setting-appropriate activities for use in schools and the community.

The first learning resource pack should develop an overview of Crewe's 185 year history. It should identify important people, places and events to showcase the diversity and influence of the town's heritage.

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The second learning resource pack should focus on celebrating the Queen's Platinum Jubilee. It should provide details on Crewe's links to royalty. It should also help users uncover how past jubilees have been celebrated and include details on how these could be recreated.

The fee available for this work is £3,000 inc. VAT.

Development of the learning resources must include:

- (i) A scoping session to finalise the brief with the client
- (ii) Consultation with existing school and community partners to determine what is needed from the learning resources
- (iii) Research time to uncover content for the two resource packs
- (iv) A client session to agree content for the learning resource packs
- (v) Development, design and creation of the resource packs informed by the consultation and appropriate to each of the identified settings
- (vi) Digital files to distribute to settings and upload to the Town Council website and other partner websites

The submission should include:

- An outline of the process for developing the learning resource packs. This should include consideration of a change in pandemic legal restrictions.
- A detailed breakdown for providing the services required. Costs must be inclusive of all expenses and exclusive of VAT (where applicable).
- A CV for all team members.
- Evidence of relevant experience on projects of comparable scale, scope and complexity.
- Evidence of insurances and indemnities.
- Contract management arrangements should any proposed member of the team be unable to complete this contract.
- Availability.

3.0 Additional Information

The following documents can support the submission:

- A Heritage Strategy for Crewe
- Crewe Heritage Facts

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Documentation sent to you in respect of this expression of interest is provided on the basis that they remain the property of Crewe Town Council and must be treated as confidential. No consultant will undertake any publicity activities in relation to the contract or this expression of interest without the prior written agreement of Crewe Town Council, including agreement of the format and content of any publicity.

For further information please contact Vicky Harrison, Heritage Development Officer, via heritage@crewetowncouncil.gov.uk or 07551 234557.

4.0 Submission

Expressions of Interest should be returned to the Heritage Development Officer via heritage@crewetowncouncil.gov.uk no later than 12pm (midday) on Thursday 20 January 2022.

Submissions received after this time will not be considered. Submissions submitted by post, fax or other electronic means will not be accepted.

- Crewe Town Council will not be bound to accept any expression of interest and reserves the right to accept an expression of interest other than the one which is the lowest price or not to accept any expression of interest at all.
- Expressions of interest are submitted to Crewe Town Council on the basis that they are compiled at the candidate's expense.
- Please note the canvassing of members of Crewe Town Council or of any committee, directly or indirectly, regarding the awarding of this tender, will disqualify the applicant.

5.0 Timetable

This timetable is indicative only. Crewe Town Council reserves the right to change it at its discretion.

Stage	Date
Issue of expression of interest	Tuesday 4 January 2022
Deadline for submission	12pm (midday) Thursday 20 January 2022
Evaluation of expression of interest	21 January 2022
Notification of result of evaluation	Week commencing 24 January 2022
Contract signed	By 31 January 2022
Initiation meeting	Week commencing 31 January 2022
Contract complete	Friday 1 April 2022