

Tunbridge Wells Cultural & Learning Hub

Re-naming the Hub

Brief for Rebranding the Tunbridge Wells Cultural & Learning Hub

Background and Context

The Cultural & Learning Hub (the Hub) is the working title for the redevelopment of Tunbridge Wells Museum, Library, Art Gallery, Adult Education, Tourist and Citizen Information. Two iconic Tunbridge Wells buildings and five services are being brought together into one building and one service with one vision to guide its future.

This is an aspirational project with the Hub becoming a destination in its own right, both for the quality of the new building, its inspirational programming and world class collections of early photography, folk art and costume.

The Hub provides an opportunity to highlight previously unknown artists and collections which are significant in a national context. Folk art and the work of George Smart the Tailor of Frant (recently loaned to Tate Britain); Henry Peach Robinson Victorian Fine art Photography (recently loaned to Tate Britain); Tunbridge Ware (Britain's first tourist industry / inspiration for contemporary furniture makers); costume collection (one of the most significant regional collections). Our ambition is that the Hub will be recognised as a centre of excellence in Kent, specialising in high quality art and craft and a compliment to Turner Contemporary and the visual art focus in the East of the county.

Progress to Date

The pursuit of a new name for the Cultural & Learning Hub has sparked passionate debate and interest from all areas of society with many contributions from staff, councillors, stakeholders and the general public. The process to date has been led by Artists in Residence for the Development Phase of the project, Tracey Rowledge and David Clarke. They have led workshops for staff and devised a series of three questionnaires for the public. The results of all of the consultation activity were analysed by the selection team consisting the Hub project manager, both artists in residence and cultural projects manager at the end of January 2017 and a number of key themes identified:

- There are many important people who have helped shape Tunbridge Wells past and present but no one person who stands out. Of the people, artists and innovators that the new Hub will champion the selection team felt that only Henry Peach Robinson or 'Peach' was unique and interesting enough to take forward. Names of other key people identified can be reviewed and discussed as appropriate.
- The function of the Hub as a space for the community came out very strongly in the consultation and the selection team suggested names that might support that role e.g. (The) Common Room, Salon, Parlour, Society Rooms.
- The role of the Chalybeate Spring was also a very strong theme and the selection panel considered words that pointed to the origins of the town but avoiding terms such as spa or spring. These included: The Forge (for iron and making), The Wells (the original name of the town) or perhaps a juxtaposition of The Wells with a more contemporary word e.g. Wells Modern, Wells Contemporary



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- Finally, the plans for the Hub as a space for making and showing art, learning and doing was developed by the selection team e.g. Goods Yard, The Show Rooms, The Exchange

To build on the exploratory work done to date, we are now seeking the support of a branding professional to review our vision and aspirations for the project alongside community and stakeholder expectations to produce a new name for the Tunbridge Wells Cultural & Learning Hub.

The Brief:

We are seeking a branding consultant with a good knowledge of Tunbridge Wells to work with us to develop a new name for the Tunbridge Wells Cultural & Learning Hub. Key Deliverables:

1. Meet with the Hub Project Manager, Artists in Residence and Cultural Projects Manager and read project documentation to become familiar with the project, services, aspirations and research to date.
2. Use the existing research as a basis to develop a minimum of 5 options for possible names.
3. Develop initial concept designs for those options, to be presented to the project board, staff, stakeholders and the public in such a way that the rationale for the choice of name is clear.
4. Once public consultation is complete, create a brand identity for the final name choice including a logo and indicative designs for how that design might translate to website, marketing, signage etc.

Timeframe:

Stage 3 needs to be complete by 30 June 2017 to so that the new branding can form part of a submission to Arts Council England in July 2017 and to Heritage Lottery Fund in August 2017. We therefore anticipate the timeline as follows:

9am Monday 27 March 2017	Deadline for submissions
1 April 2017	Commence contract
28 April 2017	5 options presented to Project Board
1 May 2017	Public and Staff consultation begins
30 May 2017	Final name announced
30 June 2017	Design work complete



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Fee:

The maximum fee for this work is £10, 000 (including expenses)

To apply, please supply the following within a single PDF document:

1. A proposal outlining your approach to this commission
2. A minimum of 3 examples of your work, including experience of working with a similar cultural project and/or where there are multiple funders and stakeholders.
3. A copy of your CV
4. Up to 6 images of previous work
5. An outline budget, including a breakdown of days
6. Two References

Please submit your proposal by email to Jasmine Farram, Project Co-ordinator:

Jasmine.farram@tunbridgewells.gov.uk



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