



Call for Quotation
Interpretation brief – Lennox Bridge, Parramatta
Released 16 May 2012

Parramatta City Council is calling for quotations from interpretative specialists to outline concept ideas to interpret the Lennox Bridge on the Parramatta River.

If you are interested please make your submission to the Project Manager by:

COB 4:00pm Monday 29 May 2012.

PURPOSE OF THE TASK

This project requires a quick turn around. The purpose of the task is to develop an interpretation plan for the Lennox Bridge to be submitted with the Development Application for the Lennox Bridge Portals Project, in July 2012.

It is envisaged that the design development of preferred interpretation concepts would be commissioned as a second stage in 2012 following the lodgement and approval of the Development Application.

SCOPE OF WORK

The selected interpretative specialist will oversee the tasks and stages that are required to plan and conceptualise the interpretation Plan. This includes but is not limited to;

- Coordination and review of research (NB: Please advise if a historian or access to particular research resources is required. If it is undertaken by the specialist please identify this in the quote).
- Development of the storyboard and a map and table outline of a range of themes and locations (as required by Council)
- Preparation of all deliverables required for the project (eg. visual presentation and report)
- Regular communication and liaison with Council's Parramatta Stories Project Officer and Lennox Bridge Portals Project Manager

The specialist is responsible for any sub-contracting of third parties required for these tasks.

Council will provide:

- Access to research that maybe relevant to the site
- Advice and review by Council's Parramatta Stories Officer throughout the project
- Advice and input on the storyboard, selection of themes, storylines and overall concept, and connection to the broader river interpretation project, etc
- Access to other specialists or stakeholders (if required)

PROPOSED TIMEFRAME AND PROCESS

Indicative Project Timeframe: 2 months

Task	May	June	July
Recruitment			
Preliminary concept design			
Interpretation Plan Delivery			

There is a short timeframe for this project.

Please provide an itemised and realistic timeframe of all the actions that are required.

Suggested Process – Specialists can suggest changes to the list below.

- Preliminary research review
- Site visit and project stakeholder meetings
- Identification of detailed objectives (council to assist)
- Identification of major and minor interpretative themes (council to assist)
- Draft storyline, prioritised messages (council to assist)
- Linkage of messages to audiences
- Development and discussion of media options
- Draft preliminary concept ideas prepared in a simple visual format (late June 2012)
- Preliminary ball park cost estimates for concepts
- Recommendation of preferred options with outline of the details
- Review by Council and refined
- Report delivered to Council (July 2012)

PROJECT DELIVERABLES

- Preliminary concept ideas and suggestions – due late June 2012
- Interpretation Plan outlining the concept ideas and options – due in July 2012 (Date TBC)

BUDGET

Budget has been approved for the project.

Please itemise your quotation according to the break down of services required to deliver the media components.

BACKGROUND

Interpretation in Parramatta

Parramatta City Council recognises the importance effective interpretation which respects culture, is based on sound research, communicates to various audiences, stimulates thought, enhances understanding, and connects people with place.

Council's *Interpreting Parramatta Framework* (draft 2010) outlines a series of objectives and tools for people seeking to share the culture and heritage of Parramatta. The Framework also adopts the NSW Heritage Branch *Guidelines to Interpretation Heritage Places and Items* (2005) and recommends that these documents be considered when designing interpretation at any location within Parramatta.



Images: PCC Interpretation Projects,
Storywalls part of *Life Along the Riverbank* (2009)
Digimacq Mobile Adventure (2010)

The Lennox Bridge Interpretation Project

The opportunity to undertake this interpretation initiative has arisen through a recent proposal to create portals through the outer abutments of the Lennox Bridge a broader to progress the river revitalisation and access project titled the Parramatta Valley Cycleway.

Parramatta Valley Cycleway

Parramatta City Council in partnership with Roads and Maritime Services and the Australian Federal Government will be investing \$15 million over the next 5 years to complete missing links in the Parramatta Valley Cycleway.

The Parramatta Valley Cycleway has been in planning and construction since 1991 when it was promoted by the then RTA as 'Sydney's premiers cycleway along the historic Parramatta River.'

This project will complete critical missing links along the northern Parramatta River foreshore, achieving sustainable transport and physical activity objectives. It will provide a continuous east-west separated cycling / walking link between the University of Western Sydney, current and future riverside medium density housing developments and key employment destinations in the Parramatta City Centre. The project will also facilitate activation of the river foreshore through interpretation and celebration of unique historical, geological and natural features.

Lennox Bridge



The Lennox Bridge Portals Project

Currently Lennox Bridge is a major barrier to foreshore access in the Parramatta City Centre. In 2011 a range of professionals in heritage conservation and heritage architecture, engineering, landscaping, and hydrology explored and presented a range of options to create a shared pathway along the river foreshore. The preferred option is to locate the portals through the outer abutments of the Lennox Bridge setback close to the existing buildings and further away from the centre arch.

The construction of two new rectangular portals through the existing abutments which will include lighting and interpretation, construction of new shared pathways connecting to the new portals and existing surrounding shared path network particularly along the riverbank and connecting to Church Street above.

The Portals project is considered to be a world class example of adaptive reuse of a State Heritage item to provide for the needs of a modern and changing city.

Council is currently planning a broad community consultation phase in June 2012 for the general public and interest groups, such as the local historical societies, NSW Heritage Council, DEC, access and cycling advocates, etc.

hill thalis
ARCHITECTURE + URBAN PROJECTS PTY LTD

Principles

Portal option – Application 2011/2012

← PREVENT ANY DISTURBANCE TO READING/CLARITY OF BRIDGE FORM IN THIS ZONE →

STRATEGY/OUTCOME

- Agree with ARUPs nomination of the portal option as providing the best urban outcome
- Review ARUP's proposed alignments to minimise impact on the original bridge fabric
- DO NOT permit works to inhibit the reading of the vault
- DO NOT permit works that impact on the important curved heritage fabric
- DO NOT introduce curved elements that compete with Lennox's original curving geometries
- Generate portal opening geometry by minimising cuts to existing stonework
- Address security issues

Lennox Bridge Connection Study, Parramatta

For Parramatta City Council

May 2012

SITE ANALYSIS

The Lennox Bridge is located on Church St, Parramatta and stretches over the Parramatta River. Since the widening of the structure in 1939 the bridge accommodates a single lane carriageway for vehicles with two side paths for pedestrians. Car parking is available on both sides of the bridge. There are currently four stair cases leading up to the bridge from the northern and southern sides of the river bank.

The Lennox Bridge is listed on the State Heritage Register. **There are various publications and reports on various aspects of the bridge.**



PRELIMINARY REVIEW OF THE RIVER AND INTERPRETATION OPTIONS

Current proposed material treatments

Hill Thalys, Architecture and Urban Projects consultants have proposed some material treatments that subtly reference the previous development and structural changes that have occurred bridge, particularly during 1939 with the widening of the bridge.

For example, applying;

- different colour materials in strips the inside the proposed portals to reference the width of the bridge prior to 1939;
- coloured tiling inside the portals to reference the different materials (sandstone and concrete) fill that is behind the two sections of the bridge.
- markings on the surface of the bridge at the road level to subtly reference the outline of the original roadway and width of the bridge prior to 1939.

Images of the proposed design will be provided to the interpretation specialist.

This interpretation project has been designed to enhance and expand the interpretation, to develop communication objectives and methods that effectively communicate the broader story of the bridge for the general public to access, engage and understand.

The interpretive Specialist is required to develop interpretation concept ideas and provide an outline with visual examples of options for interpretive media which seek to maximise the estimated budget, opportunities on-site and the key audiences.

Preliminary Interpretation Project Objectives

- o To interpret a range of themes that relate to understanding the story of the bridge, its evolution, and connection to the river and other sites in Parramatta
- o To focus on the worker, day-tripper, local residents and current user groups and encourage them to understand and explore the various sites along the foreshore
- o To provide a series of concept ideas that promote and advocate the possibilities and potential for interpretative media for the Lennox Bridge
- o To support Council's broader goal of improving the coordination of interpretation and the visitor experience along the river foreshore, and the city centre.

Communicating the story and significance of the Lennox Bridge

There are a series of themes that relate to the bridge itself. There are also storylines that link the bridge with other sites and events within Parramatta.

It will be important to acknowledge the bridge and its long history, and evolution and development through time, as well as tapping into some of the sites and their storylines (where they link to the bridge and help to explain Parramatta's development).

Interpretation of the broader story is not limited to but may include;

- the design of the bridge by David Lennox, who, why, how, when;
- the creation of the first and second bridge;
- the communication of the evolution of the bridge and its significance to Parramatta in changing the nature of the colonial town;
- the reason why it is listed as a State Heritage item; etc.

NB: The Interpretation Specialist is expected to consider and review the site for links to Aboriginal heritage. Council recognises that the interpretation of aboriginal culture and heritage must be undertaken by aboriginal people who have the approval of aboriginal elders. Acknowledgement of the long history of the site including aboriginal occupation of the land should be referenced in the interpretation of any site in Parramatta.

The Specialist can identify and suggest aboriginal cultural themes within the concept, however, to be accepted beyond the initial idea approval must be given following cultural protocols.

Interpretive Media

There is an opportunity for the interpretation specialist to propose a range of methods and media to achieve the goal of project. For example;

- landscaping treatments, plantings, lighting, etc
- inlaid text (other examples can be found along the river foreshore, i.e. Howell's Mill)
- sculptural pieces
- audio visual (Council has previously commissioned character sound scapes and developed high quality audio visual mobile apps for other sites)
- face-to-face

It is expected that there will be a variety of media formats (or a hybrid) used in the overall interpretive approach. Media could include signage, digital (web, online, apps), sound recordings, print, use of existing illustrations, photos, landscaping features, etc.

Considerations and Opportunities

Coordinated Approach

There is a desire to improve the coordination of interpretation along the river foreshore. The legacy of previous capital works programs have resulted in numerous signs, public art installations and material treatments. Council is in the process of commissioning a broader river foreshore interpretation framework that will specifically outline directions to improve the coordination of interpretation at the various sites along the foreshore.

The selected interpretation specialist will need liaise with Council staff and other consultants engaged by Council to ensure that the interpretation of the Lennox Bridge complements the broader river interpretation project.

Live Interpretation

Council's Visitor Services Hosts and Guides are based at the Heritage Centre next to the bridge and are preparing to deliver a range of face-to-face interpretation and customised public programming in the streets of Parramatta and along the riverbank. If it is deemed to be viable, Visitor Services is open to the opportunity of delivering live interpretation of the Lennox Bridge as part of a specific Lennox Bridge program or incorporated into a broader river walking tour.

Integrated Approach to Capital Works and Landscape Design

Council's interpretation framework supports the integration of interpretive elements within the broader capital works projects to improve the visual appeal of the landscape, the visitor experience and interpretation that encourages people to read the landscape. For example, text that is inlaid into the pavement. If plaques or signs are proposed the specialist must demonstrate ensure that they do not detract from the broader landscape setting and the aesthetics of the bridge.

Any capital works suggestions are welcome but will require consultation with the landscape consultants and the project manager. There is limited scope to significantly modify the design and materials as outlined in current plans.

Any capital installations (eg signage) suggestions that are included in the interpretation concepts must respond to best-practice principles and be suitable for the location(s), audience and communication objectives. Any capital installations would need to be crafted from robust materials with consideration of a regular maintenance program and ongoing costs due to the likely hood of vandalism.

Interpretation concepts for the river should respond to the different user groups and where possible the media should be designed to be repurposed (i.e., print, digital, etc).



Council's *Life Along the Riverbank* installations and MP3 sound scapes (2009)
Howell's Windmill Shadow and Sentry Box are both located on the River Foreshore near the Gasworks Bridge

BACKGROUND - VISITATION TO THE SITE

The general public are currently able to access the bridge from various locations. The views and perspectives of the bridge differ depending on where the person is standing. This is considered to be important for interpretation. For example, most people do not realise they are standing on the bridge when on the roadway because the bridge itself is not visible.

Visitation patterns on the bridge have not been formally surveyed. We are aware that there are a number of pedestrians crossing the bridge regularly (daily, weekly, or every few months - seasonally) for commuting to different points within Parramatta City.

The user groups and potential audiences that will need to be considered include:

- People who work in Parramatta (population of 90,000 Monday - Friday)
- Day-trippers (weekdays and weekends)
- local residents who live in the suburbs around the foreshore who use the river for passive recreation such as, walking, dog-walking, running, cycling, etc
- Greater Sydney residents who visit Parramatta
- Cyclists (daily)
- Heritage enthusiasts
- Students (primary, secondary or tertiary)
- People from various cultural backgrounds
- People with little knowledge of colonial heritage in Parramatta
- Young families (parents, children and grandparents) on weekends picnicking and using the playgrounds at the small reserves or in Parramatta Park

Special events and existing tours

There are also the people who attend major events held infrequently at various times of the year on the banks of the city centre section near the bridge (for example, New Years Eve, Loy Kathong Thai Festival. Attendance is usually local residents – families and friends).

We are aware of two tour operators who guide their walking groups past the bridge while on-route to other places in Parramatta.

Key market segments for Parramatta

Council has identified a series of target market segments to attract and encourage them to visit, explore and enjoy the various places in Parramatta. These market segments are based on psychographic profiles and many of them live across the Greater Sydney Metropolitan area. The river foreshore is considered to be a site for interpretation and product development that would align with and attract the *Friendly Adventurer* market segment. We estimate that a proportion of the current user groups of the river foreshore are Friendly Adventurers. While Council is focusing on the worker, day-trippers, and residents are the primary targets for the interpretation of the Lennox Bridge, a profile of the *Friendly Adventurer* will be provided to the specialist for consideration.

Priority market segments for interpretation of the Lennox Bridge include:

1. Younger and Older Parramatta Workers

The best opportunity to engage them is at lunchtime Monday – Friday. The river does not currently attract the bulk of the 90,000 working population, however, the few who do venture to the foreshore use it as a passive recreation space for walking or jogging up to the bridge. Use the stairs for exercise. They also sit on the benches to relax, read and on occasion socialise with colleagues.

A profile of the *Parramatta Workers* will be provided to the specialist for consideration.

2. Day-trippers coming into Parramatta from the Rivercat

The majority of day-trippers arrive in Parramatta by the Rivercat at Parramatta Wharf. They then walk up the river in search of information, to see the river foreshore or to access the Church St dining or Riverside Theatres. The most common reason why day-trippers come to Parramatta include;

- a. the pleasant, inexpensive and scenic river cruise experience,
- b. they used to live in the region and have come back to see how it has changed,
- c. they haven't visited Parramatta before and were generally interested to see what this place was all about,
- d. going to lunch at a restaurant or café in Church or Phillip St
- e. some arrive in Parramatta and specifically want to visit Elizabeth Farm, and
- f. some are aware of Old Government House.

Those who show a specific interest in heritage often wish to visit a house museum and the majority ask for directions to Elizabeth Farm Cottage. Many people who pass the bridge comment on how lovely it is. Few say that they are aware it is significant and might mention David Lennox. Fewer are aware of the broader story of the bridge.

3. Local Residents

There is a need to capitalise on and engage the local residents who already use and appreciate the river foreshore to become advocates and encourage to other friends, family and colleagues to visit.

SUBMISSION OF QUOTATION

The quotation is due by **COB 4:00pm on 29 May 2012**.

The quotation is required to be submitted via e-mail to mdesailly@parracity.nsw.gov.au

*Attention: Michelle Desailly
City Culture Tourism & Recreation
Parramatta City Council*

Late quotations will not be accepted. Refer to appendix 1 for the consultancy details.

The quote should provide:

1. A submission that addresses the selection criteria below
2. Detail on the approach and methodology to be adopted in response to the scope of works and its various components as outlined in this brief, and,
3. The total cost of the service and a breakdown of the various components of the work, identified at an hourly rate (inc, estimate of travel cost, total fee plus GST, and proposed payment schedule).

ALL COSTS ARE TO BE SHOWN AS GST EXCLUSIVE.

Any additional work deemed necessary by the consultant to fulfil the requirements of the brief should be detailed separately in the fee proposal. Cost items not identified in the proposal will not be allowed in the final contract.

Selection Criteria:

- Demonstrated understanding of the brief and scope of work
- Suitability of the proposed methodology to complete the project and achieve the expected outcomes and timeframe
- Demonstrated understanding of the issues related to this project
- Demonstrated experience in the field
- Demonstrated ability to prepare and produce interpretative concepts that are evocative, imaginative and attract and engage the general public
- Ability to collaborate with other professionals and ability to deliver on time and on budget

Any inquiries relating to quoting and other aspects of this brief should be directed to the following staff:

Michelle Desailly
Project Officer – Parramatta Stories
Parramatta City Council

0423 841 143
mdesailly@parracity.nsw.gov.au

Kate McCauley
Development Manager - Property Development Group
Parramatta City Council

9806 5384 | 0425 201 201
KMcCauley@parracity.nsw.gov.au

APPENDIX 1: CONDITIONS OF ENGAGEMENT



Terms & Conditions for Engagement of Consultants

Acceptance of conditions

Written confirmation of acceptance of the commission, in accordance with the brief and the *Terms and Conditions for Engagement of Consultants* is required prior to work commencing.

Council's obligations

Council will, as soon as practicably possible, make available to the consultant all relevant instructions, information, documentation or data and any other material as required for the performance of the services.

Sub-contracting

The primary consultant may engage a sub-consultant for a specified part of the work required by the brief, subject to written approval by the project manager. The primary consultant will be responsible for the work of the sub-consultant and his/her compliance with the brief and Council's *Terms and Conditions for Engagement of Consultants*.

The sub-consultant has no claim on Council for fees or expenses.

Conflict of interest

The consultant will vouch that it has no conflict of interest in the performance of the work required by the brief. Immediately becoming aware of the existence or possibility of a conflict of interest affecting the consultant, the consultant must advise the Council in writing.

Termination

The Council may terminate the whole or part of the performance of the work required to be undertaken in accordance with the brief if the consultant:

- (i) becomes bankrupt, or insolvent, or enters into a scheme or arrangement with its creditors,
- (ii) fails to carry out the work specified by the brief with due diligence and competence,
- (iii) Suspends carrying out the work required by the brief without reasonable cause,
- (iv) Breaches the conflict of interest clause of this agreement,
- (v) Commits a substantial breach of the terms of the brief and/or the *Terms and Conditions for Engagement of Consultants*.

Termination by Council will not release the consultant from liability in respect of any breach of, or non-performance of any obligation by the consultant pursuant to the brief.

The consultant may terminate the engagement with the Council if the Council commits a substantial breach of the terms of engagement.

Confidentiality

All findings, recommendations and material produced in undertaking the work shall remain confidential. The consultant shall not release any such findings, recommendations or material to any person or organisation without written approval from Council.

Communication with the press

The consultant shall not make any verbal or written statements to any newspaper, television station or radio network or to any person associated with such organisations, in connection with any work undertaken by the consultant under this agreement.

Council will arrange for public exhibition of the work and any publicity and media releases.

Council's materials

The consultant accepts all responsibility for the secure guardianship of Council's materials provided by Council to the consultant.

These materials are to be returned to Council as soon as practically possible upon completion of the project or in the case of termination.

Corrections

Any error, ambiguity or deficiency that becomes apparent during the course of the work shall be referred to the consultant for correction or clarification. If it is the fault of the consultant there is no entitlement to an additional fee.

Variations

Council may request (in writing) the consultant to vary the services provided the variation is within the general scope of the brief.

Fees for variations shall be agreed in writing between parties.

Insurance

The consultant must hold policies of public liability, professional indemnity insurance and workers compensation and provide details to Council prior to commencing the work required by the brief. The policies must cover liability for loss, damage claims and all direct or associated costs and expenses arising at common law or under worker's compensation in respect of persons employed by the consultant.

Copyright and intellectual property

Council retains copyright of all material and documents produced in meeting the requirements of the brief.

The ownership of intellectual property in the material and documents vests upon its creation in the Council. The consultant must vest ownership and title of intellectual property in relation to the consultancy in the Council.

Council may permit the consultant on request, to utilise information gained in undertaking the work required by the brief for the purpose of learned papers or other publications, provided that these are appropriately acknowledged and the confidentiality of information is respected.

The consultant must ensure all license fees and /or consents required under law are paid and/ or obtained as a result of any reproduction, adoption or use of any intellectual property or study material necessary for the provision of services required by the brief.

Performance evaluation

At the conclusion of the work required by the brief, a performance evaluation will be undertaken by the Project Manager, which will have regard to:

- The extent to which the agreed time and budget targets were met
- The quality of the documentation and presentation of material in terms of the requirements of the brief.
- The assessment by the Project Manager of the overall quality of work produced by the consultant.

Goods and Services Tax

For the purposes of this Clause, unless the context otherwise requires:

- "Adjustment" means each form of adjustment to consideration provided for in this clause;
- "Cost Savings" shall mean in respect of each Supply the Cost Savings made by the Supplier as a result of New Tax System Changes other than the imposition of GST on the Supply in so far as they are properly allocated to that Supply. In determining the Cost Savings made in relation to costs incurred after 1 July 2000, such costs shall be deemed to be incurred in an amount equal to the actual costs less the amount of any input credits available to the Supplier in respect of such costs;
- "GST" means any tax imposed on Supply by or through the New Tax System (Goods and Services Tax) Act 1999 ("the Act") and any related Tax Imposition Act and "New Tax System Changes" has the meaning it bears in the New Tax System (Trade Practices Amendment) Act 1999 ("the TPA"). Where any other term is used in this clause which is defined in the Act or the TPA it shall have the meaning which it bears in the Act, or (if the term is not defined in the Act) then the meaning which it bears in the TPA;
- "Recipient", "Supplier" and "Supply" have the meaning they bear in the Act.

The Supplier and the Recipient acknowledge that the consideration under the Agreement has been set without including GST and without taking account of any Cost Savings.

The Supplier and the Recipient agree that in the case of a Supply which is a taxable Supply:

- the consideration payable to the Supplier will be increased by an amount equal to the GST payable on the Supply calculated in accordance with the Act and on the value stipulated in the Act in relation to the Supply; and
- the Recipient shall be entitled to a reduction in the consideration payable to the Supplier equal to any Cost Savings properly allocated to that Supply.

The Recipient must pay to the Supplier an amount equal to any increase in consideration which is payable in respect of any taxable Supply, but need not do so until the Supplier provides the Recipient with tax invoices and/or adjustment notes in relation to the Supply and does all things reasonably necessary to assist the Recipient to enable it to claim and obtain any input tax credit available to the Recipient in respect of the Supply.

Notwithstanding any other disputes, arbitration, mediation or similar clauses elsewhere in this Contract disputes in relation to GST matters shall be determined under this clause.

If the parties cannot agree the amount of an Input Cost Reduction within eight weeks from the date when either party has required the other to commence good faith negotiation, either party may require the appointment of an expert appointed by agreement of the parties and in default of agreement within four weeks appointed by the Chairman of the New South Wales

State branch of the Institute of Chartered Accountants in Australia, and the Input Cost Reduction must be determined by the expert so appointed.

If there are any conditions with which you disagree, you are required to identify these and, if appropriate, propose alternatives or amendments.