



Invitation to Tender | AV Brief: Old Town Hall Arts Centre and Community Hub

Courtroom animation

1. Project Overview

The Old Town Hall is positioned in the marketplace at the centre of Bourne, a small market town located on the A15. The town is situated on the Fen Margins, 22 miles from Grantham, 11 miles west of Spalding and 15 miles north of Peterborough.

Built in 1821, the Old Town Hall has resided over community life in Bourne for over 200 years. The building's classical Georgian architecture has been celebrated as an example of ingenious design in the face of limited space. Unable to build outwards, prominent Lincolnshire architect Bryan Browning turned his focus inwards. He recessed the building's horseshoe flight of stairs and framed them with two Doric columns, creating what Nikolaus Pevsner described as the 'most impressive civic building in Bourne'.

Notably, the Old Town Hall has been supported by the local community from its inception. A substantial sum of money raised to build the hall in 1821 came from donations made by 123 members of the public, all of whom are known by name thanks to the donor board displayed in the old courtroom.

Interpretation at the Old Town Hall will inspire visitors to connect with the building's rich heritage and uncover previously untold stories as they explore. The interpretation will take visitors on a trail of discovery, sharing the stories of the Old Town Hall, its occupants and local community through creative, unexpected and imaginative delivery methods that reflect the building's new identity as an Arts Centre and Community Hub.

Make Things Happen Ltd. invites suitably qualified suppliers to submit a tender for the design and supply of animation for Old Town Hall, Bourne.

AV 4.1 Projected animation

- **Type of Animation:** 2D historical narrative animation with architectural illustration and character storytelling
- **Purpose:** informative, immersive and interpretive animation for delivery within the heritage site of the Old Town Hall: Arts Centre and Community Hub.
- **Target Audience:** General public, history enthusiasts, school groups and heritage visitors.

An immersive digital experience that projects creative and dynamic animated illustrations onto two surfaces: the cinematic screen and an alcove in front of which the jury was once positioned.

The animation in the courtroom will combine ambient sound with animated illustrations, immersing visitors in a historical courtroom setting, and taking them back in time by re-imagining a busy courtroom from the mid to late 1800s.

We propose this is a playful, immersive and fun intervention that helps to share the story of the courtroom. This experience could be used to support immersive theatre groups or school visits. It is important that when there is no event, visitors exploring the courtroom can get close to the past, able to picture and understand the civic importance this room once held.

Accompanying audio will be atmospheric and reflective of the period shown, sounds of the courtroom, the judge calling order, the clank of doors, whisper of the public gallery, pleas of the innocent and authority of the lawyers/advocates. Narration will be limited to sentences and pleas, recreating real life cases that took place here.

"The Courtroom Uncovered" – Educational Explainer

The animation on the cinematic screen acts as an introduction to the room. A floor plan of the courtroom appears detailing how it would once have been laid out, helping visitors orientate within the space. A guided tour of the courtroom layout and roles could be narrated by a quirky animated character who welcomes visitors to the space – perhaps the judge – explaining the function of each role and how trials worked in the 1800s before launching into **Voices from the Dock**.

"Voices from the Dock" – Testimonies Through Time

Focus on the stories of different people who passed through the courtroom: a petty thief, a deportation sentence, a wrongly accused worker. Each character's name, age and accused crime is narrated along with their plea and sentence. With emphasis on social history and justice themes, the Victorian trials are recreated with animated characters using period-accurate dialogue and courtroom procedures.

For both above, we would like to use captions of any narration and for the animator to reflect the illustration style already in place at the Old Town Hall. The successful animator will be given access to these illustrations and the illustrator to help support the development of the animation.

Combined animation

an edited version that combines the two animations so that when the cinema screen is not in place, the animation can play solely on the alcove wall without loss of content and context.

2. Creative Direction

- **Tone and Style:**
Dramatic, immersive and visually engaging, reflecting the illustration style that is being applied across wider interpretation.
- **Colour Palette:**
Responsive to setting (projecting onto wall in daylight).
- **Narrative & Script**
The script and creative direction outline for the animation will be prepared by MTH in conjunction with the appointed animators based on research by volunteers.
- **Timing:**
3 minutes total running time

4. Technical Specifications

- Resolution and format: to be advised/agreed with hardware consultant
- Aspect ratio: to be advised/agreed by hardware consultant
- Length/duration: 3-5 minutes
- Platform for distribution: Museum display, YouTube, educational websites

5. Assets Provided

- Adherence to Heritage Fund Digital Guidance is essential for this project: [Heritage Fund Digital Guidance Good Practice guide](#)
- Logos and branding (if applicable)
- Historical references and imagery
- Architectural drawings of the courtroom and comparison examples of courtrooms from the same period
- Draft storyboard

6. Timeline & Milestones

- Start Date: September 2026
- Storyboard Approval: October 2026
- First Animation Draft: November 2026
- Final Delivery: January 2026

7. Budget

- £10,000–£15,000 (ex VAT)

8. What to include in your tender proposal

Creative Approach – please outline your interpretation of the brief, including:

- Your proposed visual style and tone
- Any initial creative ideas or direction
- Reference links or sample frames that represent the intended look

Production Process & Workflow – include a clear overview of:

- Your step-by-step workflow
- Estimated timeline with milestones
- Number of revision rounds included (if different to the brief)
- Communication plan and main point of contact

Team & Experience

- Relevant portfolio examples

- Relevant case studies
- Team members involved and their roles

Budget Breakdown – your proposal should include:

- Total project cost
- Itemised breakdown (e.g., script, storyboard, animation, sound design)
- Optional add-ons (e.g., captions, audio description, BSL interpreter, alternate versions, source files)
- Payment schedule

Audio & Voiceover – outline:

- VO talent options and pricing (if not included in the above)
- Music approach (custom, stock, licensed)
- Sound design details

Assumptions, Risks & Requirements – please outline:

- What you will need from us to begin the project
- Any assumptions that affect cost or timeline
- Potential risks or challenges

9. Feedback & Revisions

- Revision Rounds: Up to 3 rounds
- Feedback Process: Via email or shared digital platform with tracked comments
- Turnaround Time: 3–5 working days per revision

10. Tender submission deadline – 09.09.2026

11. Evaluation of tenders – tenders will be judged equally against the following criteria:

- 70% quality
- 30% price

With quality scoring based on:

- Creative approach to delivery of the specification 40%
- Skillset and relevant experience of project team 30%
- Methods of communication and engagement 20%
- Project Management 10%

12. Contact Information

- Project Lead: Philippa Potgieter Hurst
- Email & Phone: philippa@makethingshappendesign.com
- Preferred Communication: email and scheduled video calls