



**London Heritage Farm  
Interpretive Signage Content Development**

**Introduction**

The City of Richmond is seeking a consultant to develop content for a series of interpretive signs sharing Richmond's agricultural history at the London Heritage Farm.

**Project Background**

London Heritage Farm is a 4-acre heritage site on Dyke Road located overlooking the South Arm of the Fraser River. Owned by the City of Richmond, the site serves as an agriculturally themed park with the historical London family farmhouse as its centrepiece.

London Heritage Farm brings to life early Richmond's farming history through the stories of the London family and other Richmond farm people. The site highlights farm methods and the relationships between the people, land, and animals that lived on the farm. The interpretive goals of the site are to:

- Inspire connections to and stewardship of the land and the site;
- Create an environment of curiosity and remembering of early 20th century farm life;
- Foster greater understanding of agricultural and farm practices of early 20th century; and
- Encourage discovery of the people and complexity of Richmond's farm society.

The site features a two-storey farmhouse built by the London family in the Edwardian style, with Craftsman influences. It has been restored and furnished to illustrate rural life in Richmond during the time period 1890 - 1920. The site also includes a heritage barn, agricultural exhibits, chicken coop, beehives, ornamental flower gardens, heritage fruit trees, community gardens and public amenities.

London Heritage Farm welcomes many visitors throughout the year to explore the park at their own pace. Target audiences include families with young children, seniors, school groups, newcomers to Richmond and garden enthusiasts. Content should be created with these audiences in mind.

To enhance the visitor experience and understanding of the heritage of the site and Richmond's rich agricultural history, the City is planning to install a series of interpretive signs in the site's park spaces and outdoor displays. Following from the interpretive themes identified for the site, twenty topics have been selected which will provide visitors the agricultural context of the park spaces, buildings and artefacts.

This work stems from the recently approved London Heritage Farm Master Plan which identifies a number of enhancements to the park spaces. The interpretive content will be directed by the themes identified in the London Heritage Farm Interpretive Plan.

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## Services

The City is seeking a content development consultant to research the identified topics, and write copy and source supporting archival graphics for signage. The selected consultant will be expected to provide the following deliverables:

- Referenced research notes;
- Professionally edited interpretive copy for twenty unique signs – including up to 3 rounds of review;
- A list of recommended images and their source location; and
- Participation in up to three meetings (one start-up meeting and two follow-up).

Not included in this scope of work is designing signs.

A package will be provided at the start up meeting with existing site information, including existing historical research. Consultants may use these research documents but are expected to research additional information as required.

City staff in the Museum and Heritage Services area, with involvement of the London Heritage Farm Society, will direct work and approve content.

**Budget:** \$10,000

Budget includes all research related expenses. It does not include image procurement or design and fabrication of signs.

## Timeline

Application Deadline: August 4, 2021

Contractor Selection: August 13, 2021

Start-up meeting: week of August 23, 2021

Project Completion: October 15, 2021

## Respondent Requirements

- Letter of interest
- CV
- Sample of interpretive writing
- Two references

## Submission Information

Responses should be delivered to the City in one (1) electronic copy by email to Rebecca Clarke, Manager, Museum and Heritage Services at [rclarke@richmond.ca](mailto:rclarke@richmond.ca).

File attachments should not exceed 10 MB in total.

## Contractor Selection

The City will consider the following criteria in its review of a response:

- the Respondent's experience in performing services similar to the Services and the Respondent's references;
- the Respondent's demonstrated technical strength; and
- the Respondent's ability to undertake the Services.