

Kew

Royal Botanic Gardens

We're Going On A Bear Hunt

Lot 1: Design & Fabricate - Creative Brief

We're Going On A Bear Hunt

During October our family offer will celebrate the bestselling children's book and associated animated film *We're Going On A Bear Hunt* at both Kew Gardens and Wakehurst. We will bring to life this classic story which champions the **themes of spending time as a family outdoors and encouraging children to discover and explore the natural world** through an interactive trail.

We will animate the story at both our sites by focusing on the obstacles the characters in the book encounter on their ambitious bear-hunting quest, including *swishy swashy grass*, *thick oozy mud*, *a big dark forest*, and a *swirling whirling snowstorm*. We invite our visitors to journey through our landscapes on their own family adventures, tackling each obstacle together, discovering the natural world, and ultimately finding the bear!

Objectives of the programme

1. Drive Family visits to Kew Gardens and Wakehurst through an exciting and innovative offer
2. Showcase RBG Kew's horticulture and landscapes
3. Generate secondary spend opportunities: retail, catering and membership sales

Visitor Experience

- A sensory adventure of discovery, exploring different natural environments
- Splash, swish and squelch your way through our beautiful landscapes
- Make muddy memories on our interactive trail
- Play with your family outdoors and embrace the elements

Identity

Exciting | Adventurous | Playful | Outdoorsy | Sensory | Inclusive | Natural

Target Audience

Our target audience is families, and the content should engage children from 1–8 years old.

Please note that the licensable property is the brand assets from the animated film, rather than the book. This means, for example, that the bear that visitors will encounter at our sites will be the bear from the film, rather than the bear from the book.

Brief

We are seeking a proposal for an interactive family trail at both Kew Gardens and Wakehurst which brings to life the bear-hunting quest found in the pages of the classic children's book and animated film *We're Going On A Bear Hunt* through creative use of **six trail points**, a **"welcome moment"** and - of course! - a **bear**, to create an exciting adventure for our family visitors.

Trail Points

The six environments that we would like you to produce interactive trail points for are listed below. Whilst we have included some suggested activities for each trail point, we are also interested to receive your creative ideas.

1. Long wavy grass

This could include planters with big grasses and maze-like pathways to run through; bamboo; or a hollow reed fence with sticks to drag along to make a xylophone sound.

2. A deep cold river

This could be a suggestion of water, perhaps made from a weather-proof fabric; or a very shallow splash pool.

3. Thick oozy mud

This could be a shallow mud pit to squelch through (perhaps with stepping stones); or a muddy dig pit, or bark mulch.

4. A big dark forest

This could be a log trail or a stick-based game; or a fabricated forest to weave through.

5. A swirling whirling snowstorm

This could be a tunnel with dangling "snow"; or large snowflakes, or a swirling, spinning game.

6. A narrow gloomy cave

This could be a tent or tunnel: something to creep or crawl into. NB this is the moment where visitors meet the bear.

Each trail point should feature the text:

We can't go over it.

We can't go under it.

Oh no! We've got to go through it!

Please note that in the *Bear Hunt* book, each of the six environments has its own sound words which we would like you to incorporate in some way at the appropriate trail point – for example through the use of giant cut-out words or by using text in another way.

The sound words associated with each environment are:

- Long wavy grass: ***Swishy swashy! Swishy swashy! Swishy swashy!***
- A deep cold river: ***Splash splosh! Splash splosh! Splash splosh!***
- Thick oozy mud: ***Squelch squerch! Squelch squerch! Squelch squerch!***
- A big dark forest: ***Stumble trip! Stumble trip! Stumble trip!***
- A swirling whirling snowstorm: ***Hoooo woooo! Hoooo woooo! Hoooo woooo!***
- A narrow gloomy cave: ***Tiptoe! Tiptoe! Tiptoe!***

Ideally, we would like the two trails at Kew Gardens and Wakehurst to be identical, but we anticipate that due to the site-specific nature of the landscapes and differing volumes of visitors at our sites this may not always be practical and we accept that there may need to be minor delivery differences from site to site.

In addition we would like you to produce:

Welcome Moment

We would like you to create a welcome moment for the trail on our sites – something that indicates to visitors that this point is the start of the trail and also acts as an inviting photo-opportunity. This could be an archway, a portal, or a hub. It should feature the text:

We're going on a bear hunt

We're going to catch a big one

What a beautiful day!

We're not scared.

NB the Welcome Moment will also need to credit our brand partner (logo/credit line/etc).

The Bear

The moment that visitors meet the bear is the huge moment of discovery and should feel dramatic and momentous: the discovery of the bear is the end of the trail.

The bear should be a 3D model or carving and can live in the cave but does not have to – for example it could be sited near the cave-mouth.

Essential Criteria

Each trail point should:

- 1) Have an element of interactivity that encourages families to physically explore the trail point together. This could be something to crawl through, balance along, touch, turn, smell, splash through, creep into, etc. Each trail point should be highly tactile and include a physical activity and/or a sensory experience.
- 2) Visually reference plants and/or celebrate the natural environment / different habitats / natural elements
- 3) Feature giant word sounds associated with each environment and the “We can’t go over it” text
- 4) Include some simple written instructions that explain to visitors how they should interact with the trail point: eg “crawl through!”
- 5) Enable lots of visitors to interact with it at the same time, without having to queue
- 6) **Not** be *solely* a flat / cut-out

All elements should:

- 7) Use licensed *Bear Hunt* brand assets from our brand partner
- 8) Be visually rich and inviting
- 9) Be of a large enough scale so as to have visual impact and not to get lost in the landscape
- 10) Be sensitive and sympathetic to the landscape
- 11) Be robust enough to withstand all weathers and significant visitor interaction (up to 100,000 visitors over 9 days)
- 12) Ideally be the same trail across both sites
- 13) Allow for visitors to be able to have photo-opportunities
- 14) Be able to work entirely without electrical power (including batteries/generators)
- 15) Take into account the Practical Considerations below

We may be able to provide staff to invigilate some of the elements, but you should plan for them to work without being invigilated.

Please do **not** include the Bear Hunt *human* characters in your proposal, but rather focus on celebrating the natural world, the dog (if you wish) and – of course! – the bear. This is because our visitors will, in effect, become the human characters (the family) when they undertake the trail. The visitor experience will be to engage in activities, rather than to meet the characters.

Practical Considerations

We need to ensure that our magnificent landscapes are protected for future visitors to enjoy and we ask that you therefore take into account these practical considerations.

- **Accessibility** - The trail needs to be accessible to all visitors and you must consider physical access to the trail elements, as well as developing the trail with a diverse range of access and sensory requirements in mind. You should consider how the programme will work for people with disabilities or additional access requirements, who may include wheelchair users, people who have a neurodiverse profile, people who have a visual or hearing impairment.
- **Health and Safety** - All Suppliers working on site must adhere to Kew's health and safety standards. An overview of which can be found as part of the Contractor's Code of Practice. Installation, maintenance, derig, and live event plans will all need to demonstrate that they meet Kew's standards.
- **Robustness** - As the trail elements will be interactive, you should ensure that they are completely robust enough to withstand large visitor volumes and repeated visitor interaction, including pulling, standing on, climbing and jumping.
- **Longevity** - Including installation time, the trail will be in situ for up to four weeks and must endure for this length of time. Maintenance may be needed during the programme duration and you should consider how you would undertake any necessary remedial work.
- **Visitor volume** - Our sites receive large volumes of visitors. Each trail point should be able to offer enough space / size / speed to encourage a fast (but meaningful) throughput of visitors and ensure an effective visitor flow without invoking large queues / crowds.
- **Weather** - The trail will be entirely outdoors and should be designed against all weathers, including particularly heatwaves, high winds and rain.
- **Biosecurity** - Kew Gardens is a UNESCO World Heritage Site, containing the world's most extensive and diverse collections of living and preserved plants and other valuable materials. We protect our plants and fungi by monitoring the introduction to site of any natural materials which will be subject to checks from our Quarantine team before being permitted on site.
- **Landscape protection** - All trail elements will be installed on top of the grass/earth. No fixing can go deeper than 300mm into the ground, and all ground fixings will need to be CAT scanned by Kew before any work begins. You should give preference to non-invasive fixing methods such as water or gravel weights, gabions, etc.. Fixing methods should be made safe whilst also protecting the landscapes.
- **Power** - Please note there are very few electrical points in our landscapes. The fabricated elements should be able to work entirely without electrical power (including batteries/generators). You should also give consideration to any tools and equipment you will need to use during installation and derig.
- **Sustainability** - Kew is committed to sustainability in everything we do. Kew was the first UNESCO World Heritage Site to receive ISO 14001 certification. While considering your approach to this programme please consider:
 - Using natural materials where possible
 - Reusing materials or objects
 - The afterlife of the project—can all elements be easily re-purposed or recycled?

Budget

A total budget of £70k (excluding VAT) for both sites (not each site) is available.

Locations

At both Kew Gardens and Wakehurst the location of the *Bear Hunt* trail will be in a wooded area of the landscape with the trail points quite close together.

Please design the trail elements so that they are not site-specific.

October Programme Dates

Programme dates: Sixteen days

Set Installation dates: Three days

Derig dates: Three days

Kew Gardens and Wakehurst are open as visitor attractions 7 days a week and are unable to close completely to the public during the install and derig. However, necessary arrangements will be made to secure the working area during opening hours.

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