



OPENING THE GATES
STRAWBERRY FIELD



The Salvation Army

Opening the gates
of
Strawberry Field
Liverpool

Strawberry Field Children's home in the 1960's



- 1912** Mr Alex Mitchell, a wealthy merchant purchased Strawberry Field House
- 1934** Mr Mitchell's widow sells the estate to The Salvation Army, who buy it with funds from the estate of Ann Fowler
- 1936** On 7th July, General Evangeline Booth opens Strawberry Field as a children's home for girls
- 1971** Victorian building demolished, new Strawberry Field home built
- 1973** The new home officially opens at Strawberry Field on 11th July, housing 36 children
- 1984** Yoko Ono and son, Sean, visit Strawberry Field.
Second building, 'John Lennon Court', opens in the 'early 1980s'
- 1986** 50th Anniversary of Strawberry Field Garden Party
- 1988** The Cleveland Inquiry marks a changing tide in the provision of children's services
- 2005** On January 11th the decision was made to close Strawberry Field. By May of the same year, the last child left the home

Strawberry Field Children's home today



So what now?

- Strawberry Field is empty and deserted
- No longer is there the sound of children playing in the grounds
- The gardens where John Lennon played as a child are overgrown
- Yet - 60,000 to 80,000 people visit the gates each year to have their photograph taken

Copyright: Jackie Spencer



Imagine.....

Imagine.....

- Strawberry Field coming back to life
- Strawberry Field as a “Beacon of Hope” for young people
- Strawberry Field again filled with children’s laughter
- being able to visit Strawberry Field and walk where John Lennon played as a child
- **Just Imagine....**

A new Strawberry Field



“Let me take you down ‘cause I’m going to Strawberry Fields Forever”

- The Salvation Army is going to re-build and open Strawberry Field
- It will be a training centre for up to 70 young people each year, with mild to moderate learning disabilities
- They will receive vocational training to give them skills to get full time work when they graduate
- They will train in; Catering & Hospitality, Retail, Heritage and Horticulture ~ all sectors where there are plenty of employment opportunities in Liverpool and Merseyside area

“It doesn’t matter much to me” It does matter to us

- We are also going to open Strawberry Field to visitors for the first time in its history
- **Visitors Experience**
 - A vital part of the training for the trainees at Strawberry Field
 - An exhibition about The Salvation Army at Strawberry Field and a totally authentic exhibition about John Lennon as a child
 - Relax and enjoy refreshments in the Café cooked by our trainees
 - Walk through the magical garden and woods where John Lennon played as a child

A Unique Project

Training and Visitor Experience combined

Vocational Training

- Catering & Hospitality
- Heritage
- Retail
- Horticulture
- Customer Service



Visitor Experience

- Original gates
- Lennon childhood Exhibition
- Walk through the grounds
- Salvation Army History
- Café and shop
- Relax and reflect





Pick-Up Point
Adshel advertising
and marketing
campaign



The Strawberry
Bus

Let me take you
down 'Cause I'm
going to.....

A pre-booked
dedicated bus
service from
Liverpool city
centre to
Strawberry Field
and back to the
city after your
visit



imagineear MPEi™ (MPtouch Interactive™)

- ▶ 5" capacitive touchscreen to enhance content experience
- ▶ Creatively present content using pre-loaded tourBuilder™ tool
- ▶ In-built alarm system & wifi enabled
- ▶ Purpose-built for mass distribution & repeat rental
- ▶ 5Ghz connectivity chip, Android 4.4 HD 1080p video & stills camera

MPtouch INTERACTIVE

CHARGING DOCK

HEADPHONE

Hand-held AV guides



The Media Player

Hand-held audio guide

Media Players from Imagineear Ltd will be supplied to all paying visitors – either when they board the Strawberry Field bus or for those who arrive independently, when they purchase their ticket at the entrance.

The content of the guide will be flexible and can be updated at will.

For the bus journey content will include:

- Welcome and introduction
- Details of South Liverpool – Woolton, Speke and its Beatles connections
- An introduction to Strawberry Field – building, Salvation Army
- An introduction to Strawberry Fields – the song
- Recording of the song

For touring the building and exhibition:

- In depth histories of site and Salvation Army activities there – past and present
- Interviews with both past staff and “Strawberries”
- Interviews with friends of Lennon
- Commentary on the exhibition
- Videos of recent and current work of Salvation Army

For the Garden

Tour

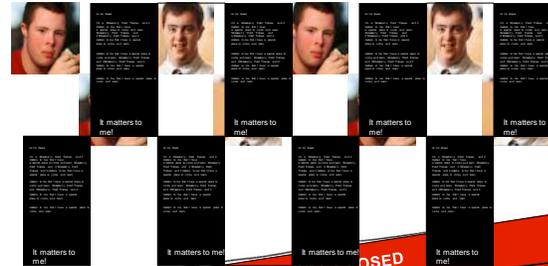
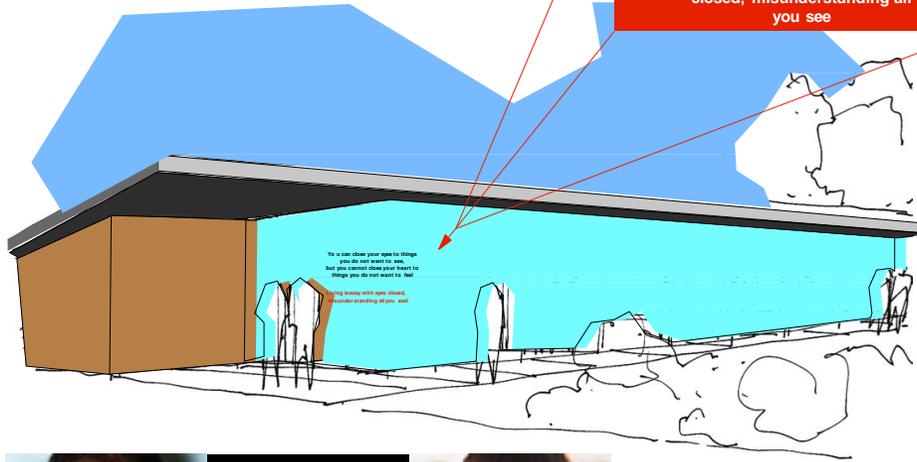
- Stories of Lennon
- Promo video of the song
- Spiritual and inspirational readings





You can close your eyes to things you do not want to see, but you cannot close your heart to things you do not want to feel

Living is easy with eyes closed, misunderstanding all you see



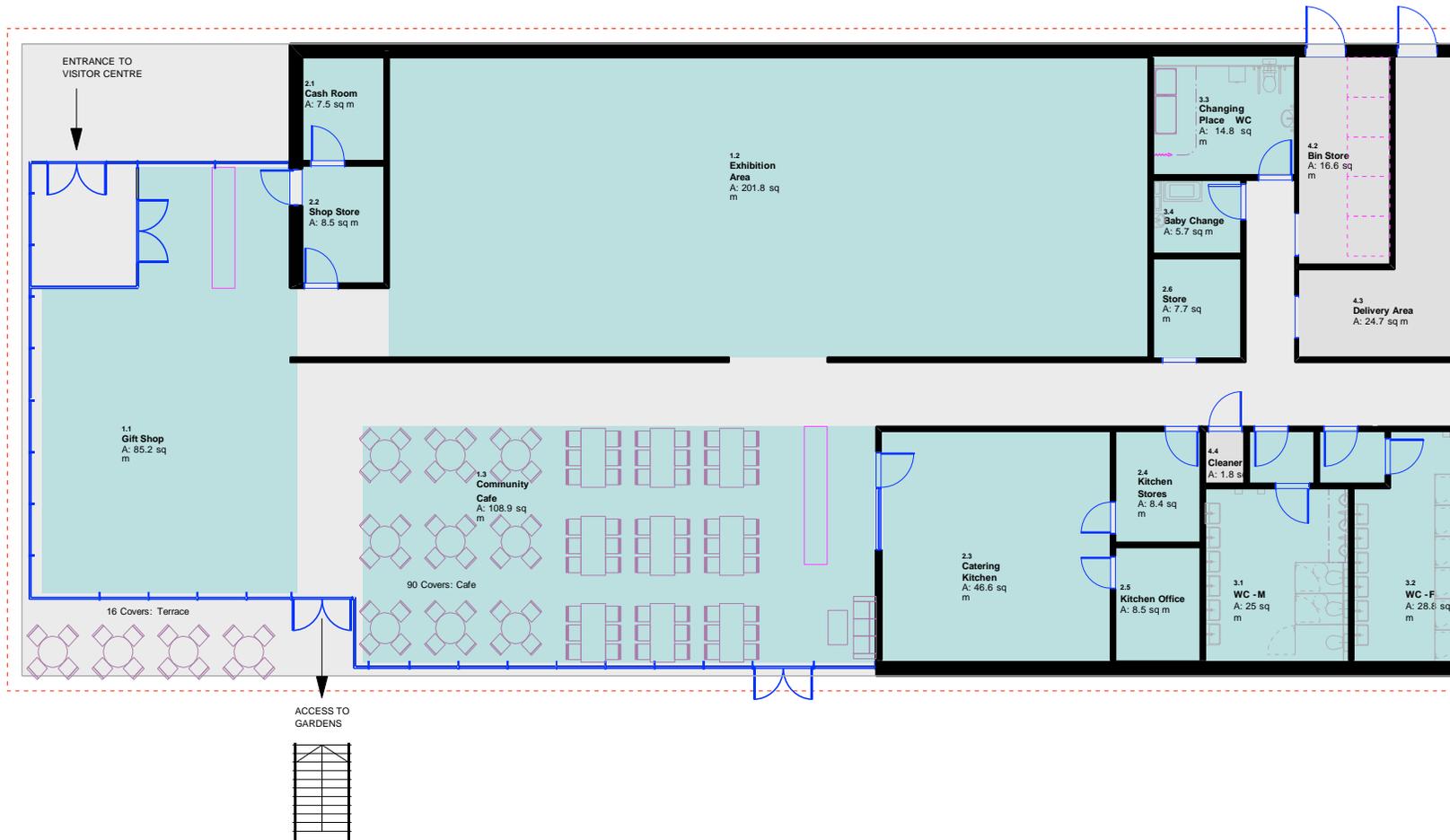
Living is easy with eyes closed

The Building, Entrance & Shop

Once the visitors are dropped off within the grounds of Strawberry Field they approach the iconic new building

- The unique and iconic building will have integrated signage and graphics. The building should appear to glow like a beacon
- The interior graphics will be hard hitting and provocative. Asking the visitor to think!
- The visitor will be introduced to our Strawberry Field trainees who are working at the attraction today. (It Matters To Me!)

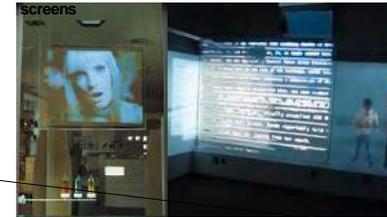
**It doesn't matter much to me...
BUT IT MATTERS TO ME!**



**ARCHITECT
SKETCH**



"Holopro" or similar glass projection screens



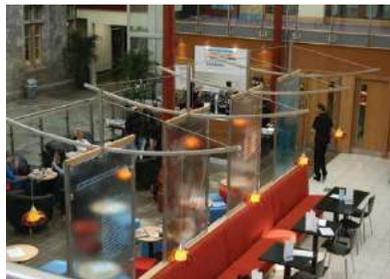
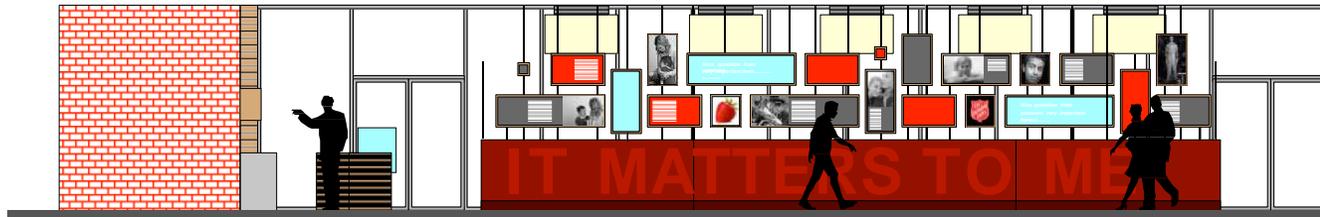
High Impact Video projected on suspended glass around public areas. Images appear to float in the space. At the perimeter glass wall you can view Strawberry Field Gardens through the images.

The content would be a mix of compelling video footage, imagery and text designed to provoke the viewer and ask them to think.
 LIVING IS EASY WITH EYES CLOSED if we don't open them to what is going on around us and all over the world.
 IT DOESN'T MATTER MUCH TO ME, but it should, so we ask the question hard hitting bold and simple...DOES IT MATTER TO YOU!

PROJECTION SCREENS



AERIAL VIEW



Strawberry Jam and Lennonade

The Shop & Cafe

The Cafe and Shop are at the heart of the Strawberry Field experience. Staffed by SF Trainees the Shop and Cafe are showcases for the work at the centre and are also valuable revenue generators.

Designed to create a comfortable and stylish atmosphere the Cafe & Shop are designed as the gateway to the exhibition spaces and gardens whilst also serving as opportunity to tell visitors more about the valuable training work being undertaken ~~and work~~ of the Salvation Army generally. The messages would be integrated into the design high quality displays and graphics focusing on ~~personalities~~ personalities and real stories.

**IT MATTERS TO
ME!**

Creating A Strawberry Field Exhibition

Strawberry Field is a unique property with a remarkable link with John Lennon & The Beatles.

This special heritage could form the basis of a special exhibition showcasing the story of Strawberry Field.

The exhibition would be curated to cover the story chronologically as follows:

The building of the original mansion and its history

The purchase by SA and the buildings conversion and operation as a children's home

Birth and childhood of Lennon

Witness statements by workers and friends of

Lennon Lennon's visits to SF

The start of the Beatles

Writing the song in Almeira,

Spain How it was recorded,

released Famous covers of the

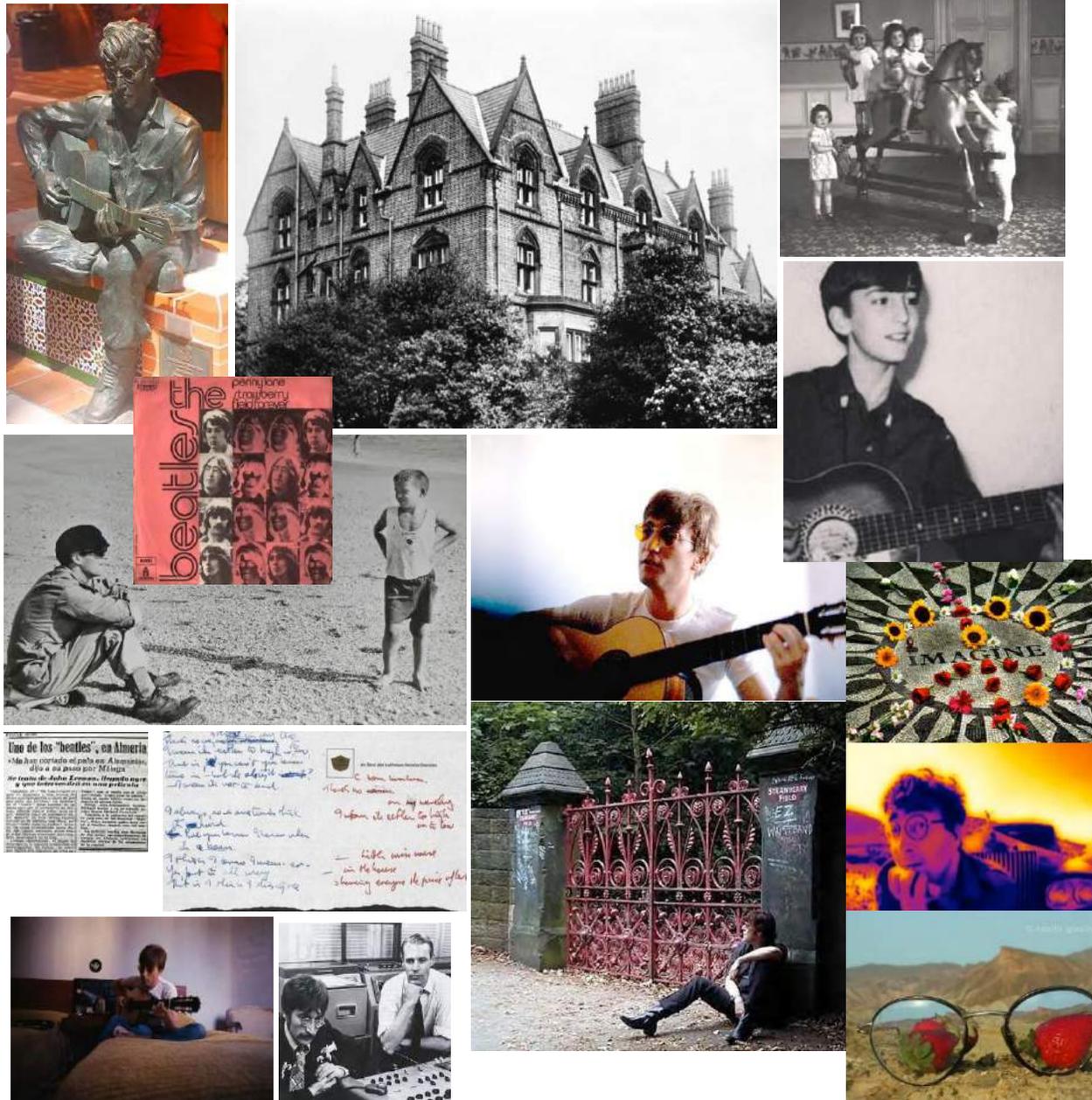
song

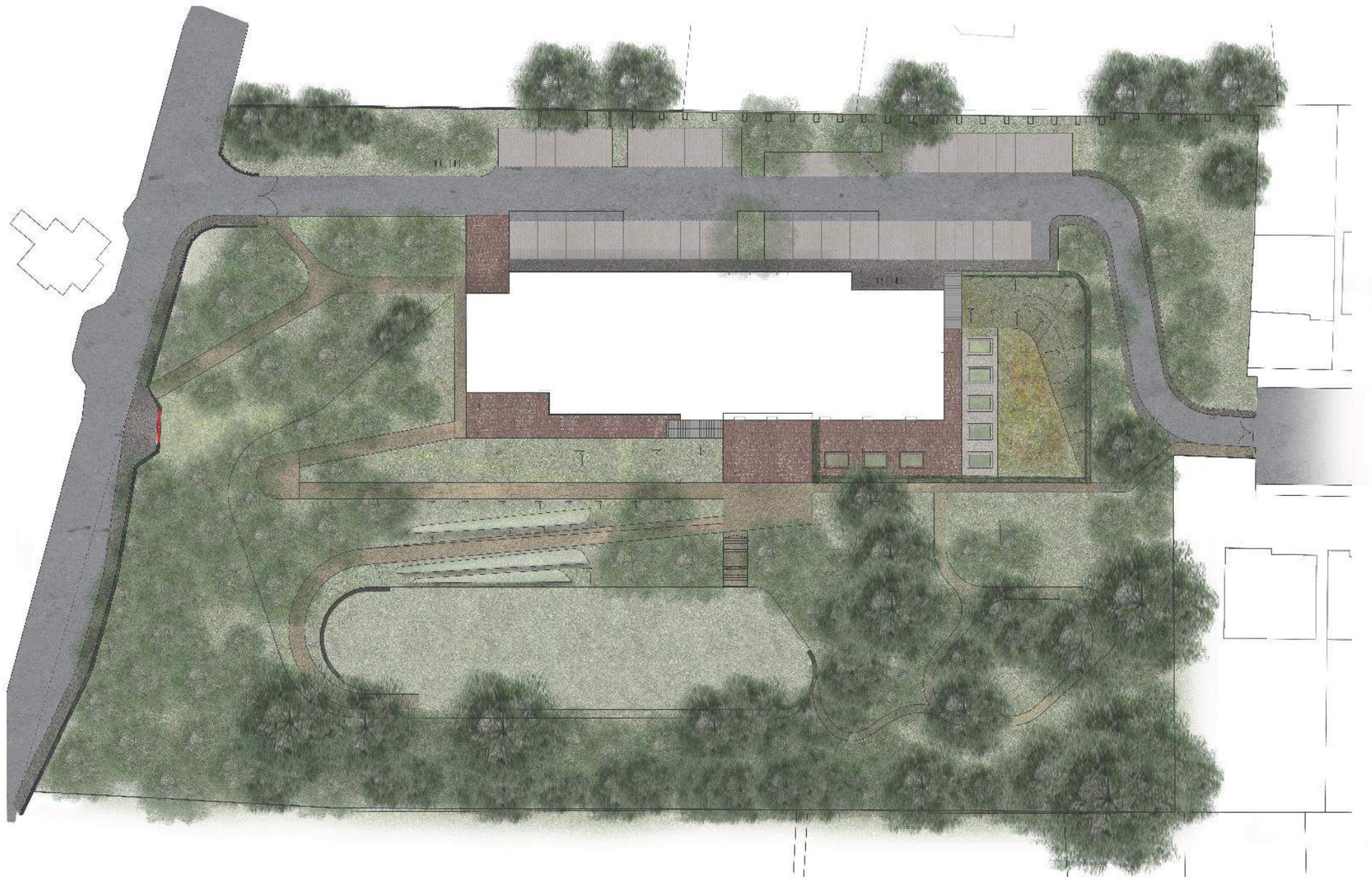
Story of the house - 1960's to 200X - demolition,

rebuild SF in New York

SF Today

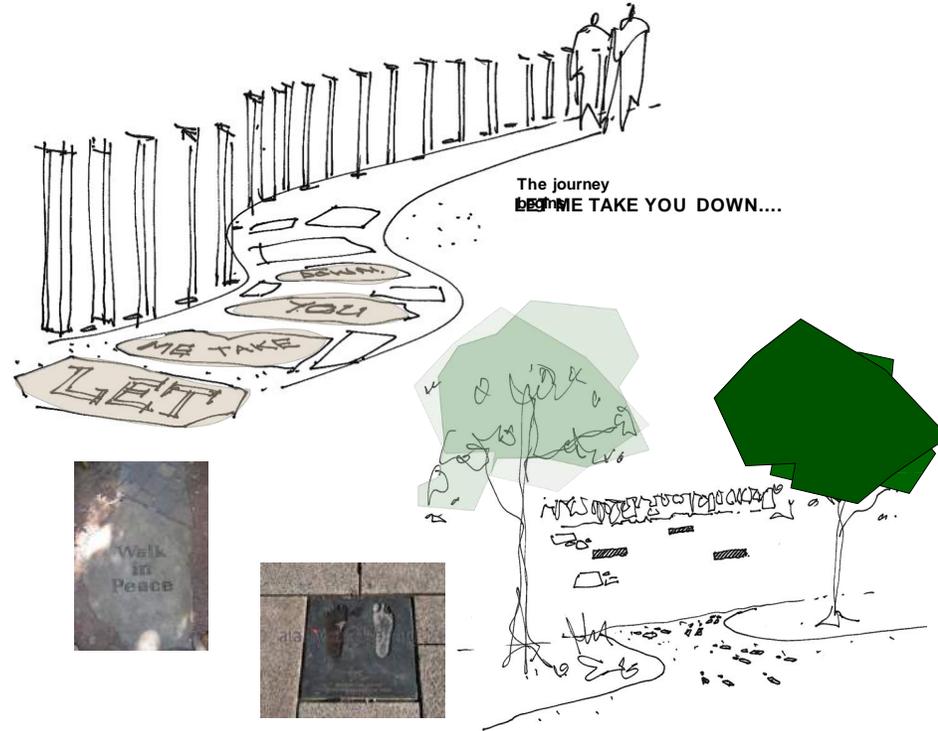
And end with the original lyrics







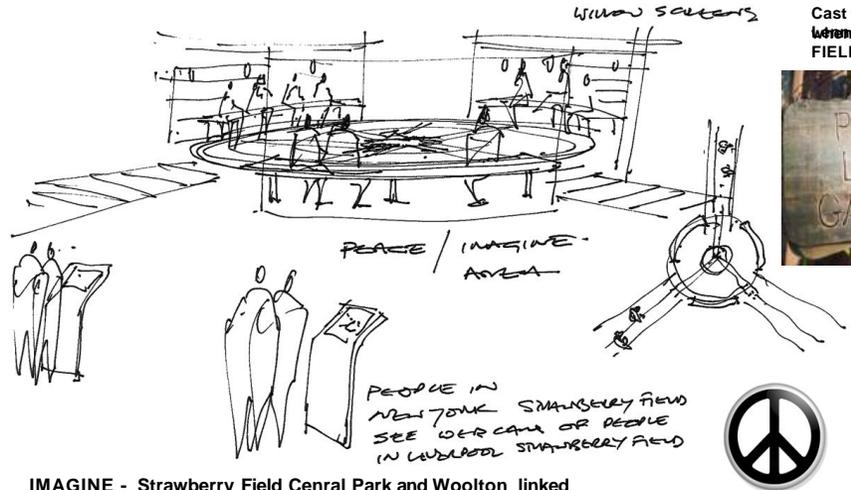
Creating walkways and the long and winding road that leads to.....



The journey begins
LET ME TAKE YOU DOWN...



Cast footprints evoking the Spirit of John Lennon who jumped over the wall into STRAWBERRY FIELD



IMAGINE - Strawberry Field Central Park and Woolton linked



No one I think is in my tree.....

The Garden Experience

We aim to take the visitor on a journey through the Love and Peace garden. This journey would begin with the visitor following stepping stones with etched or chiselled text reading... Let me take you down, because I'm going to Strawberry Fields.

From here the visitors will then embark on a magical tour of the gardens and woodlands with the help of Multi-Media guides. Tasteful signs bearing love and peace quotations and poems from Beatles songs but also others like Ghandi and Martin Luther King as well as from the New and Old Testament.

A children's version will need to be produced including games and quizzes to make the attraction family friendly. Public sculpture and subtle interpretation will allow visitors of all ages to engage and learn

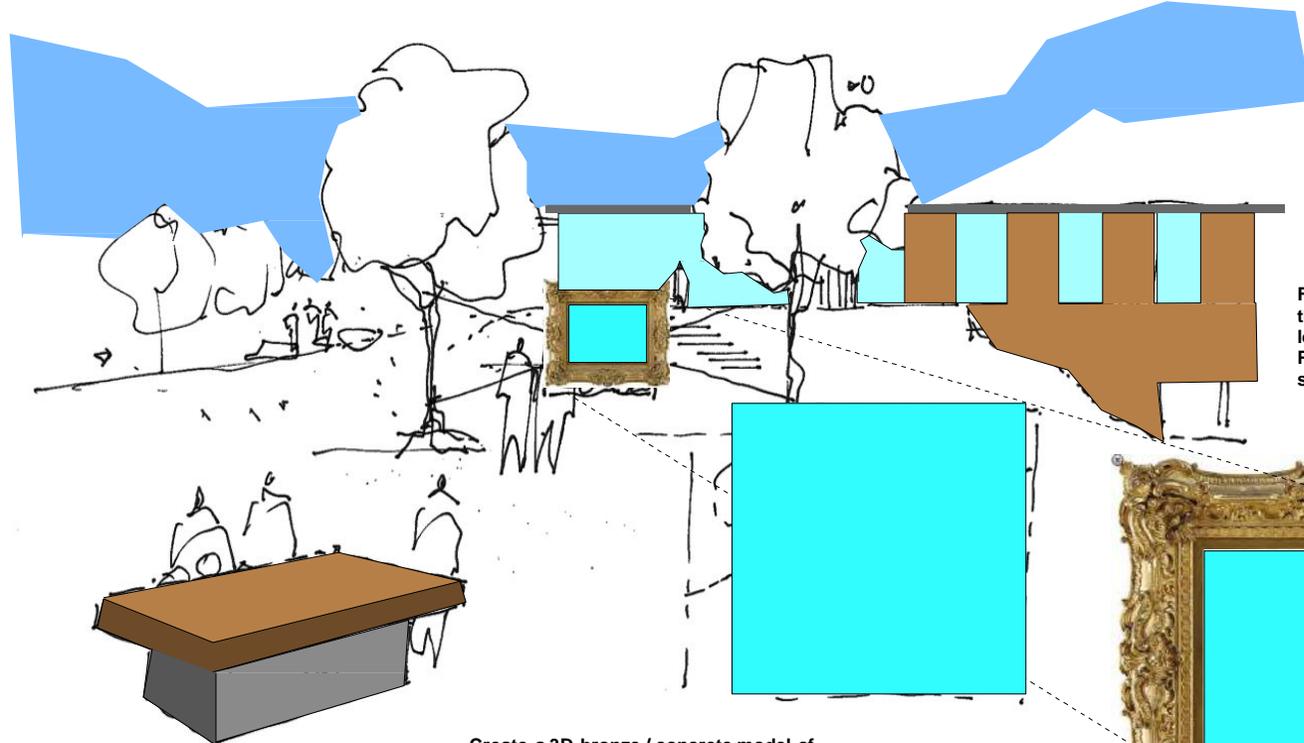
Log cabins/shelters could be sited around the grounds both as shelter for inclement weather, but also kiosks for the sale of Strawberries and Lemonade. These shelters can also act as break out spaces where visitors can contemplate, listen and watch. Perhaps a "live" Link to Strawberry Fields Central Park would allow visitors across the Atlantic to interact with each other.

We understand that there may be a requirement to create public and private areas to the gardens so that the Trainees are not disturbed by the visitors. This should be easily achieved through hard landscaping and wayfinding.

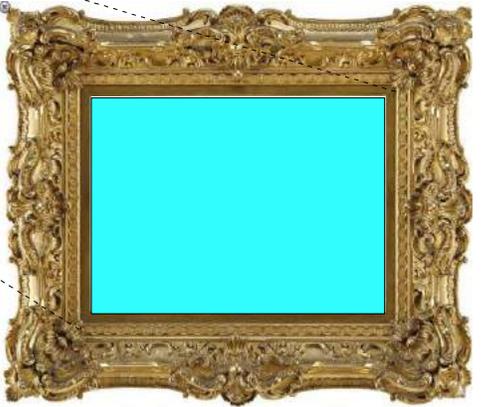
I mean it must be high or low...



mirrors, projections, wire frames all help to creates a light touch and evokes the Spirits from history.



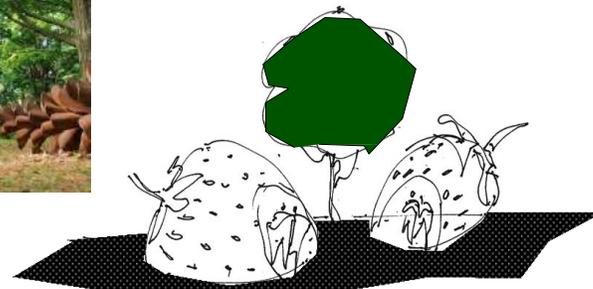
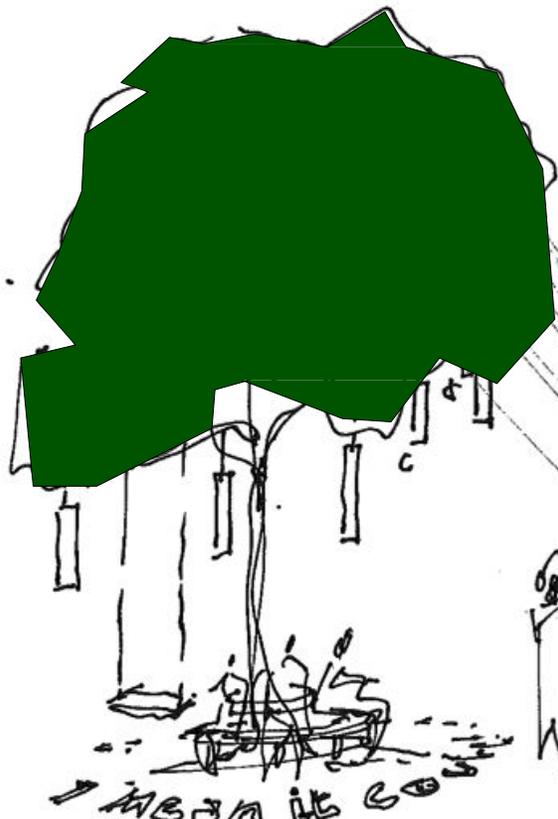
Frame History - allow visitors to view what the original building and gardens would have looked like in Lennon's days in Strawberry Field Photographs printed / etched onto glass and suspended in mid-air from trees.



GARDEN IMAGES & PUBLIC ART

Create a 3D bronze / concrete model of the site for the visually impaired

NO ONE I KNOW IS IN MY TREE



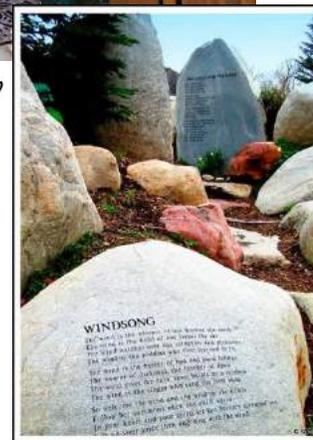
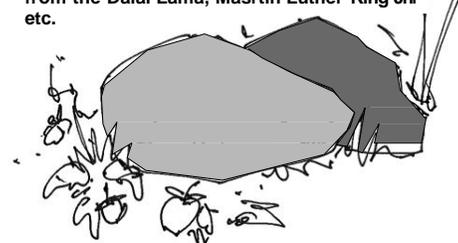
Concrete piano plays STAWBERRY FIELDS

STRAWBERRY shelters



Pianos for visitors to play & interact with

Type "SET IN STONE" quotes from the Dalai Lama, Masrtin Luther King Jnr etc.



GARDEN IMAGES
SHELTERS &
TYPOGRAPHY



SPECIALY COMISSIONED
YOUNG JOHN LENNON
STATUE IN IMAGINE GARDEN



Create an Imagine/ Strawberry Field Link: Atlantic Crossing

Within the garden
experience there will
be an area for
contemplation and
where people can
gather to think about
the Imagine lyrics and
even view a webcam
link to Central Park in
New York.



STRAWBERRY FIELDS NEW YORK



LINKED TO
by WEBCAM



STRAWBERRY FIELD LIVERPOOL

I Hope One Day You'll
Join Us And The World Will
Live As One.



"Strawberry Fields Forever"

Let me take you down, 'cause I'm going to
Strawberry Fields
Nothing is real and nothing to get hung about
Strawberry Fields forever

Living is easy with eyes closed
Misunderstanding all you see
It's getting hard to be someone but it all works out
It doesn't matter much to me
Let me take you down, cause I'm going to
Strawberry Fields
Nothing is real and nothing to get hung about
Strawberry Fields forever

No one I think is in my tree
I mean it must be high or low
That is you can't you know tune in but it's all right
That is I think it's not too bad
Let me take you down, cause I'm going to
Strawberry Fields
Nothing is real and nothing to get hung about
Strawberry Fields forever

Creating a family friendly environment....

Children Welcome

It is vital that children visiting Strawberry Field are challenged, educated and entertained they are our future. It is also recognised that a bored child will detract considerably from the enjoyment of any accompanying adult.

A number of facilities will be provided including: Children's workbooks

- Garden treasure trail
- Strawberry Field Beatles costumes (as in SF video)
- Exhibition quiz sheets
- Children friendly versions of media guide content

Note

All photos included in the report are for illustration purposes only. On project implementation suitable photos will be selected and licensed from the copyright holders.

The Julian Lennon exhibition is subject to agreement and contract. Contract negotiations can only commence once Salvation Army has decided that it wishes to proceed and include Julian's exhibition within the centre.

IT MATTERS TO ME!

Thank you

