



## Friends of the North Pennines

### Dukesfield Smelters and Carriers Project

Brief for contractors to provide **graphic design** services

Tender Closes: 23.59h Sunday 14th July 2013

#### Introduction

The Friends of the North Pennines wishes to appoint a suitably qualified and experienced graphic designer to collaboratively deliver interpretive media including leaflets and panels, and to contribute to the development of the branding, marketing and online presence for their Dukesfield Smelters and Carriers project.

#### The Dukesfield Smelters and Carriers Project

The Friends of the North Pennines, a registered charity (FOTNP), has been awarded a Heritage Grant from the Heritage Lottery Fund (HLF) and supporting grants from other trusts, to deliver a project centred on Dukesfield in rural Hexhamshire, Northumberland (grid reference NY 942580, postcode NE46 1SG). The project will make a positive and enduring difference to our industrial heritage and the people who visit and care about it by:

- revealing, consolidating and conserving the remains of the 18th century lead smelting mill on the banks of the Devil's Water river in Hexhamshire, Northumberland;
- tapping into voluntary enthusiasm to participate in a range of conservation and heritage activities centred on the site remains, and to research the lives of those who worked there and along the lead corridor between the North Pennines and Blaydon;
- stimulating the exploration and understanding of the lead routes running from the North Pennines orefield (Allenheads and Rookhope) to Blaydon on Tyneside via Dukesfield, through a variety of interpretation, educational resources and events, connecting with other lead mining heritage sites, and by increasing awareness of a free public amenity accessible to all.

A 25 year lease of the Dukesfield site has been agreed with the landowner.

The planned project encompasses structural conservation of the lead smelt mill remains and a wide variety of related heritage activities delivering training, public events and interpretation products through a high level of volunteer participation with professional support.

#### Scope of the work

The graphic designer will produce the following interpretive materials based on content to be developed by a variety of project volunteers and professional contractors. A flexible and collaborative approach to work is expected given the need to work on a variety of outputs with other project team members. This is expected to comprise:

- Design support and final rendering of a suitable project logo, based on input from branding & identity work by project team & potentially, ideas from a First School 'logo competition'
- 4 A4 double sided walks leaflets including maps

- 1 A3 double sided cycle route including a map
- 1 A3 double sided regional map of lead heritage
- 1 A4 double sided information sheet/ flyer
- 2 fixed interpretation panels at Dukesfield and Blaydon
- 3 Display panels for touring exhibition
- Assistance to website designer and volunteers with design of front pages
- Small number of publicity posters for various events

Whilst ensuring:

- a professional and engaging appearance of all interpretive and digital media, consistently projecting a common and appropriate project identity
- print, delivery and installation of interpretive materials on time and within agreed budgets and quality standards

## Timetable & Budget

Please see the project Activity Plan for details of the individual items. The project closes in April 2015. The budget allocated for graphic design (without production costs) is £6,500.

## Contractor selection

Contractors are asked to provide the following as part of their tender submission:

- Full Curriculum Vitae including qualifications and relevant experience
- Samples of relevant work in a variety of appropriate media
- Contact details from at least two people who can provide references regarding involvement in similar work
- Number of days estimated to be needed for this project, cost per day and availability (see Activity Plan)
- The contractor's approach to delivering this project and its outputs
- Elements of the work that will be subject to VAT
- Proposed payment terms
- Contact details of two clients willing to provide references regarding the provision of similar services. References will only be taken up for shortlisted bidders
- Normal working location(s)

The Friends of the North Pennines working in partnership with the Dukesfield Steering group will select a contractor on the basis of:

- relevant experience & quality of work
- aptitude and interest in working with volunteers and heritage projects
- proposed approach to the work
- value for money

The Friends may then wish to interview shortlisted contractors.

For more information, including supporting documents, please visit [www.dukesfield.wordpress.com](http://www.dukesfield.wordpress.com) and contact Yvonne Conchie, Dukesfield Project Manager on [dukesfield@outlook.com](mailto:dukesfield@outlook.com)

Tenders should be submitted in pdf or MS Word compatible format to [dukesfield@outlook.com](mailto:dukesfield@outlook.com) with the subject heading **TENDER: Graphic Design** by 23.59h on Sunday 14<sup>th</sup> July 2013.

