

Dartmoor Partnership Plan Vision and Summary – design contract



INVITATION TO QUOTE

Dartmoor National Park is inviting quotes for providing design consultancy support as follows. Please respond with a quote and fee proposal **by midday on Friday 17 December 2021.**

Quotes to be submitted via email to Dan Janota, Head of Forward Planning and Economy
djanota@dartmoor.gov.uk

Purpose

Using content provided by Dartmoor National Park Authority (DNPA) we would like to engage a suitably skilled and creative designer to undertake the design, layout and production of a concise and appealing document summarising the Dartmoor National Park Partnership Plan and Vision Illustration.

Background

The [Dartmoor Partnership Plan](#) (previously referred to as the Management Plan) is prepared by DNPA, working in partnership with other stakeholders.

The Plan sets out a bold Vision for Dartmoor's future in delivering National Park purposes and duty. The Plan is a call to action for individuals, communities, businesses, public bodies, voluntary sector, and other organisations to work together and with the National Park Authority to deliver this Vision. It also includes the Vision of the Next Generation of people who will be the future custodians of Dartmoor.

Delivery of the Plan and Vision is a shared responsibility, led by the National Park Authority but dependent on maintaining existing, strong partnership working and forging new partnerships. It will involve everyone with an interest in the future of Dartmoor, in particular those who manage the land, national agencies, local authorities, local communities, businesses, interest groups, the voluntary sector and those people who visit the National Park.

Aims of the Work

The Partnership Plan has been prepared and adopted. Following adoption of the Plan DNPA has been working with an artist to prepare a Vision Illustration which shows Dartmoor in the future.

DNPA wishes to communicate the key aspects of the Partnership Plan, **centred around the Vision Illustration**, to a broad range of audiences, including, in particular; residents and businesses of Dartmoor and the neighbouring towns and cities, visitors to Dartmoor, and our delivery partners.

The outcome sought, is that more and a wider variety of people:

- recognise and understand the vision for Dartmoor's future
- know about the National Park Partnership Plan and the work it describes
- understand that it is a collaborative piece of partnership work

We intend to achieve these aims by presenting a short summary of the National Park Partnership Plan in print, including the vision illustration, supported by promotion through our social media channels.

Key terms of reference

The consultant must declare any commercial or professional interests or agreements which may prejudice the delivery of contract.

Work will be managed by and delivered to Dan Janota, Head of Forward Planning and Economy.

Consultant team must include a named project lead

Outcome / Deliverables

The quote should provide for:

- An inception meeting (may be via video meeting)
- Preparation of a concept layout for agreement
- Preparation of a detailed draft and associated visuals for agreement
- Preparation of the final outputs to send to print
- Arranging print quotes (as to meet DNPA procurement rules) and managing the print of the final design – the print costs will be covered separately by us, print quantities tbc

Final outputs:

- 1x printed fold out leaflet to poster [see below], in colour for distribution amongst partners and the public
- A print ready PDF to enable partners to print on request.
- Final output sent as packaged In-design or Illustrator files for future use

The design does not need to conform strictly to DNPA corporate style, as the Plan is a partnership document, we would however like the design to sit well within the 'family' of DNPA designed material and to relate visually to Dartmoor's landscape and heritage. All typography, design elements, colours etc must be take into account appropriate visual accessibility guidance (such as WCAG and RNIB).

The printed leaflet should fold out to show a full-page of the Vision Illustration for Dartmoor's future landscape (provided) on one side to form an attractive poster that clearly shares the vision. Additional information/annotation may need to be set over and alongside this illustration.

The other side of the leaflet will carry the front and back page (when folded) and convey images, graphics and text which provide information about the key aims of the National Park Partnership Plan.

The printed leaflet should fold to a size and shape that will easily be displayed in visitor centres, libraries and other public places. The leaflet should open out to a size and shape that can easily be held and read by an adult. Given the level of detail on the illustration we think this size will probably be A2 – but are happy to be advised.

The work shall be the intellectual property of DNPA

Information and support to be provided

All photographic images, any logos and written text will be provided. There may be limited opportunity to edit the proposed text, we would certainly welcome your ideas on how to make the text accessible and engaging for the target audiences but this is not a requirement of the contract. Photographic images will be supplied from DNPA stock images, no new photographs will be commissioned to support this contract.

The Project manager will be available to provide support and feedback throughout the process.

Timeline

Quote and Fee Proposal to DNPA by **midday on Friday 17 December 2021**.

Contract award announced 22 December 2021.

Inception meeting week of 10 January 2022 and work to be completed within 5 weeks of the date of the inception meeting.

Quote & Fee Proposal

Please respond with:

- A short statement (max 2 pages + portfolio) of
 - interest and relevant experience, demonstrating a proven track record, portfolio and description of successful recent work along with references
 - Evidence of understanding the needs of the client and target audience.
- Fee Proposal for the work setting out the number of rounds of proofing, and hourly rates for any additional changes
- Name of Project Lead

All travel and expenses to be included in fee proposal.

Contact us

Any questions regarding quotations to:
Dan Janota – Head of Forward Planning and Economy
Dartmoor National Park Authority
djanota@dartmoor.gov.uk
01626 832093; 07912 470808