

Dartmoor Partnership Plan 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 16.30 on 27 May 2022.**

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 the Dartmoor National Park Partnership Plan.

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.

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.

DNPA wishes to present the Plan in a final designed format, clearly and simply communicating its structure setting out the vision, key themes and actions. It should be accessible to a broad range of audiences; principally our delivery partners but also residents and businesses of Dartmoor, visitors to Dartmoor, and other regional and government organisations. It should be suitable for print and online presentation, meeting necessary online and print accessibility standards.

The Plan sits alongside a Vision Leaflet and Vision Soundscape which are currently being prepared – the purpose of these being to articulate in a simpler form the future Vision for the National Park.

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:

- A short inception meeting (may be via video meeting)
- Preparation of a design concept 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 DNPA, print quantities and specification tbc

Final outputs:

- A design version of the Partnership Plan provided as an accessible PDF, for the web site and distribution amongst partners and the public
- A file for the printers, and printed copies delivered (subject to specification, separate quotes and print cost charged direct to DNPA)
- 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 work shall be the intellectual property of DNPA

Information and support to be provided

All written text and photographic images will be provided. The Plan currently comprises a MS Word document of approximately 90 pages and 18,000 words. There may opportunity to present text and graphics in a creative and accessible way, 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 **16.30 27 May 2022**.

Contract award announced **1 June 2022**.

Work (excluding printing) to be completed within **4 weeks** of the date of the inception meeting. Printed copies must be received by **18 July 2022**.

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