

## Brief for the design of a series of trail guides – Quote request

**Date:** 18<sup>th</sup> April 2017.

**Client:** Tame Valley Wetlands Landscape Partnership Scheme (LP-11-04927)  
c/o Warwickshire Wildlife Trust (Lead Partner), Hams Hall Environmental  
Centre, Off Canton Lane, Hams Hall Distribution Park, Coleshill, North  
Warwickshire B46 1GA.

**Contact:** Tim Haselden, LP Scheme Manager  
[tim.haselden@wkwat.org.uk](mailto:tim.haselden@wkwat.org.uk) ; 01675 470 917.

**Job:** Design of a series of engaging and informative trail guides and associated  
artwork, including maps, that can be used individually and as part of a pack.  
The routes, points of interest and content will be supplied by the client.

**Quote Deadline:** 30<sup>th</sup> April 2017.

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### 1. Introduction:

#### The Landscape

Nearly two million people live near the River Tame – the main river flowing out of Birmingham and the largest tributary of the River Trent. The River Tame and its floodplain are heavily influenced by human activity and have seen many changes. Over the last century, areas of the floodplain have been drained, woodland has been cleared and the river has been heavily engineered and polluted.

Despite this historical damage, the river is now cleaner and the old sand and gravel workings, which once blighted the landscape, now help to form the largest series of interconnected wetlands in Warwickshire.

The Tame Valley Wetlands are located between Birmingham and Tamworth, in North Warwickshire and south-east Staffordshire, following 29 km of the River Tame. Wetlands cover an area of 1,000 hectares, hosting a variety of important habitats and a rich diversity of species.

Wetlands are vital for both wildlife and people – they clean up our water and provide us with food and materials; they play a key role in reducing flooding and storing carbon; and they give us a special space to enjoy, improving our health and wellbeing.

The Tame Valley Wetlands are a unique and hidden landscape – a ‘green and blue lung’ in an area of the country otherwise dominated by transport routes and development. Due to the area’s existing value and the potential to further improve this through wetland restoration and creation, the Tame Valley is recognised as a key place for large area conservation and partnership working.

#### The Tame Valley Wetlands Landscape Partnership (TVWLP)

The TVWLP has the vision of ‘creating a wetland landscape, rich in wildlife and accessible to all’. There are 22 organisations on the Partnership and the LP Board consists of Warwickshire Wildlife Trust (Lead Partner), the Canal & River Trust, the Environment Agency, North Warwickshire Borough Council, the RSPB, Staffordshire Wildlife Trust and Warwickshire County Council.

#### The Tame Valley Wetlands Landscape Partnership Scheme

The Scheme is being delivered by the TVWLP between 2014 and 2018. The Partnership will receive funding from the National Lottery through the Heritage Lottery Fund, enabling a landscape partnership scheme to be delivered, which aims to restore built and natural heritage and reconnect local people with their landscape. The scheme covers a 104 km<sup>2</sup> area of the Tame Valley Wetlands landscape between Birmingham and Tamworth, in North Warwickshire and south-east Staffordshire.

Work is focussing on conserving and enhancing approximately 50 hectares of river and wetland habitat and restoring two Grade II listed structures on the canal network. The scheme includes the development of circular walks and the Tame Way - linking, enhancing and promoting a network of footpaths, bridleways and cycle routes between Birmingham and Tamworth. Plans are also in place for a new interpretation centre at Kingsbury Water Park and an interactive website and phone app, providing easily accessible information and resources to help people explore and discover the Tame Valley Wetlands.

The initiative is also providing volunteering and training opportunities for local people and supporting groups working to look after their local area. A series of events and activities are also being delivered, with the aim of engaging with hundreds of school children, young people and members of the public. Informal training is being provided through taster days, with the chance for people to learn new skills and improve their CVs through more formal, accredited training programmes.

This work is being led by partners and a team of staff across various organisations. For more information, please visit [www.tamevalleywetlands.co.uk](http://www.tamevalleywetlands.co.uk).

## 2. Work Required:

The Tame Valley Wetlands Landscape Partnership Scheme requires the design and creation of a series of engaging, fun and informative trail guides / walk leaflets. There are 11 guides in total to be produced over the next 11 months, with the first two (or a template) required by the end of May 2017. Please see below for more information:

- All text and written content will be supplied by the client, along with the map routes and points of interest (via GIS or OS map).
- The consultant's task is to produce a design that effectively and dynamically communicates and promotes this information as well as the overall accessibility and interest of the landscape. Brand guidelines and logos will also be supplied and the consultant will be expected to work closely with the client throughout the design process.
- 11 trail guides are required, presenting 10 circular walks (with larger-scale maps) and 1 long distance footpath route (with a smaller-scale map). The long distance footpath guide should also look to highlight the key points of interest and circular walks shown on the other guides and will be created towards the end of the contract.
- The trail-specific maps produced must be visually engaging, technically-accurate and user-friendly (for example, a 3D graphic showing the route, contours and features within the landscape would be preferable to an OS map).
- The guides are intended for use by members of the public and must be suitable for (and appeal to) a range of audiences and abilities – from families through to experienced walkers.

- The guides should promote individual trails and stand on their own; however they will form part of a series of trails and should be identifiable as part of a wider collection of guides, branded and designed to work as a pack.
- Each guide should be in the format of an A5 leaflet, unfolding to A3 (8 pages) and be designed in full colour, with a trail-specific map created as a focal point of the leaflet. Each guide should be produced as a print-ready document, as well as a PDF suitable for members of the public to download and use from the internet.
- The price for printing the leaflets is not required as part of this Brief. However the inclusion of print costs in the quote is welcome as long as these costs are itemised and identified separately in the quote.
- We require the design / creation of two leaflet guides (and the design of the two associated maps) by the end of May 2017. All text, information and the map of both routes are ready to supply to the consultant.
- The remaining 9 guides (and maps) will need to be produced over the remaining 10 months of the contract (this is anticipated to be roughly every month, or in batches each quarter).

Consultants are also invited to quote for the creation of a guide template design (to be created by the end of May 2017), along with the creation of the 11 individual maps over the contract period. Each of the guides would then be created in-house using the initial template supplied. Two of the maps would still need to be created by the end of May 2017.

**Therefore, the consultant is asked to quote based on the following two approaches, or to specify in their quote if they are only quoting for one of the approaches outlined below.**

**Please quote for:**

1. A price for the design / creation of all 11 trail guides (10 circular walks and 1 long distance footpath route) including all maps and artwork. Itemised per guide if possible.
2. A price for the design / creation of 1 trail guide template (as Quark / Adobe Illustrator file) to be used in-house to create the trail guides. This price should also include the design / creation of 11 maps in order to keep the appearance of these consistent throughout.

### 3. Timetable:

Activity	Date
Circulation of the Brief	18 <sup>th</sup> April 2017
Quote deadline	30 <sup>th</sup> April 2017
Award of Contract	2 <sup>nd</sup> May 2017
Start of Contract	3 <sup>rd</sup> May 2017
Creation of a draft template / 2 draft guides for review	19 <sup>th</sup> May 2017
Creation of final template / final print-ready versions for 2 guides	26 <sup>th</sup> May 2017
Creation of remaining 9 guides / maps	Monthly / Quarterly
End of Contract	31 <sup>st</sup> March 2018

#### 4. Response to this Brief:

Please provide a quote outlining:

1. How you will deliver the work required;
2. A fixed cost quote for one or both approaches (as outlined in section 2 above) and itemised where possible. Please indicate whether VAT is chargeable and if the price includes VAT.
3. Examples of relevant previous work and skills.

Consortium bids will be accepted where this enables consultants to offer the required breadth of expertise required by this Brief.

#### The proposal should be sent by email to:

Tim Haselden, Tame Valley Wetlands LP Scheme Manager ([tim.haselden@wkw.org.uk](mailto:tim.haselden@wkw.org.uk))  
**by midnight on Sunday 30<sup>th</sup> April 2017.**

You will be notified of the outcome of your quote by email.

#### 5. Selection of Consultant:

In scrutinising consultant proposals the client will be looking in particular for:

- A sound appreciation of the Brief, the rationale underlying it and the means of achieving it;
- A comprehensive and realistic approach to delivering the Brief, including methodology and timescales;
- Evidence of appropriate skills, experience and track record;
- Realistic and reasonable day rates / number of days allocated;
- Value for money.

#### 6. Monitoring and Evaluation of the Contract:

The submissions in response to this Brief will be assessed by the Scheme Manager and relevant members of the Scheme Team.

Warwickshire Wildlife Trust will be the commissioning agent and client for the work (as Lead Partner). The consultant will be appointed and contracted on a fixed price basis and will need to comply with Warwickshire Wildlife Trust's Terms and Conditions. **It is anticipated that the contract will run for 11 months, from 3<sup>rd</sup> May 2017 to 31 March 2018.**

#### 7. Further Information:

Should any further information be required, please contact Tim Haselden, Scheme Manager, either via email (as above) or by telephoning 01675 470 917.

Thank you for your interest in quoting for this work.