

# Brief for Design and Print for AONB Tourism Cluster Project

This brief is for the appointment of an experienced consultant for the development of a brand, logo & business toolkit for the new tourism cluster project.

## Introduction

The Forest of Bowland Area of Outstanding Natural Beauty (AONB) is looking to secure funds for a small-scale economic recovery tourism project to be delivered between January and June 2022.

The Forest of Bowland AONB supports a network of like-minded tourism businesses through the *Bowland Sustainable Tourism Business Network* – these businesses align themselves with the principals of sustainable tourism. The businesses include accommodation providers, as well as eateries, activity & experience providers, and local producers – there are currently 100 members.

This new cluster project will be managed by the Forest of Bowland team but will be promoting the opportunities across both the Forest of Bowland and Arnsdale & Silverdale Areas of Outstanding Natural Beauty.

The Forest of Bowland and Arnsdale and Silverdale AONBs have some truly unique and locally distinctive experiences, which could be collectively promoted to resonate with markets seeking out experiential and authentic tourism. This project seeks to package these together, linked with the gateway rail stations Lancaster, Clitheroe, Settle and Benthams, to highlight all the wonderful experiences on offer in the area linked to quality accommodation and to inspire visitors to stay longer.

## 'OUTSTANDINGLY SUSTAINABLE' CLUSTER PROJECT

*Eat local, travel light: car-free breaks in the Forest of Bowland and Arnsdale and Silverdale AONBs*

Aim to deliver the following:

*“Sustainable breaks for walkers, cyclists and active families in The Forest of Bowland and Arnsdale and Silverdale Areas of Outstanding Natural Beauty. Food miles in single figures, active travel or public transport, modal connectivity (with railways, buses and e-bikes). Integrated itineraries with buy-in from recommended accommodation, hospitality, guides and hire outlets.”*

## The Brief

**The project is looking for a consultant to deliver the brand & product design and print for the project**

Key objectives are to:

- Develop a distinctive logo, colour palette and typeface
- Develop the voice identity for the brand, including tagline, tone, and communication style
- Design an online business toolkit with resources for businesses linked to the project
- Design and print of railway station/train flyers and social media posts to promote the experiences
- Design of an online, interactive map displaying business content, walks/cycle routes and video
- Design and print of a leaflet showing 4 area-based itineraries with map and walking/cycling options

## Timescale & Budget

Work to commence in January 2022 and be completed by June 2022.

The maximum budget for this work is £8-10,000 (to include a print run of 5,000 leaflets for the itineraries and 500 posters for the railway stations/trains).

## Information Needed From Consultant

1. Short summary of relevant experience
2. Development proposal to include method statement and approach
3. Costings for the work, including a breakdown of chargeable days/hours for project stages and any materials to be produced

## Management

The project will be managed by Forest of Bowland AONB Sustainable Tourism Officer, Hetty Byrne, who will be the main contact for the consultant. After the consultant has been appointed, a work programme with dates and deadlines will be agreed. Payments will be made on completion of works.

## Tendering Process

Successful tenders will be selected on the basis of:

- Relevant skills and experience
- Understanding of the brief
- Quality of method statement and approach
- Price

## Submission

The tender documentation should be emailed to Hetty Byrne no later than **5pm on Tuesday 4<sup>th</sup> January 2022.**

The successful consultant will be notified in early January, with an inception meeting to be arranged the following week and work to commence mid January.

Email: [hetty.byrne@lancashire.gov.uk](mailto:hetty.byrne@lancashire.gov.uk) Tel: 01200 448000

