Graphics and website brief:

Sustainable Food Economies - developing a local food strategy toolkit

The project

Tenders are invited to assist with f3's Sustainable Food Economies project, funded by the Local Food programme of the Big Lottery Fund.

The first stage of the SFE initiative is to produce a 'toolkit' to support local authorities and other groups in developing food strategies and action plans in their areas. The toolkit will focus on a process guide, helping local stakeholders to understand what needs doing to create a strategy and action plan, and will include a number of hard copy elements for use in public meetings, as well as an online resource for information gathering and sharing.

The online resource will include case studies of successful initiatives, briefing sheets on specific topics and materials and resources to support active participation. The on-line environment will including the use of social media and an on-line forum for participants. The selected facilitators will contribute to its development. Drawing on the experience of the pilot areas, the toolkit will be refined, finalised and published for use by local authorities and groups throughout the country.

Once drafted, the toolkit will be piloted in three locations, engaging local government and a wide range of other stakeholders, including NHS trusts and Transition initiatives. The aim will be to create a food strategy and action plan which will improve the local economy, build community interactions and meet environmental targets, as well as establishing partnerships and relationships which will ensure continuity beyond the pilot phase. The programme will run from June 2012 to Nov 2013.

The brief for the graphics and website

The graphics and website will be a key component of the toolkit. The production of hard copy and online tools will be drafted at an early stage in the programme and refined or added to later. We expect that around 75% of the work and budget would be incurred during the period July to September 2012.

As the toolkit is in the process of development, this brief cannot exactly predict what materials will be required, however, our informed assumptions are as follows:

Graphic design inputs will include:

1. creating a branded identity for the SFE programme, including a logo and a palette of graphic components and styles for use across diverse media

2. producing a set of icons or images for use in hard copy toolkit items, for example 'cards' for use in participatory events

3. working with the website designer to carry the branding through to the online environment

4. creating graphic representations of process diagrams, such as flow charts or bubble diagrams, which will be used to communicate and update local stakeholders on progress on the website home page

5. working with the website designer to carry the branding through to the online environment

6. assist with production of the three pilot strategy documents (the key strategy document is expected to be only 1-4 pages)

Website requirements include:

a) build website on suitable interactive platform such as Wordpress with Thesis plug-in, allowing easy editing by named administrators, and upload of information by community members through online forms, blogs and document upload facilities (note there will be 3 versions of this website running - one for each pilot area, and a core project website which holds the toolkit templates and updates viewers on programme progress)

b) specific components will include:

i. login and hold database of participants

ii. assign user levels - user/ administrator (local facilitators) / super administrator (programme managers)

iii. opt-in to make contact details available and show on 'contacts' page

iv. home page showing progress and areas of activity - using visual representation (diagrams from graphic designer)

v. editable summary pages and progress reports by local facilitators

vi. toolkit templates and materials for printing out

vii. allow stakeholders to upload comments on most items (blogs, documents etc) and include Twitter feeds, blogs etc - accessible via PC or smart phone

viii. library of relevant documents

ix. links page

c) respond to changes needed during use by pilot area communities

d) prepare user guide for non-technical users for future project areas and make available website modules for others to use

Both the graphics and website designers will be expected to make at least two meeting s with the core SFE team in Cardiff or Bristol in the early stages.

The core team toolkit manager is Simon Michaels and will be the point of contact. Simon has a working knowledge of website design and has Wordpress + Thesis in use for other websites, and server space on which to host the websites. Therefore a website solution which can build on this foundation would be welcomed (but is not essential). 3 The work can be combined into a single bid, or graphic designers and website designers can bid separately. If separate, we would expect the budget to divide roughly into half for each input.

Budgets

A total budget of £6000 including VAT is available.

The work can be combined into a single bid, or graphic designers and website designers can bid separately. If separate, we would expect the budget to divide roughly into half for each input.

Note the intellectual property will rest with the client (f3).

Tender Criteria

Each tender will be assessed based on the quality of the proposals to meet the following requirements
- Extent to which the tender illustrates clear understanding of the objectives, scope and requirements
- Evidence of excellent graphic design / website programming skills
- Capacity to meet the project objectives and timescales
- Appropriateness and quality of suggested outputs and their relevance to our requirements
- Appropriate and well-constructed budget, demonstrating value for money

Tender Submission

The bid must include the following items:
- Demonstration of your understanding of the project requirements
- Proposed methodology and timetable illustrating your programme of work
- Key contact details of individual(s) we can contact with questions regarding your tender
- Experience and track record of the named individual(s) who will be involved in the project
- A detailed breakdown of all costs, including travel expenses and VAT. Day rates should be included for named individuals.

 Details of two referees to whom we can speak regarding work of a similar nature which you have supplied in last two years

Please send your submission, and any queries, to:

sfe@localfood.org.uk

by: noon, July 11th 2012. We will inform you of the outcome of your tender by July 13th 2012