

Brief for Branding & Communications Toolkit for the Pendle Hill Landscape Partnership Scheme

This brief is for the appointment of an experienced consultant for the development of a brand, logo & communications toolkit

Introduction

The Forest of Bowland Area of Outstanding Natural Beauty (AONB) is the lead partner of the Pendle Hill Landscape Partnership (LP). This exciting programme of activity looks to re-connect people with their landscape and their past, to safeguard the area's wildlife and heritage and to improve people's access to this popular countryside area. We will do this by providing opportunities for training and volunteering; by supporting research and devising digital interpretation to inspire a new generation about our heritage; by restoring important landscape features, and by working with communities to re-tell the stories of radical Pendle people. This programme will increase pride in this special place and raise aspirations amongst communities, and it will bring in new investment to support the environment and the economy.

The overall aims of the partnership are to:

- restore, enhance and conserve the heritage and landscape of Pendle Hill
- re-connect people with the landscape and their past
- bring together the two sides of the hill
- and to create a sustainable future for the environment, the heritage and our visitors

The LP programme will deliver 14 projects supported by the core team and a variety of partners, and you can read more about these and the area and its heritage here https://issuu.com/lancashire1/docs/pendle_hill_lcap_web

The Pendle Hill LP projects are covered by three main themes:

1. To improve the environment
2. To build the local economy
3. To provide opportunity for everyone to get involved

The projects and themes will be gathered together by a series of creative and digital threads, bringing the two sides of the hill together and inspiring and involving people in this special place.

The Brief

The Pendle Hill LP Scheme is a large and diverse programme, incorporating 14 different projects within 3 themes, to be delivered by a variety of partners. Whilst the hill itself is undoubtedly iconic, it is suggested that the brand (and logo) should perhaps convey “more than just the hill” and instead seize the opportunity to present the area in a new way – possibly drawing upon the theme of gatherings and ‘people coming together’ (a thread running across all projects). We want the Scheme to be perceived as *exciting*, *welcoming* and *contemporary*. The Scheme offers tremendous potential to re-imagine Pendle Hill in new ways.

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
- Produce a communications toolkit for the partnership
(A number of partners across the 14 projects will be utilising the brand, working with a variety of designers – therefore to maintain the integrity of the brand, the communications toolkit will include advice on how to work with our brand visually, our written style and how to apply the brand in print and digitally.)

Background

At an LP Board meeting in February 2018, a short consultation exercise was carried out to get some initial feedback from partners as to their preferences for the development of the brand. They were asked to comment on the visual identity of a dozen existing LP schemes. While the feedback was varied, there was some consensus. In summary they had a preference for the following:

- Illustrative style of logo
- Brands or symbols and colour palettes that reflect the themes of the Scheme with graphical representation
- Informal style

It would be useful to take these into consideration within the proposal.

Wider Context

During the development stage a Communications Strategy was produced which identified the need to create a strong and recognisable brand for the LP based on the area's sense of place, and to create a range of communication and interpretation materials for projects using a variety of new and emerging digital opportunities.

Visit: http://www.forestofbowland.com/files/uploads/pdfs/FINAL_PHLP%20Comms%20Strategy.pdf

Timescale & Budget

Work to commence in April 2018 and be completed by June 2018.

The maximum budget for this work is £5,000.

Information Needed From Consultant

1. Summary of relevant experience and two examples of similar work
2. Development proposal to include method statement and approach
3. Timetable for the work, including milestones and dates
4. 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 Wednesday 14th March 2018**. The successful consultant will be notified by 21st March, with an inception meeting to be arranged the following week and work to commence at the beginning of April.

Email: hetty.byrne@lancashire.gov.uk Tel: 01200 448000

