

Trust Transition Project

Taking the Past into the Future: Stonehenge and Avebury World Heritage Site

Visual Identity & Website

Brief and
Request for Quotation



BRIEF

1. Objective

The objective of the 'Taking the Past into the Future' Trust Transition Project is to create a Stonehenge, Avebury and Associated Sites World Heritage Site (WHS) governance structure and fundraising model that will sustain it into the future. The project is funded by the National Lottery Heritage Fund with a completion date of 31 March 2025.

The agency appointed will work with the Stonehenge and Avebury World Heritage Site Partnership to produce a visual identity and website to represent the newly forming Stonehenge and Avebury World Heritage Site Trust (CIO).

The new charity will operate alongside existing charities and organisations that oversee a range of activity within the World Heritage Site, such as visitor operations and conservation, including English Heritage Trust at Stonehenge and the National Trust at Avebury and the wider WHS landscape.

2. Outputs

The agency appointed will produce the following outputs to support the development and progression of the Stonehenge and Avebury World Heritage Site Trust:

Output 1: New Charity's Visual Identity

- Consultation to understand positioning.
- Logo design - initial designs leading to development of final logo in a range of formats:
 - i. .jpeg, .png and vector files
 - ii. A range of file sizes
 - iii. Colour and black & white
 - iv. Positive and negative
- Accompanying brand guide to inform future consistent communications delivered by the charity to include:
 - i. Brand colour palette (CMYK and RGB)
 - ii. Brand fonts (taken from a standard / freely available source)

Output 2: Domain subscription and hosting

- Purchase of agreed domain name for 1 – 3 years and creation of email addresses to include industry standard security provision at inception and throughout engagement. This could also include provision of Microsoft 365 to enable file editing and sharing for CIO Trustees.
- Web hosting for 1 – 3 years.

Output 3: Website

- Consultation to understand requirements.
- Provision of Wordpress template compliant with accessibility standards that would allow for growth, including template pages for:
 - i. Homepage
 - ii. Standard page
 - iii. Blog/news function
 - iv. Contact us form

- Creation and publish of holding page.
- Inclusion of a donate function and advice on accompanying service for this if required.
- Creation of Editor account function for WHS Coordination Unit staff.

Output 4: Training

- Training session for WHS Coordination Unit staff and Trustees on website management and creation of new pages using template.

Additional information:

- The main audiences for this work are the Charity Commission when reviewing the CIO's application (holding page) and ultimately potential supporters, private donors and grant funders of the new charity.
- Please include as an additional line the cost for support after this brief in the event it is required by the Charity.
- The CIO Working Group will provide a selection of visual identities and websites that inspire them during consultation.
- The CIO Working Group will provide photography and written content for the website.
- Further growth of the website will take place a later stage as the charity progresses and beyond the scope of this current brief.

3. Project timescale and Budget

Work will take place August – September 2024.

The anticipated budget for this work is up to £7,000 with proposal applications evaluated based on criteria at Part 7.

4. Communication and Consultation

The agency will work closely with the WHS Partnership Manager (WHS Coordination Unit), with outputs developed in consultation with the CIO Working Group and Trustees and agreed by the Trust Transition Board.

Most aspects of this work can be undertaken virtually. When required, in person meetings will take place in Wiltshire and will be arranged by the WHS Coordination Unit.

5. Proposal content and format

Please submit a project proposal which must include:

Completed Request for Quotation form.

- A fixed fee proposal (with and without VAT) for each output of the brief with a proposed schedule for payment.
Please specify:
 - the number of days worked
 - include provision for basic expenses for up to 2 meetings in Wiltshire
- Breakdown of yearly costs for hosting and maintenance costs.
- An outline methodology and timetable for completing key tasks and indicative start date with consideration of resource restrictions within the project timescale.
- Relevant skills and experience for the project.

- At least two similar projects who could be contacted as references.
- Insurance details: Professional Indemnity and Public Liability.

6. Skills and Expertise

Essential

- A proven track record of delivering similar work.
- Experience of working with senior stakeholders across a range of local and national organisations.
- Excellent communication skills.

Desirable

- Experience and knowledge of working in the heritage or environmental sector.

7. Quotation process

- Proposal submissions are required within 2 weeks of request for quotation and should arrive no later than **Monday 29 July 2024, 5pm**. Any documentation arriving after this time will not be accepted.
- Submissions will be reviewed by the CIO Working Group and appointment agreed by the Trust Transition Board, with a decision made within 2 weeks with supply of full Form of Agreement.
- We would expect a successful Bidder to start the project as soon as commissioned.

Quotations will be evaluated following criteria listed below.

<u>Criteria</u>	<u>Weighting</u>
• Relevant experience	15%
• Quality of proposal	40%
• Cost	30%
• Value for money	15%

8. Contact

If you have any questions about this brief, please contact:

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