



CAUSEWAY COAST & GLENS
HERITAGE TRUST



Artisans at work
ÉCONOMUSÉE[®]

NORTHERN IRELAND

Invitation to Tender

1. INTRODUCTION

Causeway Coast & Glens Heritage Trust (CCGHT) is inviting proposals from suitably qualified individuals or organisations to provide Graphic Design, manufacture and installation Services for CCGHT to further develop the Économusée network across the Causeway Coast & Glens and Mid & East Antrim Borough Council areas.

The closing date for return proposals is **12 noon on Thursday 18th November 2021**.

2. CCGHT BACKGROUND

The Causeway Coast & Glens Heritage Trust (CCGHT) is a partnership organisation set up in Northern Ireland in 2002. The area covered by the CCGHT includes a wide variety of scenic landscapes, important wildlife resources and cultural heritage including three Areas of Outstanding Natural Beauty (AONB's): the Causeway Coast AONB, the Antrim Coast and Glens AONB and the Binevenagh AONB.

The Causeway Coast and Glens Heritage Trust (CCGHT) is the organisation responsible for leading the ÉconomusÉE in N. Ireland. This project sees the combination of culture, craft and tourism as local artisans open their doors to visitors to watch them at work and learn about the heritage and traditions of their skill. Économusée artisans are renowned for their excellence and award-winning premium products.

2a. Économusée Artisans at Work background

The Économusée Artisans at Work concept is a Québec inspired tourism initiative that enables visitors to watch the artisan at work whilst offering them the opportunity to discover the beautiful and indigenous crafts that are all produced onsite, learning about the history of the craft and the cultural heritage behind the skill. The brand is internationally recognised with Économusée artisan workshops found in Canada, Greenland, Iceland, Faroe Islands, Sweden, Norway, Haiti, N. Ireland and Ireland.

There are currently eleven Économusée workshops in N. Ireland; Brighter Gold Rapeseed Oil Limavady; Scullion Hurls Loughgiel; Steensons Jewellers Glenarm; Hillstown Brewery Ahoghill; Ursa Minor Bakehouse, Broughgammon Farm, North Coast Smokehouse, Hot Milk Forge in Martinstown, Audrey Kyle Art in Islandmagee, The Creamery Can in Glarryford and Gobbins Crafts Islandmagee. You will find more information about the Économusée concept and the International members on

3. Project Outcome

CCGHT has secured funding to expand the Économusée Network across the Causeway Coast & Glens and Mid & East Antrim Borough Council areas. There are currently eleven Économusée artisan workshops in the area and with this funding we aspire to increase that number to twelve before 31st March 2022. If successful we may keep the services of the winning bidder for an extended period of 24 months to provide graphic design services for other Economusee related work.

Within this financial year (before 1st April 2022) we require a graphic design company to;

- **Create logo and branding.**
- **Liaise with CCGHT & the artisan to collate the artisan/business story categorised under the following four headings “Welcome”, “History of the Craft & Craft Process”, “Inspiration and Family Story”.**
- **Liaise with CCGHT and artisan to identify colour, style and tone in order to design, Manufacture, and Install a series of high quality storyboard panels (internal and external) at the newly appointed artisan workshop. All panels must comprise of full colour inkjet graphics, portable and wipe clean durable material. External panels must be fully weatherproof.**
- **A- frame double sided- needs to be completely weather/waterproof (general background image and contact details)**
- **Design and publication of 1000 leaflets for newly appointed Économusée, flat size 216 x348mm, printed high quality with full colour throughout on 250gsm silk art, creased and gate folded to 87 x 216mm, FSC approved. (template will be provided)**
- **Teardrop banner**
- **Other identified promotional material if required.**

- **All interpretation should be available in a format that can be easily added to websites/social media.**
- **All exterior panels must be weather/waterproof**
- **Leaflets should also be supplied as a PDF**
- **Logos to be supplied by CCGHT**
- **Interpretation installation required.**
- **Delivery of leaflets is required to one address (stated above)**

- **CCGHT & the artisan will require email drafts of panels and leaflet prior to signing off so that minor changes can be made if required.**
- **All interpretation must come with 12 months warranty**

3.1 Suggested Methodology

1. Liaise with artisan and CCGHT to agree on content, images, size, and materials for the panels. (This will be done both face-face and virtually- adhering to Covid Guidelines)
2. Design at least 3 draft options for artisan and CCGHT to select from.
3. Provide regular contact with artisan and CCGHT to agree on final proofs
4. Manufacture and install the agreed panels within the timeframe.
5. Provide 12 months manufacturers guarantee for the durability of the material used to produce the exterior and interior signs.
6. CCGHT may pay the successful candidate a series of payments with the final payment being forwarded on completion of the project; this will be discussed at the Project Initiation Meeting.
7. CCGHT withholds the right to cancel this contract at any stage.
8. Progress meetings may be held either face-face or virtually- adhering to Covid Guidelines.

3.2 Copyright, Data Protection and Confidentiality

Upon completion of the project all copyrights belong to the Causeway Coast & Glens Heritage Trust (CCGHT).

The designer warrants that he/she has obtained all required registrations, permissions, and consents from all third parties necessary to publish content if sourced by themselves.

The successful designer warrants that the content does not infringe upon the trademark, copyright patent trade secrets or any other rights of any third party and where there is a use or infringement the designer shall obtain a license for use from the rights holder permitting such use. The designer shall indemnify against liability for infringement.

The designer warrants that all content forming part of the interpretation belongs to CCGHT and or the artisan. The designer will provide CCGHT and the artisan with digital formats of the panels and leaflets for future edits or reprints.

4. PROCESS PLAN

Date	Phase	Activities required for project
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13-17 December 2021	Project Start	Project Initiation Meeting
1 February 2022	Mid-Term review	Full up to date analysis and evaluation of project
25 March 2022	Final Report/Product	Full analysis of project against agreed outcomes and indicators.
31 March 2022		Project complete.

This is an indicative process plan. Designers are encouraged to suggest additional approaches and methodologies which will innovate and provide value for money and additional insight to the project.

Please note all interpretation to be published is produced in accessible style and will only be signed off once CCGHT has agreed associated drafts. All such reports and outputs of the project will be the property of CCGHT/artisan.

5. INSTRUCTION TO BIDDERS

5.1 Essential Criteria

Evidence of a clear methodology i.e. a programme outlining how the designer would take the project forward and outlining key milestones; timelines including when CCGHT will be involved and dates for draft projects/publications
Evidence of details of the skills and experience of the design company; including a brief portfolio of previous relevant work.
Evidence of a breakdown of the key personnel and the activities they will be responsible for.
Ability to complete the project within budget. CCGHT estimates that the budget per artisan will not exceed £5000. This will include all expenses including VAT where relevant.
Availability to complete the work within the agreed timescale.

Failure to evidence any of the above criteria will invalidate the tender.

5.2 Eligible proposal will be considered against the following award criteria.

CRITERIA	WEIGHT
Understanding of the CCGHT project	20%
Experience, knowledge and understanding of interpretative design concepts	35%
Track record in conducting quantitative and qualitative consultation with previous clients.	15%
Demonstrate value for money	30%

Please note contact details of two referees, who have knowledge of your work who may be approached if you are successful, should also be included.

The response document should be no longer than ten A4 pages using font size 12, this excludes CVs.

Failure to address any of the above issues will invalidate the tender.

6. BUDGET

The quote should include all fees, travel, publication, direct and indirect costs, expenses, and VAT. Please detail one-off costs and any recurring costs. CCGHT may pay the contractor a series of payments with the final payment being forwarded on completion of the project. This option will be discussed at the Project Initiation Meeting.

7. AWARD CRITERIA

CCGHT does not bind itself to accept the tender with the lowest stated price. CCGHT will not compensate the bidder for costs associated with the production of the tender document.

The contract will be awarded to the most economically advantageous tender overall based on an assessment of price, quality, delivery, technical ability, relevant experience, and stated ability to satisfactorily meet the requirements of the contract.

It is expected that tender respondents will be informed of the outcome of the tender process on 12 March 2021

8. OFFICIAL AMENDMENTS

Should it be necessary for CCGHT to amend the tender documentation or process in any way, prior to receipt of tenders, all bidders in receipt of documents will be notified simultaneously. If deemed appropriate the deadline for receipt of tenders will be extended.

9. FURTHER INFORMATION

If you require any clarification on the above, please do not hesitate to contact Tierna Mullan or Carole O’Kane at CCGHT by email tierna@ccght.org 07595413239 or carole@ccght.org 07595068174.

The closing date for return of tender proposals is 12 noon on Thursday 18th November

Emailed proposals should be submitted in an attachment with Tender for Graphic Design services for CCGHT and Économusée Interpretation as the subject. This attachment will not be opened until

after the closing date and time. The proposer is responsible for ensuring that their emailed tender is received by CCGHT by requesting confirmation by phone.

Proposals must comply with the requirements set out in the tender specification.

Proposals which fail to address these requirements will be ineligible and will not be considered.

It is the responsibility of the proposer to check that a submission has been received by CCGHT before the outlined deadline.

CCGHT is an equal opportunities employer and with this in mind we are looking for an innovative and inclusive approach by the designer to make sure that panels and leaflets are designed in a way that all members of the public can fully appreciate the content and design.

10. TIMETABLE

KEY ACTIONS	DATE
Issue Tender	11 th November 2021
Closing Date for Return of Tender	18 th November 2021
Project Initiation Meeting	13 th December 2021
Contract Award	13 th December 2021
Contract Commencement	13 th December 2021
Contract completion	31 st March 2022

The contract will only be signed after the Project Initiation Meeting (PIM).