



Applecross Community Company

Invitation to Tender for Graphic Design Support for Torgarve Community Woodland Project

13th January 2023

1. Introduction and Background

1.1 Background to Applecross Community Company

Applecross Community Company (ACC) is both a registered Scottish charity (OSCR SC042865) and a registered company (Companies House SC342825). The overall aim of the Company is to promote sustainable development on the Applecross peninsula through the management of community owned land and assets.

It was established in 2008 and consists of locally resident members who join from the locality and is managed by a volunteer board of directors. ACC is governed by a volunteer board of directors who focus on the strategic oversight and overall operation of the company. The company's vision is for the small but amazing community of Applecross to be sustainable, resilient and prosperous. ACC's mission is to work with the Applecross community to enable a viable population to live and work in a vibrant community. Following community engagement, ACC developed and published the [Applecross Community Action Plan 2020-2025](#).

1.2 Introduction to Torgarve Community Woodland

ACC took on ownership of Torgarve Woods in February 2021, which is a 14.5ha site located in the heart of our community. Since then, 8ha of mature Sitka Spruce within the woodland's site has been clear-felled and the community woodland project is now focused on regenerating the entire area with three objectives:

- Woodland management – transforming a former commercial forestry plantation to a community woodland focused on native broadleaf trees and scots pine, as much as possible using seedlings collected on the peninsula and grown in our community tree nursery;
- Enhancing biodiversity – improving the site's biodiversity through creating a pond and enhancing other areas to attract native flora and fauna;
- Engaging the community, developing amenities, and building volunteer capacity – working with our community members to design and undertake activities in the woodland that showcase the areas natural and cultural heritage and attract visitors.

As a "community woodland", the project is led by a group of community volunteers, the Community Woodland Steering Group and involves regular consultation and engagement with residents of the Applecross peninsula.

1.4 Funding

The project is supported by funding from the Highland Council Coast Communities Fund, which is match funded by ACC from income from clear-felling the mature Sitka Spruce.

2. Graphic Design Requirements

2.1 Scope of Work

ACC and the Community Woodland Steering Group require Graphic Design support to develop a logo for the Torgarve Community Woodland Project and to design threshold signs to be installed at the entrances of the site.

a) Logo

The logo is to be designed in consultation with ACC staff and members of the Community Woodland Steering Group and reflect the existing palette and themes in use across the ACC brand.

The logo artwork should be originated as vector EPS files to allow scalability and supplied in a variety of formats to be agreed. As well as full colour, ACC would require the logo as a single colour/black version and a reversed-out/white option etc. The logo should work across printed and screen media at a range of scales and any adaption for social media icons etc. should be considered. Simple logo guidelines should be included covering usage, file formats supplied, minimum reproduction size and clear space, fonts used etc.

b) Signage

Three threshold signs are required, one large one for the main entrance and two the same for the smaller entrances. All the signs are to be made of sand-blasted wood, likely sourced from [the grain](#) signage company (or similar). Signage should be created in a format suitable for the sign maker. Ideally any signage design elements would be created as editable vector files so they might be extracted and used in isolation by ACC. The designer would be responsible for liaising with the signage provider and supply digital artwork suitable for final production taking consideration of how to get the best from the medium and any limitations that medium may have. The signage design should take into account best practice guidelines for accessibility. Work to include supervising final production, proofing, completion and delivery.

The logo and design for the sign are expected to be completed by the end of April 2023. This includes placing an order with the agreed signage company and providing them with all the required information. The production of the signage is expected to require further time beyond this date and the tender should account for the additional time required for overseeing completion and delivery.

Should the working relationship between ACC and the hired Graphic Designer and the outcomes produced be satisfactory, further design work across ACC's other projects may be available.

2.2 Form of Tender

ACC wish to hire a Graphic Designer (or design team) to undertake the design of the logo and threshold signs and are inviting tenders for this work. The design of the logo and design of the signage should be considered two separate elements and costed as such within the tenders.

The tender should include:

1. A breakdown of itemised costs for each of the different parts of this work, including VAT (if relevant)
2. Confirmation of who will work on this project, along with details of relevant qualifications and experience
3. A link to a portfolio or website featuring your recent client-based graphic design work
4. An expectation of the number of initial concepts to be presented
5. Names and contact details of two organisations and / or individuals for whom similar services have been provided, whom ACC could contact for references.
6. Confirmation that the design work can be completed within the available timeframe.

Any allocated meeting time and the number of initial concepts, revisions and proofs included within the tender should be detailed along with all day rates and any additional fees/costs. Please make sure that figures are clear and that the submission is both signed and dated. ACC is not bound to accept the lowest or any tender. Selection of the preferred tender will be competitive, based on 70% quality and 30% cost.

ACC would wish to have the copyright of the files passed to them and to hold that copyright. All fonts should have the correct licenses for the intended usage. The main logo design may be used on items sold commercially.

2.3 Closing date for tenders and preferred timeframe

The deadline for submission of the tenders is Friday 27th January 2023. Tenders should be submitted by email to woods@applecrosscommunitycompany.org and marked "Torgarve Community Woodland Graphic Design Support".

ACC may at its discretion extend the closing date and time for receipt of tenders by written notice to all Tenderers.

The subsequent approximate timeframe for the project is expected to be:

- ACC notifies the preferred tender – 3rd February
- Graphic design project starts – 13th February
- Graphic design project completed – 30th April
- Signage completed and delivered – 30th June (approx.)

2.5 Confidential Information

All information provided by Tenderers to ACC will be treated in confidence except as follows:

- References may be sought from existing and past clients and other referees in accordance with authorisations given by Tenderers in their tenders.
- Disclosure as may be required by the Freedom of Information Act 2000.

3) Contact details and acceptance of tender

Any questions regarding this tender brief should be addressed to: woods@applecrosscommunitycompany.org
Written queries will be circulated to all tenderers by email.

ACC reserves the right:

- Not to accept any tender, and
- To accept any tender or tenders in whole or in part