



## **CALL FOR TENDER**

### **Into the Light design**

#### **1. Introduction**

Visit County Durham Ltd invites qualified design agencies to submit proposals to develop a suite of assets for *Into the Light*, a programme to lead regeneration and inclusive growth in County Durham through culture and creativity. This call for tender outlines the requirements, scope of work, evaluation criteria, and submission guidelines for interested bidders.

#### **2. Background**

For more information about Into the Light, our partnership and our programme strands, please refer to the Into the Light Programme pages on the [Culture Durham website](#). Our Theory of Change can be provided on request.

The successful agency will be required to work with our branding guidelines and to appropriately reflect the refreshed place branding, our [Durham Story, in our visual and verbal identity](#). Branding guidelines can be provided on request.

It is also essential that the assets developed can work alongside partner and funders branding requirements as needed.

#### **3. Objectives**

The selected agency will be expected to:

- Provide the Into the Light partnership with a suite of flexible assets that are easy to use and adapt to different needs.
- Create design templates that can be used for a range of relevant needs, including stakeholder and funder engagement documents, briefing notes, presentations, beneficiary engagement documents, conference banners and materials, e-newsletters, internal communications, partner and funder recognition strips in different formats, e-mail banners and social media posts.
- Develop proposal for an easy to use and manage website that can be successfully archived or transitioned to partners as appropriate.
- Advise on strategic direction, longer term design needs and additional assets, including potential pricing and implementation.

Interested agencies should have and be able to demonstrate successful projects in the creative sector.

#### **4. Scope of Work**

The successful agency will be responsible for the following tasks:

- Work with the Into the Light Programme Team to develop a suite of adaptable assets.
- Liaise with Visit County Durham colleagues leading the Durham Story Place Branding project, Into the Light Partners and other external agencies to ensure materials are fit for purpose.

- Ensure assets are adaptable for use by internal teams at little or no cost. This is a time-limited piece of work, although scope for the approved agency to adapt or refine assets throughout the project will be an advantage.

## 5. Deliverables

Proposals must include the following:

- Overview of the agency's experience, team structure, and relevant case studies
- Proposed approach to achieving the objectives listed above
- Timeline and work plan
- Budget breakdown, including fees and potential third-party costs
- Two references from current or former clients

## 6. Evaluation Criteria

Submissions will be evaluated based on:

Criteria	Weight
Relevant Experience & Expertise	25%
Quality and Innovation of Proposal	25%
Cost-Effectiveness	20%
Team Composition & Qualifications	15%
Client References	15%

## 7. Timeline

Activity	Date
Call for Proposals Published	13 May 2025
Submission Deadline	21 May 2025
Evaluation Period	22 May 2025
Anticipated Notification of Award	26 May 2025
Anticipated Contract Start Date	2 June 2025

## 8. Submission Instructions

Proposals must be submitted electronically in PDF format to: [e.creaby-attwood@visitcountydurham.org](mailto:e.creaby-attwood@visitcountydurham.org).

Subject line: *CFT – Design Agency – [Your Organization Name]*

All proposals must be received by 16 May, 00:59. Late submissions will not be considered.

## 9. Terms and Conditions

- Visit County Durham reserves the right to accept or reject any or all proposals.



- Submission of a proposal does not constitute a contract.
- The selected agency will be required to sign a formal agreement outlining terms of service and deliverables.

## **10. Contact Information**

For any inquiries or clarifications, please contact:

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