**REQUEST FOR TENDER: STORY BOOK DUMFRIES WEBSITE**

|  |  |
| --- | --- |
| **Organisation** | Wigtown Festival Company  |
| **Contacts** | Adrian Turpin: adrian@wigtownbookfestival.comIsla Rosser-Owen: isla@wigtownbookfestival.com |
| **Date of Issue** | 27 May 2021 |
| **Introduction to Story Book Dumfries** | Story Book Dumfries is an exciting new initiative that aims to establish Dumfries as Scotland’s home of children’s stories – a destination for families and a national cultural resource. Our long-term mission is to bring tangible cultural, social and economic benefits to Dumfries through engagement with children’s literature and the status accorded to the town as the home of Scotland’s National Centre for Children’s Literature and Storytelling at Moat Brae House.In doing this we will:i) work with partners including cultural organisations and SMEs to shape a year-round programme of events, activities and attractions that will be marketed under an umbrella moniker, ‘Story Book Dumfries’; ii) encourage the development of skills, knowledge and resources relating to children’s literature within Dumfries – these are the roots of the project;iii) amplify the impact of and raise the profile of Scotland’s National Centre for Children’s Literature and Storytelling.Story Book Dumfries offers a platform for a wide range of partners who believe in the power of children’s literature to inspire and bring tangible benefits to the community and beyond. Story Book Dumfries will be coordinated by Wigtown Festival Company, in partnership with Moat Brae and other associate partners, as part of Spot-lit, a multinational literary tourism project funded by the EU’s Northern Periphery and Arctic Programme. The launch of the initiative will coincide with the Year of Scotland’s Stories 2022. |
| **Objectives for Story Book Dumfries** | **Our overall project objectives are:*** To support the National Centre for Children’s Literature and Storytelling and the visitor attraction at Moat Brae House in fulfilling its huge potential.
* To connect Dumfries’s (and Dumfries & Galloway’s) rich but disparate existing literary assets and family-friendly activities, so that a promotable whole becomes greater than the sum of its parts.
* To engage and enthuse local people and businesses about the power of literature (especially children’s literature) to change lives and bring tangible benefits to the area.
* To create a sustainable network of supporters and cheerleaders for literary tourism in Dumfries, who can take ownership of aspects of the project after Spot-lit funding ends.
* To root Dumfries’s identity as an authentic home for children’s literature by ensuring that (i) local people experience tangible benefits (educational, social, economic) and (ii) genuine expertise relating to children’s literature is encouraged and developed in Dumfries.
* To place Story Book Dumfries within a wider project to position the south of Scotland as a distinct literary tourism destination.
* To take full advantage of the unique opportunities offered by the Year of Scotland’s Stories 2022.
 |
| **Website****Commission** | We would like to create a dedicated Story Book Dumfries website featuring year-round events, experiences and resources in and around Dumfries. This will include where relevant pre-existing activities and attractions. The portal will also offer links to other non-literary family-friendly activities in the area.The creative elements required are:* To create a website for the Story Book Dumfries campaign that appeals to the target audience and family market.
* The website should give a digital expression to Dumfries as a centre for children’s literature. This will provide online visual place-making for Story Book Dumfries and should offer an imaginative and creative narrative about family-friendly literary tourism in and around Dumfries, encouraging visitors to come and explore.
* While providing a source of information for the Story Book Dumfries campaign, the website should also be functional. It should include a portal for family-friendly events, activities and resources in Dumfries and the surrounding region, as well as key national resources relating to children’s literature.
* The website should be designed in a way that can be easily maintained and updated once handed over.
* It should provide a cost-efficient and measurable route to identifying and targeting visitors’ online environments. It should be easily shareable on social media channels.
* The website should be appropriate to the local context and the region’s literary assets, the most notable of which include Robert Burns and JM Barrie’s Peter Pan.
 |
| **Your Role** | **Your key objectives are:*** To develop a contemporary and appealing website which communicates effectively the proposition of the Story Book Dumfries project and which will over time build and enhance perceptions of the region and complement other regional activity.
* To increase awareness and knowledge of literary tourism, in particular family-friendly literary tourism, in Dumfries & Galloway locally, nationally and eventually internationally.
* To include a portal for family-friendly events, activities and resources in Dumfries and the surrounding region, as well as key national resources relating to children’s literature.
* To create something that engages and is relevant to all family market segments.
* To align with the Story Book Dumfries logo design.
* To align with the Scotland Starts Here (<https://scotlandstartshere.com>) campaign that will be rolled out across D&G in the future, as well as the Year of Scotland’s Stories theme year in 2022.

**What we’re looking for:*** You will be a self-motivated and adaptable, and able to work collaboratively with the different partners and stakeholders involved in this project.
* You will liaise closely with Wigtown Festival Company to develop the creative concept and direction of the website.
* You should ideally have a track record of developing websites of this kind.
* Knowledge of the local area or a willingness to acquire it.
* The ability to work efficiently and deliver the project in a timely manner.
* Your work should be mindful of issues surrounding equality, diversity and inclusion, including geographic, physical and socioeconomic barriers to access.
* You should be willing to contribute to final project reporting as required, from the point of view of sharing learning and transferable knowledge.
* Your work should be carried out in accordance with whatever Covid-19 guidelines are in place at the time.
 |
| **Budget** | The budget for the project is a maximum of £4,000 (excluding VAT) and must include copywriting of narrative; website landing page and design. |
| **Timescales** | We expect work on the project to commence in late June 2021. A soft launch of the Story Book Dumfries project will take place in the late autumn of 2021, and we would expect the website to be up and running in time for that. The expectation is that Story Book Dumfries will be fully developed and ready to launch at the start of Year of Scotland’s Stories at the beginning of 2022, and the website will play a key part in the associated PR campaign. **Project timescales:*** Issue website tender: 27 May 2021
* Closing date for tender: 11 June 2021
* Appoint design agency: 18 June 2021
* Inception meeting: w/c 21 June 2021
* Initial designs / draft website: w/c 16 August 2021
* Finalise narrative and design concepts: 30 September 2021
* Website launch / Story Book Dumfries soft launch: 30 November 2021
* Story Book Dumfries campaign launch: 15 January 2022
 |
| **Tender Submissions** | Tenders are invited and should be submitted electronically by **11 June 2021** to:Isla Rosser-OwenCultural Producer, Wigtown Festival Companyisla@wigtownbookfestival.comAn outline of your proposal explaining your creative vision and methodology for the project should be accompanied by any relevant supporting documents, e.g. your CV and examples of previous work. |
| **Award criteria and tender evaluation** | This contract will be awarded on the basis of the most economically advantageous tenders in terms of the following criteria: * Qualifications and experience of personnel proposed;
* Understanding of needs and methodology proposed;
* Cost and value for money for the work proposed to the contracting authority.

The contract will be awarded after evaluation of tenders received based on the above criteria. Shortlisted applicants may also be invited to attend an interview. |