



Black Country Blue Network Communication Specification

Introduction

Tenders are invited to develop Communication collateral for the ERDF funded Black Country Blue Network project compliant with EU rules and regulations.

Purpose of the Project

The Black Country Blue Network project aims to create a high quality ecological network with a diverse range of habitats, centred on the area's historically important waterways and associated green spaces. This will be achieved through a programme of infrastructure and habitat improvements along canals and rivers and other key nature greenspaces linked into this blue network. The improvements will facilitate better visitor management and improved access for local communities.

The project is a partnership between the City of Wolverhampton Council, Walsall Metropolitan Borough Council, the Environment Agency, Canal and River Trust and Birmingham and Black Country Wildlife Trust. Each delivery partners are delivering project(s) which together make up the Black Country Blue Network project. It is intended that the individual projects can be branded as part of the broader Blue Network project.

The project is funded by European Regional Development Fund (ERDF), therefore must comply with European Regional Development Fund and European Social Fund Branding and Publicity Requirements (see below).

The successful Comms provider will:

- Design a common branding for the Black Country Blue Network
- Develop templates for a webpage (that can be added to the various partner sites), signage/billboard saying the work is funded by ERDF, permanent plaque on completion and interpretation signage
- The templates must include the appropriate ERDF Logo and the design should allow individual delivery partners to add site specific information and their own logos as appropriate.

Cost for the production of this material should be costed separately.

Deliverables

1. Common Black Country Blue Network Brand
2. Templates - webpage, signage/billboard, permanent plaque and interpretation signage templates which allows delivery partners to add site specific information and logos.



Timescale

Below is the anticipated timescale for which the service is to be carried out to:

By when	Action
10 August 2017	Invitation to Tender issued
1 September 2017 at 12 noon	Tender deadline
4-8 Sept 17	Evaluation
11 Sept 17	Appointment
Sept-Nov 17	Branding and template design
	Production of signage as required

Scoring criteria

Criteria	Weighting
Quality	60%
Cost	40%

Quality Questions (60%)

- 1) Please outline your experience of brand development relating to projects which are similar to this initiative – 20%
- 2) Please detail your methodology for the design of brand and templates compliant to EU rules and regulations – 30%
- 3) Demonstrate how you will support Social value including the City of Wolverhampton's Charter – 10%

Costs (40%)

- Please provide your total cost for the design of the brand and templates. (30%)
- Please provide your total cost for the production of signage/billboard, plaque and interpretation. (10%)

EU rules and regulations

The project is funded by European Regional Development Fund (ERDF), therefore must comply with European Structural and Investment Fund (ESIF) Branding and Publicity Requirements.



https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/56443/2/esif_branding_and_publicity_requirements.pdf

Logo's should be included relating to the ERDF funded projects as follows:

Portrait



Landscape



Note where other logo's are used alongside the ERDF logo, the ERDF logo must be larger or the same size as the other logos.