

Guidebook - Consultant Brief

Updating and reprinting a walking guide for Coigach and Assynt

By April 2021 there will be a single walks guidebook that locals and visitors can purchase at a range of outlets. Visitors will be aware of the strong sense of identity and engage with Coigach and Assynt on an emotional level. Readers will be more aware of the benefits of walking for physical and mental wellbeing and will use the guidebook to gain an understanding of the landscape they are experiencing.



Organisation: Coigach Assynt Living Landscape partnership

Brief description of supply:

Estimated value of tender: £5900 (inc. VAT)

Estimated duration: 6 Months

Name of Contact: Dr Laura Hamlet

Timetable: Response deadline: 30.10.2020

Completion of work: Editing 18.12.2020, Design 28.02.2021, Printing 30.04.2021

Overview

The Organisation

Coigach & Assynt Living Landscape is a unique community partnership project which aims to bring environmental and economic benefits to the Coigach and Assynt regions of North West Scotland.

The Coigach & Assynt Living Landscape Partnership Scheme is a National Lottery Heritage Funded project comprising 14 Partner organisations, of which the Scottish Wildlife Trust is the lead partner. The Partnership comprises community landowners, community interest groups, charitable landowners, private land-owners and charitable membership organisations. Collectively these Partners are committed to delivering a Scheme comprising 28 individual projects over 5 years to September 2021.

Lead partner

The Scottish Wildlife Trust was formed in 1964 and is a membership-based charity whose objective is to advance the conservation of Scotland's biodiversity for the benefit of present and future. Our approach to creating a Living Landscape depends on both the natural habitats, and the social and economic needs of an area. However, there are common factors that are necessary for success:

- Action needs to be taken on multiple scales and must link conservation with land use planning.
- Projects of this size need deep-rooted support and must be driven by the aspirations of local people.
- There needs to be the will to change and serious investment in rebuilding natural assets on a landscape scale.

A successful Living Landscape is one with a network of healthy, resilient ecosystems supporting all forms of life. Ecosystem health is restored, and society benefits fully from the vital services that ecosystems provide.

The project

The aim of this project is to produce a Walker's Guidebook for Coigach and Assynt building on community consultation work already carried out by another work package to identify common messages for different aspects of the parishes including walking and driving routes passing through the CALL area. The guidebook will bring together two previous publications: the Assynt Walking Network and the Walks Around Achiltibuie leaflet and update them for 2021.

Project lead

North West Highlands Geopark (NWHG) was formed in 2004. It gained European Geopark Network official accreditation to become Scotland's first European Geopark and subsequently attained full UNESCO Global Geopark (UGG) designation. As a UGG its primary purpose is to use its internationally significant geological heritage to employ landscape-scale sustainable development for the communities within its 2000km² area.

“Our vision is to be a thriving and sustainable rural economy capitalising on the assets and people of the Geopark in partnership with local government, relevant agencies and local businesses. “



The work

- **Review** the text/mapping from the Assynt Walking Network and Walks Around Achiltibuie Guides (links below).
- **Plan** the themes, chapters and content of the book with the Project manager. Considering the results of the Sense of Place Toolkit (see below).
- **Compile/Update** the text and mapping as necessary, performing an editorial role. Attribution of sources and copyright of utilised material and funder acknowledgement must be included.
- **Typesetting and design**, including redrawing maps for digital and print versions.
- **Approval** of the final draft will be by the Project manager, the editor will submit a draft for review and approval by the project team. There should be enough time for at least 3 iterations of review.
- **Supervision of book publishing**: the editor/compiler will liaise with the publisher and supervise the successful printing of the manuscript.

Additional Resources

In addition to the anticipated budget for 'the work' described above, the project manager will be able to support the consultant with the following resources:

- Photographs and messaging/branding.
- Funders' logos.
- Results of Sense of Place Toolkit development including themes chosen by the community.
- Marketing strategy (for information).
- Support from Assynt Development Trust and Coigach Community Development Company officers.
- Highlife Highland Ranger and Geopark Coordinator can provide updates to text.

Outputs/deliverables

- 1 walking guidebook for walking in Coigach and Assynt.

The book is to be of high quality, illustrated in colour and monochrome with photographs, drawings and maps (as appropriate). Ideally 2000 print copies are to be published and a digital copy lodged with the Project Manager for future printing. The number of pages and picture/mapping plates and additional walks are to be determined by the printing budget and discussed with the project manager prior to publication.

Style of delivery will be agreed between the project manager and consultant - work will all be undertaken remotely utilising Video Conferencing or telephone.

Statement of Ownership

The project will take ownership of the work on completion, including digital artwork/copy to be held on file to allow re-printing in the future.

Contract management

We expect the consultancy commissioned to begin on 9th of November 2020 and be completed by 30th April 2021. An initial kick off meeting will agree the timeline for three work packages:

- Review/editorial.
- Typesetting.

- Printing.

The anticipated budget is £5,900 to include all expenses and VAT. The contract will be let by the Coigach Assynt Living Landscape Partnership.

The payment schedule will be 25% following a meeting to begin the work, 25% after the initial review and editorial work is completed and then 50% on receipt of the final draft typeset files.

The project is controlled by the Scottish Wildlife Trust and managed on a day to day basis for the North West Highlands Geopark by Laura Hamlet.

Submission requirements

A proposal for undertaking the work should include:

- Response to the brief, including a brief methodology for undertaking the study.
- Details of individuals who would work on the project, setting out relevant experience of similar projects. The project manager / lead contact should be identified.
- Costs for different aspects of the work, including allocation of days between members of the team. This should include an estimated budget for production of a digital and printed guide.
- The daily charging rate of individual staff involved.
- Proposed timescale for carrying out the project.

Procurement process

- Proposal return deadline: 30th October 2020
- Informal discussions are welcome before 30th October 2020 with the Geopark coordinator via telephone and email.
- The contracts will be awarded by the 6th November 2020.
- Bidders will be informed on whether they have been successful via their preferred contact method.
- Submissions should be emailed to:
Dr Laura Hamlet (Geopark Coordinator) at laura@nwhgeopark.com 01854 622754

Selection criteria

Submissions will be assessed by the Project Team against the below criteria.

Criteria	Weight	Description of ideal submission
Understanding the brief	X 4	Applicant has clearly demonstrated an excellent understanding of the scope of the work and the requirements of the project.
Value for money	X 3	Applicant clearly demonstrates their ability to deliver all elements of the brief within budget. Breakdown of costs is provided.
Evidence of skills and experience	x 4	Clear evidence of relevant qualifications and experience of individuals involved in the project. Evidence of previous similar or relevant projects is provided and it is clear the applicant feels comfortable delivering the project. Understanding importance of communicating community messaging to visitors.
Ability to complete on time	X 5	Clear plan which includes phases of the project and details of expected time needed to deliver each phase. Clear evidence of a methodology which will allow delivery and enhancement of the project brief.

Understanding of the local area and challenges of delivering a project remotely.	X 4	Broad familiarity with Coigach and/or Assynt. Competence in working remotely and communicating via the Zoom virtual conferencing platform.
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