

# Tender for the Redesign of the Cornwall Museums Partnership Brand and Website

## **Background**

Cornwall Museums Partnership is an independent charitable incorporated organisation, formed in 2015 to provide leadership for Cornwall's museums; to support them, represent them and give them a voice. We are a sector-leading charity which is not afraid to think differently and respond to the museumscape around us, rather than wait for wisdom from "up the line."

Our purpose is to create positive social change with museums. Our distinctiveness comes from our location; we are Cornish and rural. These are important characteristics and fuel our appetite to lead from the edge, and act as a test bed for new ideas and practice.

## **Our Values**

- **Collaboration:** we believe that collaboration provides fertile ground for the flourishing of inventive and resourceful practice. We listen and form genuine partnerships which are built on mutual understanding and respect.
- **Innovation:** we seek new solutions and think differently. We pioneer new ways of doing things and set high standards in everything we do; we are not afraid to try radical approaches.
- **Inclusion:** we respect and value multiple perspectives. We are committed to creating and maintaining an environment that respects diverse traditions, heritages, and experiences and is inclusive for everyone.
- **Integrity:** we act with professionalism, transparency and honesty. We are trusted partners.

CMP is an organisation dedicated to delivering the United Nations' sustainability goals (SDGs) (<https://sdgs.un.org/goals>). Our activities currently align with:

- Goal 1: No poverty
- Goal 3: Good health and wellbeing

- Goal 4: Quality education
- Goal 5: Gender equality
- Goal 8: Decent work
- Goal 10: Reduced inequalities
- Goal 11: Sustainable cities and communities
- Goal 12: Responsible production and consumption
- Goal 13: Climate action
- Goal 16: Peace, justice and strong institutions
- Goal 17: Partnerships

We will be weighting tenders that include a clear indication of how their business, as our supplier, can help align with any of the above SDGs. For example, we are looking to create a website which is held on a carbon neutral server which aligns with SDG13: Climate Action.

## **The Brief**

### ***Lot 001: Branding***

Here at Cornwall Museums Partnership, we strongly believe in our values and so we are looking to create a brand which reflects this. Looking to the future, we want to be able to showcase our brand and for it to be recognised locally as well as nationally. To do so, we require a complete rehaul of our logo as well as the CMP brand in general. What we are looking for is someone to bring together who we are as a charity, what we believe in with regards to our values and create a brand which reflects this. Since CMP first began back in 2015, we have evolved into a more dynamic and bold charity, and we want a brand which reflects our evolution and keeps up to date with who we currently are and our ambitions for the future.

As well as a brand redesign, we will also require a set of brand guidelines to support our new brand, which we can share with internal and external organisations, partners, collaborators, potential collaborators, funders and potential funders.

## Brand Characteristics

As part of a task we set the CMP team, we looked at brand characteristics and where we see the CMP brand in the future. Below is an interesting take on where we would like our brand to be and we would like the successful applicant to use this as a starting point for our redesigned brand.

|           |  |   |   |   |   |  |  |                 |
|-----------|--|---|---|---|---|--|--|-----------------|
| Necessity |  |   | ■ |   |   |  |  | Luxury          |
| Quiet     |  |   |   | ■ |   |  |  | Loud            |
| Digital   |  | ■ |   |   |   |  |  | Analogue        |
| Formal    |  |   |   | ■ |   |  |  | Casual          |
| Exotic    |  |   |   |   | ■ |  |  | Commonplace     |
| Discreet  |  |   | ■ |   |   |  |  | Aggressive      |
| High Tech |  | ■ |   |   |   |  |  | Homemade        |
| Synthetic |  |   |   |   | ■ |  |  | Organic         |
| Bespoke   |  |   | ■ |   |   |  |  | Generic         |
| Heritage  |  |   |   | ■ |   |  |  | Ground-breaking |
| Modern    |  |   | ■ |   |   |  |  | Classic         |
| Expensive |  |   |   | ■ |   |  |  | Economical      |
| Simple    |  |   |   | ■ |   |  |  | Complex         |
| Gentle    |  |   | ■ |   |   |  |  | Firm            |
| Raw       |  |   |   |   | ■ |  |  | Refined         |
| Urban     |  |   |   | ■ |   |  |  | Country         |

To break the branding brief down, we are looking for the following to be designed;

- Logo
- A comprehensive suite of logos in all relevant file formats suitable for a variety of future uses.
- A set of brand guidelines which we can use internally and externally.
- A section on copyright and how these brand guidelines and logo can be used
- A new colour palette
- Redesigned typography within Word (which would be used for any marketing material for example) to be refreshed and adapted to fit with our values.
- Updated email signature

## **Lot 002: Website Design, Build, and Ongoing Maintenance**

As with our brand, we feel our website is not living up to where CMP currently stands as an organisation. Our current website does not represent our values and so we want to completely pick apart our current website and turn it into a platform which will demonstrate who we are, what we do and what we provide.

In keeping with our brand, we would aspire to have a website that showcases the best of CMP as well as being user friendly and easy to navigate. We desire a clear and bold homepage with excellent navigation to key aspects of the site. The website is where we will hold all of our information, guidance, support and resources so simple, intuitive navigation will be vital.

Our current CRM database is linked to our current WordPress website, and whilst we would be happy to change website providers, it will still need to link to Civi CRM as this is used to send our newsletters, add in our events/training and holds our main database.

To break the website design down, we are looking for the following;

- Fresh and bold new homepage which clearly highlights our purpose and values.
- Easy to navigate and user friendly.
- An updated resource hub that is sectioned and sub-sectioned into categories and which also links to our e-learning offer.
- An easy to find newsletter sign up on the homepage.
- A section for our current projects (including those we are collaborating on).
- A section for archived projects that users can still access.
- An updated blog section which can be categorised and is more attractive than the current.
- A more visual and digital design in keeping with our new brand that allows CMP to add videos, slideshows and images to each page of the website.
- Designed in line with our values and new brand (you will need to collaborate with the brand designer if you are not doing both brand and website).
- A website which improves our impact through clearly profiling our consultancy offer.

## **Deliverables**

### **Lotoo1: Branding**

#### **Brand Guidelines**

To include;

- Purpose and values (already designed, these just need adding to the guidelines)
- Intro to who CMP is
- Tone of voice
- Logo usage
- Typography
- Colour palette
- Brand in action
- Further information (such as copyright)
- Partners

### **Lotoo2: Website Design, Build, and Ongoing Maintenance**

- We are looking for someone to redesign the website, but to also provide ongoing, regular support to ensure the website stays up to date with regards to security and software, as well as website support. The website host will need to be held on a carbon neutral server.
- Adequate cookie and privacy policies and any other necessary components to ensure GDPR compliance.
- The website should be optimised for mobile use.
- We will need to ensure there is adequate security on the website, especially if it is to be redesigned using another provider other than our current WordPress provider.
- Although our Marketing and Impact Officer will lead on managing the website and keeping it up to date and making any necessary additions, we will require the website designer for the more technical issues and support.
- Ongoing rolling contract for the maintenance of the website (will require a separate quote once successful candidate has been chosen).
- Accessibility – in keeping with our value of inclusion, we need to make 'reasonable adjustments' to ensure the site is accessible to all people.

## Useful Links

- [Impact Report](#)
- [Current website](#)
- [Current brand guidelines](#)

## Timescale

We are looking to launch our new brand and website by March 2021 so the following timelines will need to be adhered to, to ensure we are able to launch in time;

**Brand redesign completion: Monday 22 February 2021**

**Website redesign completion: Monday 22 March 2021**

We will require weekly updates for both the branding and website design elements of the project, including visuals as well as updates via email and/or Zoom. This will ensure we are on track and all on the same page with the design.

You will be working closely with Jody Woolcock, CMP's Marketing and Impact Officer who will also be your point of contact during the entire project.

## Budget

£2,500 inc. VAT - Branding

£7,500 inc. VAT - Website

We actively encourage collaboration between two business on this project; one to take on the branding and one to take on the website, but if you are a business who can do both, we will also take this into consideration.

## To Apply

Please submit your tender application to [jody@cornwallmuseumpartnership.org.uk](mailto:jody@cornwallmuseumpartnership.org.uk) by 5pm on **Friday 11 December 2020**.

We will be shortlisting on **Monday 14 December** and will appoint on **Thursday 17 December 2020**.

Should you be appointed, we would ask for a dedicated project manager/point of contact who we will be in regular contact with for the duration of this project, and who will oversee this project until completion to ensure our deadlines as stated above are met.

We will provide you with a contract once you have been commissioned which will highlight everything you'll need to know and be aware of before work commences.

**Please include in your tender a timeline from start to finish with details on your approach to this project. Please also include information on the background of your company as well as experience of the team involved and whether you have an environmental sustainability policy (please include with tender if you do).**

**In your proposal, please include your itemised day rate and exclusions with a total fee which includes VAT (if necessary).**

**If you require further information or would like an informal chat, please contact Jody Woolcock at [jody@cornwallmuseumpartnership.org.uk](mailto:jody@cornwallmuseumpartnership.org.uk)**

## **How Tenders will be Assessed.**

Each tender will be assessed by a panel using a % scoring based on the requirements detailed and fit with the budget and timescales outlined in this brief, as well your relevant experience and knowledge. Where tenders demonstrate how they can help CMP delivery the United Nations' sustainability goals higher scores will be awarded.