

## **Invitation to Tender- Provision of Strategic Branding Services**

### **1. Background**

Keep Northern Ireland Beautiful is an independent environmental charity. It delivers a range of programmes across Northern Ireland. Current programmes include:

- The Live Here Love Here civic pride campaign
- Eco-Schools
- Climate Awareness training
- Blue Flag and Seaside Awards
- Green Flag Awards
- 30 Under 30 Climate Changemakers NI
- Cleaner Neighbourhoods and Marine Litter reports

### **2. Tender Specification**

Keep Northern Ireland Beautiful is seeking to appoint an experienced branding specialist to provide the following strategic services:

- Brand architecture restructure, based on an existing restructure proposal.
- Recommendation on whether Keep Northern Ireland Beautiful should retain or change its name as part of this restructure. (The scope of this tender may be extended to include an additional service of brand naming if agreed by both parties).
- Development of a cohesive visual brand identity across programmes. This should include logos, colour palettes, typography, design concepts and reusable design elements/ components.
- Development of a written identity encompassing brand voice, tone, and messaging style across all communication channels.
- Development of a suite of visual assets for updated website/ websites. This should include necessary graphic design elements and photography to create a website/websites, that is consistent with the new visual brand identity.

### **Project Objectives**

- Improve the clarity of Keep Northern Ireland Beautiful's external communications.
- Improve consistency in messaging and communications across all programmes.
- Enhance KNIB brand equity.
- Increase KNIB brand awareness.
- Optimise external communications in support of organisational objectives. Please note that the Keep Northern Ireland Beautiful 25-30 strategy, which is currently being finalised, will be available by the start date of the commencement of the services.

**Existing brand architecture**-Please see appendix 1 for visual representation of existing brand architecture.

Keep Northern Ireland Beautiful currently manages a variety of public-facing brands, campaigns and programmes, these include Live Here Love Here, Eco-Schools NI, Blue Flag and Green Flag Award. Some of these brands/ programmes are owned by KNIB, and KNIB is the national operator for others.

The Keep Northern Ireland Beautiful, Live Here Love Here and Eco-Schools identities currently each have their own website and suite of social channels. Keep Northern Ireland Beautiful and Live Here Love Here also have existing brand guidelines (attached appendix 2 and 3).

Keep Northern Ireland Beautiful	<a href="http://www.keepnorthernirelandbeautiful.org">www.keepnorthernirelandbeautiful.org</a>	<a href="#">Facebook</a> <a href="#">Instagram</a> <a href="#">YouTube</a>
Live Here Love Here	<a href="http://www.liveherelovehere.org">www.liveherelovehere.org</a>	<a href="#">Facebook</a> <a href="#">Instagram</a> <a href="#">YouTube</a>
Eco-Schools NI	<a href="http://www.eco-schoolsni.org">www.eco-schoolsni.org</a>	<a href="#">Facebook</a> <a href="#">Instagram</a>

Other programmes/ campaigns primarily sit under one of these three identities, as indicated in the brand architecture visual provided, and in the table below.

Full list of current programmes:

Programme	Channels Used	Notes
Blue Flag	KNIB	FEE (Foundation for Environmental Education) accreditation programme for beaches and marinas- KNIB is the national operator for NI.
Eco-Schools NI	Eco-Schools	FEE environmental education programme- KNIB is the national operator for NI.
Green Flag Award	KNIB	Keep Britain Tidy accreditation programme for parks and green spaces- KNIB is the national operator for NI.
Seaside Award	KNIB	UK wide accreditation scheme for beaches- KNIB is the national operator for NI.
Cleaner Neighbourhoods Report	KNIB	Annual terrestrial litter report.

Marine Litter Report	KNIB	Annual marine litter report.
Business Awards	KNIB	Environmental business awards-Spirit of Translink is only current programme, but this may be developed.
Young Reporter for the Environment	Eco-Schools	FEE environmental education programme- KNIB is the national operator for NI.
Live Here Love Here, including: <ul style="list-style-type: none"> <li>• Healthy Oceans</li> <li>• Healthy Minds</li> <li>• Small Grants Scheme</li> <li>• Big Spring Clean</li> <li>• Adopt a Spot</li> <li>• Connecting Communities</li> </ul>	Live Here Love Here	Partnership campaign between ten local councils, KNIB, Northern Ireland Housing Executive and DAERA. Any substantial changes to the Live Here Love Here branding would involve input from partners.  These 5 campaigns/ projects sit within Live Here Love Here but have their own logos. Some of these logos will require updating as part of this project.
30 Under 30 Climate Changemakers	KNIB	Environmental leadership programme.
Generation Nature	KNIB	Collaborative environmental education project with Stranmillis University College.
Hedgerow Heroes	KNIB/ Eco-Schools	Hedgerow planting environmental education project.
Carbon Literacy Training	KNIB/ Eco-Schools	KNIB deliver accredited Carbon Literacy training through the Carbon Literacy Project, who own the Carbon Literacy brand.
Climate CALM	KNIB/ Eco-Schools	Climate awareness resource for KS2 students. Developed in collaboration with Twinkl- who hold copyright for some elements.
Additional Climate Action training including: <ul style="list-style-type: none"> <li>• Your Climate Future</li> <li>• Climate Smart</li> <li>• Hey, Wake Up... to Climate Change! (not yet launched)</li> </ul>	KNIB/ Eco-Schools	KNIB owned Climate Action training options.
<i>myEARTH</i>	<i>MyEARTH/ KNIB</i>	<i>Standalone platform for environmental action in NI. MyEARTH has it's own brand</i>

		<i>identity, and is shared here for info, but is not part of the scope of this project.</i>
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#### Additional considerations:

- The above current list of projects is for information purposes only. Please note that new programmes may be added to the above list by the commencement of services.
- A comprehensive briefing of various brands and programmes will be provided to the successful bidder.
- Annual market research is carried out on the Live Here Love Here campaign. This includes prompted advertising awareness level- which is currently 78%.

#### Existing Restructure Proposal

Based on working knowledge of brands, an outline proposal for restructuring has been developed to:

- Retain high performing Live Here Love Here campaign as a separate identity, with increased visibility of KNIB as parent brand.
- Streamline all other programmes under a refreshed KNIB (or renamed) brand, with a strong, new, visual identity.

#### Project Deliverables

The successful bidder will be required to:

- Develop a restructured brand architecture, based on the existing restructure proposal.
- Provide recommendations for implementing this structure across social channels and websites.
- Develop necessary new assets to create a clear, cohesive visual identity across programmes. This should include development of new logos, colour palettes and design concepts/ components that can be used for various digital and print purposes- including social media, website content, pop-up banners; e-mail campaigns and printed reports/ brochures.
- Develop new brand guidelines document. Brand guidelines should include guidance on tone of voice, use of logos, colour palettes, typography and application for a range of digital and print outputs. At a minimum this should include application for social media (Facebook, Instagram and LinkedIn); web pages; pop-up banners; e-mail campaigns and printed reports/ brochures. Brand guidelines should also cover brand architecture- providing clear guidance on how our programmes interact with each other.
- Develop design concepts and a suite of reusable components/ assets for redeveloped KNIB websites. This should include necessary graphic design elements and photography to create a website/websites, that is consistent with the new visual brand identity.

- Provide a briefing on completed brand updates to i) KNIB staff and ii) appointed web developer for KNIB website redevelopment. **NB The KNIB website redevelopment work will be subject to a separate, future, open tender process. Bidders will be eligible to bid for this work when the tender opens.**
- Provide a recommendation for retaining or changing brand name.
- Brand naming, if added to the scope of project by agreement of both parties.

### **Project Decision-Making**

- Keep Northern Ireland Beautiful will provide a project lead (Communications Manager), who will work with the successful bidder to deliver this project.
- High-level strategic decisions will require consultation with KNIB CEO and Board of Trustees. At a minimum this will require an initial brand workshop/ discussion and presentation of i) initial concept and ii) completed work.
- The Live Here Love Here steering group must be consulted in the event of significant changes to the Live Here Love Here branding.

### **Available budget**

This is a maximum budget of **£20,000** available for this work.

There is the potential to extend the budget by a maximum of **£5,000** for brand naming, by the agreement of both parties.

### **3. Evaluation of a tender submission**

A tender evaluation panel will consider submitted bids against the following criteria, as outlined in the supplier questionnaire.

Financial capability	In/out
Project management and delivery	20%
Environmental practices	10%
Previous experience	40%
Pricing schedules	30%

Please note we are not obliged to accept the lowest quote. Pricing schedules will be assessed on the basis of value for money.

Bidders will be shortlisted based on information supplied in their written submission.

Shortlisted bidders will be invited to present their submissions and answer clarifying question in person. Interviews are expected to take place on **Friday 5<sup>th</sup> September**.

### **4. Submitting a tender**

Tender responses must be received no later than **5pm on Monday 25<sup>th</sup> August**. Responses received after this deadline will not be considered.

To submit a proposal, bidders should complete the provided supplier questionnaire, including providing relevant additional documentation.

Completed questionnaires and additional documentation should be sent to [Claire.irwin@keepnorthernirelandbeautiful.org](mailto:Claire.irwin@keepnorthernirelandbeautiful.org) and [rosie.murdock@keepnorthernirelandbeautiful.org](mailto:rosie.murdock@keepnorthernirelandbeautiful.org). You can expect to receive receipt confirmation, please follow up if you do not.

Questions and requests for clarification will be accepted until **midday on Friday 8<sup>th</sup> August**.

Questions and responses will be circulated to all interested tenderers. To ensure you receive questions and answers, please register your interest in this tender by emailing [Claire.irwin@keepnorthernirelandbeautiful.org](mailto:Claire.irwin@keepnorthernirelandbeautiful.org) and [rosie.murdock@keepnorthernirelandbeautiful.org](mailto:rosie.murdock@keepnorthernirelandbeautiful.org)

It is the responsibility of the bidder to provide the correct email address for tender questions and responses and to check their emails regularly during this period.

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## Appendix 1- Brand Architecture

### Keep Northern Ireland Beautiful Brand Architecture

