**Creating a visual identity for Staffordshire’s new Lifeskills Resource**

**Request for quote for graphic design services, April 2016**

**Introduction**

Staffordshire Fire and Rescue Service is working with partners to create a Life Skills Resource in Stafford as part of the redevelopment of Stafford Fire Station into a Community Fire Station and emergency services hub with funding from the Department of Communities and Local Government’s Fire Transformation programme.

Our focus is firmly on the fact that prevention is better than cure as we continue to invest in the proactive risk reduction activities that have seen the number of incidents we attend and fire related casualties within Stoke-on-Trent and Staffordshire fall to their lowest ever levels.

A close relationship with localities and communities is at the heart of our approach.

Our collaborative and inclusive approach allows us to make unique contributions to improvements in the health, safety and wellbeing of the public, through our ability to cross the thresholds of some of our most at-risk members of the community and effectively engage those in need of support.

**The Lifeskills Resource Project**

The partners supporting the Lifeskills Resource Project exist to improve the health, wellbeing, safety and economic growth of our communities by supporting their education, independence and aspirations. We have identified common risks that can lead to increasing dependency on our services as a result of avoidable accidents and injuries. We believe that by bringing together our collective expertise and resources we can improve the lives of the people we serve.

The purpose of the life skills resource will be to;

* help our communities to make informed lifestyle choices.
* reduce the risk of harm from unintentional injuries.
* reduce dependency on and cost to public services.

The life skills resource will;

* Help people think and act in ways that make them as safe and healthy as possible.
* Educate young people about the benefits of making safer choices.
* Provide learning experiences themed around home, transport, leisure and workplace and environmental safety.
* Allow people to experience different potential risks in realistic but safe and controlled environments.
* Take advantage of new technologies to provide engaging and interactive learning opportunities.
* Support learning and training between organisations and across sectors.
* Collaborate with communities across Stoke-on-Trent and Staffordshire to make sure the life skills resource meets the real needs of local people.
* Provide learning resources for people and organisations that work with, support or care for those most at risk of unintentional injuries and harm.
* Provide information, advice and access to learning and technologies that support safer and independent living.
* Be inclusive and accessible to all groups and individuals in our communities.
* Support communities to develop their own skills, knowledge and expertise

The common emerging themes and objectives drawn from national, local and key stakeholders link to five common priorities

* Starting Well,
* Developing Well,
* Working and Living Well,
* Ageing Well,
* Staying Well.

A review of the Locality Profiles, injury and accident data has identified an evidence of need within Stoke-on-Trent and Staffordshire to address the following direct or indirect cause of accidents or ill health which are, or are forecast to exceed the national comparators;

* Unintentional accidents within and beyond the home for children under 15,
* Accident prevention due to slips, trips and falls for children under 15 and adults over 65,
* Road accidents specifically related to pedestrians, cyclists and vehicular traffic on rural roads,
* Preventative education to promote independence and healthier lifestyle choices,
* Addressing the prevalence of long-term limiting illness with respect to an ageing population.

The population profile and predicted trends for the communities of Staffordshire and Stoke evidence a growing demand for preventative action directed towards children under 15, adults over 65 and an increase of ethnic minorities across the county.

The evidence of need, common priorities, specific objectives and aims have been combined to identify the following priority outputs for the Lifeskills Resource Project;

* Home safety (eg, slips, trips and falls and safety of children under 5 and promotion of safety, independence and healthy living for adults over 65),
* Street safety (with a specific focus upon rural roads, pedestrian safety and cycling),
* Leisure safety (urban and rural) for children under 18 years of age and,
* Community facilities (Flexible environments for community use with specific focus upon lifestyle choices, parenting and interactive education).

The outcome of the above will be to promote safer choices by individuals to support greater levels of equality and wellbeing, community safety and improvements to personal health, safety, mental and physical wellbeing.

**The creative brief**

There is currently no visual identity for the centre. Over the last year we have been using the Lifeskills Resource Project title to help build some recognition around the project.

We are seeking an experienced provider of graphic design services to work with us to create a permanent visual identity scheme for the Lifeskills Resource. This includes a primary logo and supporting graphical style that will ultimately be used on signage, uniform, online and printed materials, stationery, educational resources and promotional items.

There are some considerations the provider must be prepared to take into account;

* The Lifeskills Resource is ultimately a visitor destination so must have a strong and contemporary identity that appeals to people of all ages and backgrounds.
* The identity created should challenge the view that safety is a ‘dry’ subject, without trivializing it.
* Although located alongside Stafford Fire Station, the Lifeskills Resource will deliver more than just fire safety education – it’s about holistic safety, harm reduction and accident prevention.
* The final design solution for the Lifeskills Resource will not serve as a sub-brand of Staffordshire Fire and Rescue Service but should not conflict with this or any other partner/provider identities.
* Alongside the Lifeskills Resource at Stafford, it is likely that there will be future development of outreach activity and learning packages associated with the project. The visual identity scheme will need to allow for this kind of development in the future.

**Submissions of interest**

In order to make a decision on which provider to engage, we should be grateful for;

* A brief resume of your experience in delivering similar projects with supporting materials and testimonials showcasing the best of your work as appropriate
* A description of your design, testing and delivery process
* Details of who would deliver the project and how you would work with us day-to-day as a client
* Ideas or proposals for testing the identity concepts with stakeholders.
* An estimate of time and costs to;
  + attend an initial briefing and brainstorming session, probably lasting a morning or afternoon
  + produce a suite of initial concepts with illustrations showing how they might look in practice
  + work with us to test the concepts with selected internal and external stakeholders
  + taking into account feedback from testing, produce a final preferred design for sign-off
  + produce a visual identity manual (electronic or printed) and toolkit for future use

Please also provide;

* details of any other likely additional costs such as mileage and expenses
* a suggested payment schedule based on key delivery milestone
* any other ideas on how you can add value to our exciting Lifeskills Resource Project

**Further information**

If you have any questions or require further information please contact Philip Gillingham, Head of Communications, Staffordshire fire and Rescue Service, on 01785 898766 or email [p.gillingham@staffordshirefire.gov.uk](mailto:p.gillingham@staffordshirefire.gov.uk)

**The deadline for submissions is 5pm on 21 April 2016**