

Invitation to Tender
10-year strategy visual identity and assets

Ref: NHMF 0313

Schedule 2: Specification

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SECTION 1 – REQUIREMENTS OF THE SPECIFICATION

1. Background

In early 2023 we will launch The National Lottery Heritage Fund's new strategy. It will set out our ambitions and priorities for the next decade, presenting an inspiring vision for the future of the UK's heritage and for what our investment will achieve.

Alongside the strategy we will publish supporting information, such as the research and analysis that has informed its development. In the following months we'll publish the first of a rolling programme of three-year delivery plans.

2. Aims & Objectives

We're seeking a supplier to develop the visual identity for our strategy in line with our current brand guidelines and create complementary marketing assets.

We want to develop a look and feel that is as ambitious and inspiring as our strategy, which will galvanise UK heritage to get behind our vision for the future of the sector.

3. Method of Delivery

Following appointment of the contract we will have a kick-off meeting via Microsoft Teams to discuss the brief and agree next steps and milestones.

Approximate timeline:

- first concepts proposal by end of November
- agree concept by mid-December
- final draft of visual identity and assets signed off by end of January
- delivery of final assets by w/c 6 February

4. Outputs, Outcomes, & Deliverables

Alongside the visual identity concept, we will require:

- Design of a 15-20-page (TBC) strategy document. This will need to be delivered in print-ready format as well as in fully accessible (following WCAG 2.0 guidelines) digital format. The text for the document, and a layout brief, will be provided. It will require the development of some infographics to demonstrate the breadth of our investment and ambitions for our impact.
- This above strategy document will include a 'strategy-in-a-page' visualisation/infographic which will need to be provided as a separate PDF as well as a graphic/series of graphics for social media use.
- Design of a document template that we can use in-house to create future strategy-related outputs, such as the equality impact assessment, summaries of research findings, etc.

- Short (1-2mins) video which presents our 10-year vision for the sector. This will be one of the key assets we use to launch the strategy, so it must be engaging and inspiring, helping our audiences to understand our new investment principles and our priorities. To include footage from various heritage locations across the UK and be reflective of our diverse communities and geographic spread.
- Short (3-ish-mins) video that imagines what the sector will look like in 10 years' time as a result of our successful strategy delivery. This should be an aspirational piece which will help our audiences get behind our new strategy. To feature soundbites from Heritage Fund staff and other members of the heritage sector, and be reflective of our diverse communities and geographic spread.
- Creation of a selection of social media assets to share across all major channels.
- Photography at various heritage locations across the UK to be featured in the strategy document and in supporting internal and external communications.

5. Contract Management

Your Heritage Fund contact will be Amy Freeborn, Head of Content and Digital.

SECTION 2 – GENERAL REQUIREMENTS OF THE SPECIFICATION

1. Sustainability & Carbon Net Zero (CNZ)

There will be a specific question regarding your approach to CNZ within the Tender Response Document. As part of the contract management process we will ensure that your commitment to CNZ is being demonstrated.

2. Equalities, Diversity, and Inclusion (EDI)

There will be a specific question regarding your approach to EDI, and in particular, your understanding of digital accessibility, within the Tender Response Document. As part of the contract management process we will ensure that your commitment to EDI is being demonstrated.