

LOCKLEAZE LOVES HOMES

A Design Brief for the Provision of a Project Logo.



20/09/2019

Background

Lockleaze Neighbourhood Trust (LNT) is a registered charity (1063275) and a Company Limited by Guarantee, incorporated in 1997. The organisation is led and managed by residents of Lockleaze to provide support and services that meet the needs and priorities of the neighbourhood now and in the future. These have been identified within the Community Plan.

The Community Plan, Our Lockleaze, has been underpinned by extensive engagement and consultation with local residents. The results from this consultation show that the top priority for Lockleaze residents relates to housing and the lack of affordable, tenure secure properties.

In 2017, LNT successfully secured funding to commission a feasibility report into various potential community-led housing projects in Lockleaze. As an area of low-density population with pockets of undeveloped land, Lockleaze has a lot of potential for community-led housing opportunities. This coincides with significant revenue funding made available to community organisations through Power to Change and Homes England to enable meaningful engagement and develop a proposal and design up to the submission of a planning application.

As a voice for the community, LNT is key in making sure local people are a part of that development conversation. LNT has established a steering committee comprised of local residents and people with expertise relevant to the project. To date the committee has agreed key messages, secured additional funding to progress a planning application and decided on a programme name: **Lockleaze Loves Homes**.

Scope

We are looking to commission the design of a logo for the Lockleaze Loves Homes programme. This logo will represent LNT's community-led housing programme and will be used for the following purposes:

- Social Media and website
- Articles and press releases
- Marketing and promotional materials - (printed and digital)

This commission also includes the design of key graphics assets that include a template for a flyer, poster and roller banner.

Specification

The successful designer will be tasked with ensuring the logo design provides the following outcomes:

- Reflects the existing character and identity of the Lockleaze area
- Considers Lockleaze Neighbourhood Trust's existing name, logo and brand

- Is an adaptable design to enable consistency with other projects managed by LNT e.g Lockleaze Loves Solar.

Given that LNT is a resident-led organisation, we wish to ensure that residents are involved within the decision-making process and have ownership over the project. We therefore expect the designer to produce 2 different designs. Residents will then be invited to vote for their favourite.

How to Apply

If you would like to respond to this brief, please submit an expression of interest that includes the following information:

- A statement of what value you think you can bring to the design and how the approach would ensure designs are reflective of the area’s character. This could include a mood board or initial sketch to demonstrate how this has been considered.
- Examples of relevant work previously undertaken
- A minimum of 2 references from previous projects
- A fee proposal for completing the scope of works as outlined below

Intellectual Property

Please note that the selected logo-design will become the intellectual property of LNT.

Project Timescales, Deliverables and Costs

Please provide an expected schedule of work required to meet the brief’s requirements. Please include the total cost and daily rate in accordance with the following key dates and milestones.

Key Dates and Milestones

Item	Date
ITT released	20 September, 2019
Expressions of Interest submissions to open tender due	By midnight, 4 October, 2019
Shortlisted designers invited to interview	Week commencing 14 October, 2019
Designer appointed, inception meeting and optional site visit.	Week commencing 21 October, 2019
Submission of initial logo designs	11 November, 2019
Design of graphics assets and marketing collateral.	15 November, 2019

Final designs produced and art files sent to LNT.	22 November, 2019
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We expect the consultant to be paid by a form of stage payment:

- Receipt of initial 2 designs - 50%
- Final designs selected and art files received - remaining 50%

Please note that the commission should allow for up to two design revisions, if required.

Criteria

Submissions will be considered on a 60% quality and 40% cost basis. The following evaluation criteria will be used to assess the quality element of tenders (60%):

- How well does the submission meet the details of the design brief? (40%)
- What is your experience of designing successful logos, particularly for community organisations? (40%)
- Understanding of Lockleaze character and/or Community-led Housing (20%)

Contacts and Intention to Respond

If you have any queries or would like further information, please contact Community-led Housing Manager Alex Bugden, via email at alex@lockleazent.co.uk. Tel No. 0117 9141129

If you wish to apply for this brief, please submit your response to Alex Bugden by midnight 4th October 2019. Unfortunately, any submissions after the deadline will not be considered.