

**Staffin Community Trust**  
**Church of Scotland Annexe**  
**Staffin**  
**Isle of Skye**  
**IV51 9JX**



**Email: [skyeecomuseum@gmail.com](mailto:skyeecomuseum@gmail.com)**

**TITLE: Brief for Brand development tender**

**Date: April 2018**

## **1. Background & Context**

Situated in the north-east of the Isle of Skye, in the Scottish Highlands, Staffin is renowned for its scenery and thousands of people from all over the world come to see its scenic landmarks which include the Quiraing, Old Man of Storr and Kilt Rock. Known as An Taobh Sear in Gaelic, Staffin has a resident population of more than 500 people, who live in 23 different crofting townships dotted around Staffin Bay and the Trotternish Ridge. They have the good fortune to live in an area which has a range of top-tier heritage and environmental designations, possessing an international reputation for geology, palaeontology and cultural heritage. It is the purpose of this project to bring all these aspects of this community to life through the stories and experiences of the people of Staffin.

The Skye Ecomuseum, also known as 'Ceumannan,' is a museum without walls. All the exhibits are located in its environment and require a short walk to uncover their images and stories. It was established in 2008 by the Staffin Community Trust (SCT).

The Skye Ecomuseum became the first in Scotland and the UK, with funding from a variety of European and national sources, including the Heritage Lottery Fund (HLF), 10 years ago. With its other title, Ceumannan, 'footsteps' in Gaelic, the project is estimated to have helped attract thousands of extra visitors annually to Staffin and encouraged them to stay longer, boosting the local economy as a result.

In 2017, HLF approved a £522,000 grant to enhance the Skye Ecomuseum experience for visitors and the island's resident communities after SCT presented ambitious proposals to deliver a second phase of their project. The HLF award will enable the construction of a viewing platform at Lealt Gorge; new footpaths and interpretation; a central Staffin 'orientation point'; a full events programme; and the creation of a programme manager's job on a three-year contract. The project has also received the support of the Coastal Communities Fund and the SSE Sustainable Development Fund.

In order to achieve this goal, over the course of the project, there will be a wide range of events and activities held in the community of Staffin. This will include family days on a range of different themes; an annual walking festival; a photography weekend; and a schools' programme. There will also be a renewed focus on finding out more about the history, archaeology and the Jurassic Coast of Staffin. This will help both visitors and locals will understand and appreciate that they are part of a unique and significant community.

~~Much~~ The impetus behind this project has come from the Staffin Community Trust. This was formed by local residents to improve the economic prospects of a rural district which has crofting and Gaelic at its heart. As a result, SCT has attracted more than £1.5million of investment in its 23-year existence. The SCT works with - and for - the community. Its project work is supported and funded by Highlands and Islands Enterprise's Community Account Management programme for fragile communities.

<http://www.hie.co.uk/community-support/account-management/community-account-management.html>

## **2. The Brief/Scope of work**

We are seeking a branding consultant to build a strong brand for Ceumannan // Skye Ecomuseum so people have a clear idea of what is here, how good it is and why they need to come and engage.

The ecomuseum principle is still quite new in the UK. An ecomuseum is developed by a local community exploring its culture and heritage to help chart a community-shared vision of the future. Ecomuseums assist in sustainable development, and typically include economic, social, cultural, political, and environmental components. Ceumannan // Skye Ecomuseum is described on its website as “a dynamic way in which communities preserve, interpret and manage their heritage for sustainable development. An ecomuseum is based on community agreement”.

- Audience Development Research undertaken in our HLF development phase highlighted that Ceumannan // Skye Ecomuseum was not a well-known brand or that it was understood. Further detail of their views of the brand can be found at 5.4, page 21 of the Audience Development Plan Part I. This research identified our target audiences as visiting families with children, casual and serious walkers, heritage enthusiasts, wildlife enthusiasts. We will also look to further engage coach tours, Gaelic users and develop a local user group.

We wish for it to be clear in our brand that we are looking to develop the local economy through sustainable tourism, educational activities and employment. “Sustainable” means slowing tourism, where visitors stay long enough, preferably overnight, to enjoy themselves and gain a real understanding of the community they are visiting and behave in a responsible way. We are looking to encourage visitors to see Staffin as more than a series of locations to tick off a list. Key sites that are part of Ceumannan // Skye Ecomuseum are under a pressure from high numbers – namely the Quiraing, Old Man of Storr and Kilt Rock. We wish for the brand to disperse visitors throughout the area utilising the three strategic gateways, rather than

emphasise the sites that receive a very high footfall already. Although we wish to encourage visitors to explore the area fully, we understand that some of the sites may be put under pressure if the visitors footfall to these sites increases significantly. The project will look to encourage visitors to think responsibly about the impact they are having on the place they are visiting. Through the brand, the website and the interpretation we are looking to encourage a human connection to Staffin and its active community in terms of its heritage, culture and language.

We also wish for this brand to help support businesses in the area, including catering, accommodation, producers and retail outlets. If visitors spend more time in the area, we believe this will increase the level of commercial tourism opportunities within the north east of Skye creating jobs, adding significantly to the local economy and indirectly improving the prospects of retaining critical services such as our surgery and primary school.

### **Brands we like and things to consider**

#### **<http://www.lochlomond-trossachs.org/>**

Use of Gaelic is strong and prevalent on the website. Colour choice in keeping with landscape and views of the national park

#### **<http://cairngorms.co.uk/>**

Use of Gaelic is strong and prevalent on the website. Colour choice in keeping with landscape and views of the national park

#### **<http://www.cnocsuain.com/> -**

maybe not fun/child friendly enough. Looks active at bottom of 1<sup>st</sup> page. Strong strapline and use of Irish in name and across site.

#### **<http://www.nevislandscape.co.uk/>**

#### **<http://www.nevispartnership.co.uk/>**

Nevis partnership, good illustrations, simple logo, reasonable use of Gaelic. Lacks a human element in the logo

#### **<http://www.ecoamgueddfa.org/English/>**

Welsh ecomuseum site uses a clear Welsh brand. Website is in Welsh at [www.ecoamgueddfa.org](http://www.ecoamgueddfa.org) but goes to English site when search terms are in English.

#### **<https://www.facebook.com/CaithnessBrochProject> / <http://www.thebrochproject.co.uk/>**

A brand with an excellent social media presence. It is great the way the brand is used on t-shirts and it seems young and “edgy.”

A few Gaelic brands for heritage and cultural organisations are strong

<http://lanntair.com/>

An Lanntair. Western Isles arts & culture organisation

<http://www.aniodhlann.org.uk/> Tiree Heritage Centre

<https://www.dualchas.com/> Architects Skye

[www.ceolas.co.uk](http://www.ceolas.co.uk) South Uist Music Festival and School

[www.ambaile.org](http://www.ambaile.org) Highlands Archives, History and Culture

SCT wishes to undertake a brand refresh that creates a clear identity among its target audiences and across all sites.

A design company is required to create a refreshed brand identity for Ceumannan // Skye Ecomuseum that:

- Reflects the core vision, goals and identity including the full range of activities, impacts and services that Staffin Community Trust and its core partners have to offer
- Resonates with our target audiences of visiting families with children, casual and serious walkers, heritage enthusiasts, wildlife enthusiasts all linking to our health agenda. We will also look to further engage coach tours, Gaelic users and develop a local audience.
- Creates a strong story/vision that is easy to communicate to an audience that is not aware of Ceumannan as an Ecomuseum or may only be aware of some activity streams (more popular sites, walks, etc)
- Addresses the full brand experience of Ceumannan, through messaging at all touchpoints whether they be digital/virtual or the visitor experience across all sites

The project deliverables will include:

1. A new brand identity, including a new logo, for Ceumannan which will work across all marketing platforms including website, promotional literature, interpretative panels, on-site signage, social media, display boards, etc (print and media). Strap line?
2. Brand guidelines including guidance on logo usage, font, image style/photography to ensure the logo is applied consistently and that fonts, colours and tone of voice are consistent across all marketing and communications materials.

The successful consultant will be expected to work with SCT and other consultants being commissioned to undertake interpretation and content work for the project.

**Key considerations for the appointed consultant**

**Why we are looking to rebrand?**

Audience Development Research undertaken in our HLF development phase highlighted that Ceumannan // Skye Ecomuseum was not a well-known brand or that it was understood. Further detail of their views of the brand can be found at 5.4, page 21 of the Audience Development Plan Part I.

We are looking to build a strong brand for Ceumannan // Skye Ecomuseum so people have a clear idea of what is here, how good it is and why they need to come.

One of the new objectives that we wish to be clear in our brand is that we are looking to develop the local economy through sustainable tourism. "Sustainable" means slow tourism, where visitors stay long enough to enjoy themselves and gain a real understanding of the community they are visiting. We are looking to create an atmosphere of responsible tourism where visitors see the area as more than a series of locations to tick off a list. We wish for the brand to disperse visitors throughout the area, rather than focus on the best known sites of Staffin.

We also wish for this brand to support businesses in the area, from catering, accommodation, producers and outlets. If visitors spend more time in the area, these businesses will benefit.

### **Target Audiences**

Audience Development research was compiled by Shirley Muir Associated Ltd in February 2016. This contributed greatly towards identifying target audiences for the new phase of Ceumannan.

This new phase of Ceumannan // Skye Ecomuseum will look to target visiting families with children, casual and serious walkers, heritage enthusiasts, wildlife enthusiasts. We will also look to further engage coach tours, Gaelic users and develop a local audience.

### **Technical requirements**

Artwork for the new logo needs to be supplied in an accessible format to SCT and for use in a variety of formats (digital, print).

- Researching of typefaces and placement/size of associated text for better application across all media
- Brand must be recognisable from a distance. (a vehicle passing a sign)
- Aesthetically pleasing
- Timeless quality – the logo will not become dated
- Has "breakthrough" quality, that is, it stands out in the midst of other logos
- Reinforces the brand name or tagline or both
- Evokes positive emotions

- Has positive brand associations
- The icon does not evoke negative or unintended associations among the target audiences
- Fits in the spaces in which it will most likely appear – has the most advantageous (vertical/horizontal) orientation
  - Including, is recognizable in small (e.g. business card) spaces
  - A version of it looks good in black and white
  - Works well with sub-brand or endorsed brand identities

### 3. Budget

The budget for the project should not exceed £1500 inclusive of VAT.

Payment schedule 35% on completion of draft to be presented to the SCT board/steering group. Remainder once work is approved by SCT board/steering board.

As part of the Methodology and timescale, the Consultant should provide details of milestones that they feel are appropriate and achievable. Payments will be made on completion of these milestones.

### 4. Timescales

The outline timescale is as follows:

Deadline for submissions:	10/05/18
Interviews:	24/05/18
Start up meeting:	04/06/18
Presentation of draft logo:	21/06/18
Final logo and guidelines approved:	29/06/18

### 5. Tender Process

The response to the brief should include:

1. Methodology and timescales – proposed method and programme of work
2. Budget – a breakdown of costs to include total number of days required to undertake the work and relevant day/hourly rate for each team member, estimated costs allowed for travel and separately, accommodation and other subsistence, if relevant (inclusive of VAT)
3. Relevant experience – details of previous and current work relevant to the project
4. A list of the personnel that will be working on the project with biographies and experience

5. An explanation of each person's responsibilities and any subcontracting parts of the work
6. Contact details of two references
7. Insurance details / professional insurance and indemnity certification

Final ownership of all reports, brands etc etc must be exclusively with the Staffin Trust and must not be shared with any other party without our permission.

**Deadline: All applications to be sent to Angus Murrayno later than (insert time and date).**

Insert address

**Optional (depending on type of brief/procurement rules)**

- Assessment Criteria
- Copyright and Confidentiality
  - The Consultant will assign the copyright of all outputs to (insert name) for use in connection with its operations. The Consultant must clear the copyright for any images, illustrations or other material used.
- Terms and Conditions
  - Quotes are submitted on the basis that they are compiled at the bidder's expense and that (Insert name) is not bound at accept any quotes submitted.

**Appendices**

This is an opportunity to provide any other useful information for consultants. Examples include maps, photographs, project/partnership information. In some cases these might be included in the body of the brief