

INVITATION TO TENDER

Dear Sir/Madam,

The Findhorn, Nairn, and Lossie Rivers Trust (FNLRT) invites your submission of a tender to provide services in accordance with the scope of work detailed below.

TENDER I: **Design & Communications Consultancy**

1. Scope of work – To provide a review of the FNRLT’s existing communications approach and develop a brand refresh, delivering a coherent, compelling, and appropriate communications strategy which supports and reflects the FNRLT’s evolution as an organisation.
2. Outputs –
 - a. FNLRT brand refresh and visual identity development
 - b. FNLRT website re-design
 - c. FWI visual identify development
 - d. FWI communications assets design
 - e. Communications strategy development
 - f. Social media strategy development
3. Timeframes – Work to be completed by 31 August 2023

This scope of work contributes towards a wider project – the [Findhorn Watershed Initiative](#) (FWI) – a landscape-scale vision for ecological restoration in the River Findhorn catchment. Advice gathered and surveys undertaken will inform the prioritisation of intervention areas going forward, and equip the FNL Rivers Trust with the information to implement a highly strategic, efficient and effective delivery phase of the project.

Your tender response should be submitted by email to Elle Adams at elle@fnlrt.org.uk by **17.00 Friday 17 March 2023**. We ask you to please provide both an outline of how you would go about delivering the tender outputs, as well as costings. Please note that submission of bids does not

create any obligation on the Findhorn, Nairn, and Lossie Rivers Trust to award the contract, or to award it to the lowest bidder.

Should you wish to discuss any aspect of the brief before submitting please email Elle Adams at elle@fnlrt.org.uk and Robert Laughton at director@fnlrt.org.uk.

FNLRT welcomes submissions of a combined bid from any Bidder who wishes to deliver services for multiple open tenders as one contract of work.

If any provider wishes to propose modifications to the tender scope of work (which may provide a better way to achieve the Trusts's specification or add more value) these may, at FNLRT's discretion, be considered as an Alternative Offer. The Bidder must make any Alternative Offer in a separate letter to accompany the Tender explaining the reasoning behind the proposed alternative approach. The Trust is under no obligation to accept Alternative Offers.

The service provision shall be effective immediately on signing the contract. All work should be completed by 31 August 2023.

This work is financed thanks to funding from NatureScot's Nature Restoration Fund and the Scottish Government's Just Transition Fund.

We look forward to receiving your bid and thank you for your interest in supporting our work.

Yours faithfully,

Robert Laughton
Director, Findhorn, Nairn, and Lossie Rivers Trust



Upper Findhorn catchment – guide map