**Date: 8th December 2022**

**PRODUCTION OF PROMOTIONAL MATERIALS for developing income streams**

**Invitation to tender**

This work package is two-fold.

* Develop our income streams through collating current nature-based services offered by Coed Lleol-Small Woods, to target different audiences.
* Production of Promotional Design materials using a variety of marketing methods to sell these services.

**Current Small Woods Branding**

Small Woods recently completed a Brand Refresh exercise and are currently in the process of rolling out the new branding materials through all forms of media and printed materials. This contract will be expected to work closely alongside the Small Woods Communications Team and in accordance with the Small Woods Branding Guidelines.

Working with our friendly in-house design team, you will learn from and support them to expand their capacity and reach new sustainable markets and income streams.

**The purpose of the promotional materials is to:**

* Promote and sell our services to current and new audiences.

**Technical information**

* Adobe creative cloud (photoshop, InDesign)
* Microsoft 365, including email, SharePoint, Teams, Publisher
* Print design experience
* Experience of content management on websites
* Potential experience of income generation through web promotion and websites
* Knowledge of accessible visual communications and design

**Partnerships**

* Potential exploration into corporate partnerships or sponsors.

**Future possibilities:**

* General materials and flyer design work for wider audiences
* Developing promotional materials for the Royal Welsh Show and other events in Wales.

**Specification**

* Qualification in Design and or Business Development or relevant work experience.
* Experience of working to the Welsh Language Commissioner Codes of Practice would be desirable but not essential.
* Demonstrable experience in producing high-quality bilingual materials.
* Experience of working to an organisation’s Branding Guidelines.
* Innovative and creative approach.
* Excellent collaboration and communication skills.
* Demonstrable experience in meeting deadlines.

**Location**

Remote-working

**Timeframe**

Deadline for submissions: **09:00 22nd December 2022**

Contract Period: **Jan 2023-31st March 2023**

**Budget guidelines**

The total budget should not exceed £14,670 inclusive of VAT, to be confirmed in project initiation meeting.

No funds will be available beyond the end of March 2023.

**The Client is:**

Ceri Williams

Woodland Wellbeing Project Coordinator

Coed Lleol-Small Woods

ceriwilliams@smallwoods.org.uk

**Terms of the invitation to tender**

Coed Lleol-Small Woods recognises that some organisations may only have the capacity or experience to deliver some elements of the project. We welcome consortium bids; if applying as a consortium please give details of this in the relevant section of your submission.

**Template for Expression of Interest**

To be sent, by email, to ceriwilliams@smallwoods.org.uk by 09:00 22nd December 2022

**Additional documents will be accepted, and sending examples of previous work is encouraged.**

|  |  |
| --- | --- |
| **Organisation Details** | |
| Name of interested organisation(s)  (for consortia, please provide ALL organisations) |  |
| Name of main contact and contact details (email, telephone, postal address) |  |
| **Specification of Interest** | |
| Why are you interested in this tender. |  |
| **Experience** | |
| Please outline your experience in:   1. Develop marketing solutions to maximise varied income streams. 2. Relevant technical experience for design work e.g. (photoshop, InDesign) 3. Undertaking the project management role in ensuring the product is delivered on time and within budget |  |
| Any other information you would like to supply. |  |
| **Outline costs** |  |
| Please provide an accurate budget, showing a breakdown of your costings & calculations and expected spend profile for the total  contract, for example: we need to know tasks/hourly/daily rates. This budget should not exceed £14,670 VAT inclusive. |  |
| **Authenticity** |  |
| I confirm that all the information above is true to the best of my knowledge. Please provide a digital signature. |  |

**Background**

Since 2010, Coed Lleol-Small Woods’ focus has been on supporting communities, especially those high on the Welsh Index of Multiple Deprivation, to engage positively with their natural environments to improve health and wellbeing through the provision of woodland and nature-based wellbeing activities.

The work, (currently funded by Healthy & Active, Enabling Natural Resources & Wellbeing and Natural Resources Wales) has grown significantly over the last 12 years. Within 18 counties across Wales, Coed Lleol-Small Woods now works with approximately 120 activity leaders and over 1500 participants per year.

We work collaboratively with local providers to understand and meet local needs. In partnership with others, Coed Lleol-Small Woods provide: training and skills development (including a Wellbeing in Nature Qualification); creates the design of referral pathways for health services; resources; and expertise to make high-quality green social prescribing happen, with and for the local community.

Research and evaluation are key to providing evidence of our impact. Coed Lleol-Small Woods is proud to report that over the last three years, 70% of participants, completing baseline and progress questionnaires, showed improved wellbeing as measured by the Warwick–Edinburgh Mental Wellbeing Scale. 95% of participants report feeling happier as a result of taking part.

Alongside the woodland wellbeing activities, Coed Lleol-Small Woods have developed other ways to offer support and improve the social prescribing landscape in Wales:

**Remote Services -** online resources, including [YouTube videos](https://www.youtube.com/c/CoedLleolSmallWoods), online programmes, and Nature Chat, a telephone service offering one-to-one support to individuals suffering from social isolation.

**Woodland Hubs -** three Woodland Hub sites are being developed and a further ten sites are being improved across Wales to make them more accessible, three more weather-proof and more usable at all times of year and by people of all abilities.

**Outdoor Health Networks -** Coed Lleol-Small Woods work with organisations providing health and wellbeing services in other outdoor settings, including horticulture, water sports and interaction with animals.

**Coed Lleol-Small Woods’ Vision**

In the future the aim is to...

* Support the delivery of programmes in ***every county*** of Wales with every health board;
* **Expand our outdoor health networks**, to reach more people across Wales;
* **Support the network of outdoor wellbeing leaders** to meet minimum standards;
* **Provide quality assurance** and improve communication with health services;
* Ensure there are **safe, dry and accessible outdoor spaces** across Wales;
* **Provide a national map** of resilient 'wellbeing woodlands’;
* **Monitor and promote outcomes** to provide an evidence base.