**BUSINESS KIT DESIGN COMMISSION (STORY BOOK DUMFRIES)**

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| **Organisation** | Wigtown Festival Company |
| **Contact** | Adrian Turpin: [adrian@wigtownbookfestival.com](mailto:adrian@wigtownbookfestival.com) |
| **Date of Issue** | 24 January 2022 |
| **Business Kit Design**  **Commission** | Wigtown Festival Company is seeking an individual or company to create a range of innovative materials (kits) for businesses in and around Dumfries to engage with children’s literature. The kits will be for the use of customers, notably families and tourists visiting Dumfries. They are intended to add value to the visitor / customer experience, and to promote the Story Book Dumfries initiative, which positions Dumfries as a home for children’s literature and a destination for literary tourism.  The successful candidate will likely be an innovative graphic designer or illustrator with strong communication skills, a passion for the written word, and interest in / experience of engaging children and young people.  **Specific requirements:**   * To design and prototype innovative materials / kits to engage children and young people around the idea of children’s literature, for use in hospitality, retail and entertainment settings. * To work collaboratively with the Wigtown Festival Company to identify a pilot group of no fewer than 10 local businesses to participate. * To work collaboratively with the selected businesses during the creative process to reflect their needs and to draw on their experience of engaging with customers. * To research as necessary aspects of children’s literature which will inform the materials created. * To align the materials created with the Story Book Dumfries brand. * The successful candidate will be expected to oversee production of prototypes of their kits from their design (production costs will be budgeted separately from this commission). They will be expected to liaise with Wigtown Festival Company to ensure that designs are appropriate to the separate budget allocated to production. * The final kits should be developed and presented in a way that is mindful of issues of equality, diversity and inclusion, including geographic, physical and socioeconomic barriers to access. * All work should be carried out in accordance with whatever Covid-19 guidelines are in place at the time. |
| **Introduction to Story Book Dumfries** | Story Book Dumfries is an exciting new initiative that aims to establish Dumfries as Scotland’s home of children’s stories – a destination for families and a national cultural resource.    Our long-term mission is to bring tangible cultural, social and economic benefits to Dumfries through engagement with children’s literature and the status accorded to the town as the home of Scotland’s National Centre for Children’s Literature and Storytelling at Moat Brae House.  In doing this we will:  i) work with partners including cultural organisations and SMEs to shape a year-round programme of events, activities and attractions that will be marketed under an umbrella moniker, ‘Story Book Dumfries’;    ii) encourage the development of skills, knowledge and resources relating to children’s literature within Dumfries – these are the roots of the project;  iii) amplify the impact of and raise the profile of Scotland’s National Centre for Children’s Literature and Storytelling.  Story Book Dumfries offers a platform for a wide range of partners who believe in the power of children’s literature to inspire and bring tangible benefits to the community and beyond.  Story Book Dumfries will be coordinated by Wigtown Festival Company, in partnership with Moat Brae and other associate partners, as part of Spot-lit, a multinational literary tourism project funded by the EU’s Northern Periphery and Arctic Programme. The launch of the initiative will coincide with Scotland’s Year of Stories 2022. |
| **Objectives for Story Book Dumfries** | **Our overall project objectives are:**   * To support the National Centre for Children’s Literature and Storytelling and the visitor attraction at Moat Brae House in fulfilling its huge potential. * To connect Dumfries’s (and Dumfries & Galloway’s) rich but disparate existing literary assets and family-friendly activities, so that a promotable whole becomes greater than the sum of its parts. * To engage and enthuse local people and businesses about the power of literature (especially children’s literature) to change lives and bring tangible benefits to the area. * To create a sustainable network of supporters and cheerleaders for literary tourism in Dumfries, who can take ownership of aspects of the project after Spot-lit funding ends. * To root Dumfries’s identity as an authentic home for children’s literature by ensuring that (i) local people experience tangible benefits (educational, social, economic) and (ii) genuine expertise relating to children’s literature is encouraged and developed in Dumfries. * To place Story Book Dumfries within a wider project to position the south of Scotland as a distinct literary tourism destination. * To take full advantage of the unique opportunities offered by Scotland’s Year of Stories 2022. |
| **Budget** | The fee will be **£3,400** (not incl. VAT), to be payable in three instalments against agreed deliverables. All work must be completed to enable payment of funds by 31 March 2022. |
| **Tender Submissions** | Tenders are invited and should be submitted electronically by **12 noon** **Wednesday 2 February 2022** **to mail@wigtownbookfestival.com**.Interviews will be conducted the same week. To apply please submit a CV, relevant design portfolio and a one-side A4 initial proposal outlining your approach to the project. |
| **Award criteria and tender evaluation** | This contract will be awarded on the basis of the most economically advantageous tenders in terms of the following criteria:   * Qualifications and experience of personnel proposed; * Understanding of needs and methodology proposed; * Cost and value for money for the work proposed to the contracting authority.   The contract will be awarded after evaluation of tenders received based on the above criteria. Shortlisted applicants may also be invited to attend an interview. |