

Bridport Green Route 2019

Promoting the new route

Design Brief

Background

This design brief is to provide the basis for quotes to help promote a new Bridport walking route to defined audiences in the Winter 2019/2020.

The Green Ring Route was originally created in 1997. The Green Ring Route was reviewed by a community based Task & Finish Group in summer 2019. The review looked to improve connections with defined Green Spaces around Bridport and to address accessibility issues.

The revised route is currently being assessed prior to sign off as a route 'fit for purpose'.

A local artist has been commissioned to work on two interpretative pieces that will be installed along the new green route and serve as a basis for future interpretation works on the route.

Design requirements

Design input is required to produce material suitable for both hard copy print and web based promotion of the new green route. Design work should draw inspiration from the Green Route art commission and help expand and develop on key themes appropriate to the defined audiences.

Audiences

The general target audiences for the Green Route promotion are:

- Local residents
- Visitors to the Town

The specific target audiences for the Green Route promotion are:

- Elderly residents interested in walking as healthy exercise
- Young families interested in walking as educational exercise

Outputs Required

- Designs and templates for promotional products that include navigational aids/ maps of the new green route.
- Designs suitable for producing both print and downloadable outputs.

Tendering

A written response to the design brief together with a CV, examples of previous relevant commissions and two references.

Send to:

D. Dixon
Bridport Town Council
Mountfield
BRIDPORT
DT6 3JP

Email: ddixon@bridport-tc.gov.uk

Tenders to be received by **noon Friday September 27th 2019.**