



## Invitation to Tender

Compilation of content for an information leaflet on Northern Ireland's upland environment, aimed at walkers and climbers.

The closing date for tenders is **Tuesday 28<sup>th</sup> January 2014 at 3.00pm.**

### 1. Project requirements

Mountaineering Ireland is inviting proposals from suitably qualified individuals or organisations to gather and write content for a basic, user-friendly field guide to the upland environment.

Content should include:

- Introduction to Northern Ireland's upland environment, covering geology, main habitat types and land use;
- Photo guide with brief information on plant, bird, mammal and invertebrate species commonly found in the uplands, including seasonal and local variations;
- Advice on responsible enjoyment of the outdoors based on the Leave No Trace ethos.

The content needs to be engaging and accessible. The target audience is primarily outdoor instructors, Duke of Edinburgh's Award leaders, walkers, climbers and other recreational users of the upland environment. The text needs to be clear, concise and accurate.

Mountaineering Ireland welcomes suggestions that will add value to this project, with the aim of achieving a stronger connection with the natural environment amongst those who use Northern Ireland's upland areas for recreation.

The successful applicant will be expected to contact relevant organisations such as environmental NGOs, AONB management bodies etc. on behalf of Mountaineering Ireland to verify content and / or secure use of suitable images. The project also includes providing feedback on design and proofs of the leaflet.

It is proposed that the leaflet will be produced as a laminated fold-out chart, with 6-8 pages at a size of approximately 250mm x 175mm. Design, print and distribution of this leaflet will be managed by

Mountaineering Ireland and should not be included in tenders. The overall project will be managed by Mountaineering Ireland's Hillwalking, Access & Conservation Officer.

## **2. Background to project**

Mountaineering Ireland is the representative body for walkers and climbers on the island of Ireland. The organisation has over 11,500 members, made up of 161 clubs and approximately 1300 individual members. Mountaineering Ireland's work includes raising environmental awareness and promoting best practice amongst members and other participants in our sport. Further information on the work of Mountaineering Ireland is available on [www.mountaineering.ie](http://www.mountaineering.ie).

While there are many excellent field guides available these tend to be expensive and focused on specific aspects of the natural environment. Through this project Mountaineering Ireland intends to produce a single resource, with accessible content and design, which people can use in the field to identify species commonly found in the uplands.

The aim of the resource is to achieve a stronger connection with the natural environment amongst those who use Northern Ireland's upland areas for recreation. This should result in greater appreciation of and care for the natural environment.

This project is being funded under the Northern Ireland Environment Agency NGO Challenge Fund 2014, which is administered by Northern Ireland Environment Link.

## **3. Project timing**

The timeframe for the development of the Upland Environment Leaflet is set out below:

| <b>Date</b> | <b>Action</b>      | <b>Deliverables</b>  |
|-------------|--------------------|--|
| 30/1/2014   | Tender awarded     | Terms agreed and any initial queries resolved.   |
| 11/2/2014   | Project meeting    | Meeting (likely to be in Belfast) to discuss project ideas and review plan for project |
| 25/2/2014   | Draft content      | Draft text and candidate images  |
| 4/3/2014    | Content finalised  | Final text and images to designer  |
| 11/3/2014   | Proofs of leaflet  | Provide feedback on design and check proofs  |
| 20/3/2014   | Project completion | All invoices to be received and finished leaflets delivered                            |

The above schedule is tight; however it must be adhered to in order to meet the requirements of the Challenge Fund.

## **4. Budget**

Mountaineering Ireland has a budget of approximately £3,000 to cover development of content for the upland environment leaflet. This amount includes all fees, travel, direct and indirect costs, expenses and VAT. Funding is not available to pay for use of images, however all organisations and photographers whose images are used in the final leaflet will be credited. Some relevant images may

be available through Mountaineering Ireland. The copyright of all images used in the leaflet shall remain with their respective owners. Copyright for the content and design of the upland environment leaflet will be the property of Mountaineering Ireland.

Mountaineering Ireland has additional funding to cover design, print and distribution of this leaflet.

## **5. Tender requirements**

To be eligible for consideration, tenders must include evidence of the following:

- Relevant skills, experience and knowledge, including examples or links to previous work;
- Structure of information and style of text proposed for this project, to include a sample upland species;
- Clear methodology for how the applicant would approach the project;
- Detailed costing including daily rates, number of days, VAT and any other expenses that would be incurred to deliver the project;
- Ability to complete the project within the specified timeframe;
- Contact details for two referees you have worked with, who may be approached if your application is successful.

The tender document should be no longer than six A4 pages using a font size of 11 or larger.

## **6. Selection criteria**

Eligible tenders will be assessed against the following criteria:

| <b>Criteria</b>   | <b>Weighting</b> |
|---|------------------|
| Evidence of skills and experience required to deliver the project, including experience of developing educational resources and knowledge of the upland environment | 25%              |
| Proposed information structure and style of text  | 25%              |
| Understanding of the project brief  | 10%              |
| Presentation of a clear and realistic project methodology   | 10%              |
| Value for money and ability to complete the project within timeframe and budget   | 30%              |

Mountaineering Ireland does not bind itself to accept the tender with the lowest stated price. The contract will be awarded to the most economically advantageous tender overall, based on an assessment of price, quality, delivery, technical ability, relevant experience and stated ability to satisfactorily meet the requirements of the contract.

Mountaineering Ireland will not compensate applicants for costs associated with the production of tender documents.

It is expected that respondents will be informed of the outcome of the tender process on 30<sup>th</sup> January 2014.

## **7. Further Information**

If you have queries on any aspect of this tender document please do not hesitate to contact Helen Lawless at Mountaineering Ireland by email [helen@mountaineering.ie](mailto:helen@mountaineering.ie) or by phone on 00 353 86 8046687.

## **8. Submission of tenders**

The closing date for receipt of tenders for the Upland Environment Leaflet is **Tuesday 28<sup>th</sup> January at 3.00pm**. Tenders may be submitted by email, by post or by hand. Applicants are responsible for ensuring tenders have been received before the closing deadline.

Tenders may be submitted by email to [helen@mountaineering.ie](mailto:helen@mountaineering.ie). Please put **Tender for Upland Environment Leaflet** in the subject line. The tender document should be submitted as an attachment (Microsoft Word or PDF format). This attachment will not be opened until after the closing date and time. The maximum file size for proposals by email is 10MB.

Tenders may be submitted by post or by hand to the address below:

### **Tender for Upland Environment Leaflet**

Helen Lawless  
Mountaineering Ireland  
Sport HQ  
National Sports Campus  
Blanchardstown  
Dublin 15