

BRIEF Graphic Design Hurst Meadows

1. The Parish Council intends to appoint a Graphic Designer to prepare a plan map of the Hurst Meadows parkland. The image would be used in multi-media form (printed, website, APP) and be developed and adapted over time.

2. Description

Hurst Meadows is an area of fields and woodland immediately north of Hurstpierpoint, West Sussex. It comprises around 50 acres in total, abutting the built-up area of the village, and is made up of hedgerows, paths, copses and woodland. (The adjoining areas of the Millennium Garden and St Georges Green are also included in this project.) The land has been recently acquired by the Parish Council for use as an area of informal recreation (walking, picnicking) and nature conservation (protecting flora and fauna habitats). Over time it is expected that the area will mature as the hedgerows grow and new trees are planted in clusters. However, the majority of the fields will remain open space.

The following maps and plans are attached for information:

1. Aerial map of Hurstpierpoint showing area to be graphically mapped (Further detailed aerial mapping is available)
2. Technical plan of Hurst Meadows, St Georges Green and Millennium Garden
3. Technical Plan of Highfield Drive section showing paths and gates
4. Technical Plan of Little Park section showing paths and gates

3. Requirement:

As a first stage (Stage 1) a graphic map is required, covering the whole area. The map should:

1. Show paths, gates, significant features, large trees, hedgerows, adjacent housing and roads (to see the context)
2. Be in colour
3. Have a strong graphic style, to be easily interpreted by most age groups and those without particular map-reading skills.
4. Be capable of adapting so that additional features can be included in due course.
5. Show the fields, woodland, Millennium Garden, St Georges Green areas (see the attached plans)
6. Be reasonably to scale (within 2% accuracy) but trees, hedgerows and other features would be schematic
7. Be produced in digital form so that it can be reproduced in multi-media form

The Graphic Designer will:

1. Attend an initial briefing meeting with the Council Clerk
2. Produce sample sketches showing the style of design to be used. These will be considered by the Council and adjustments may be requested before the final map is produced.
3. Produce a full map in draft form, for consideration by the Council
4. Make necessary adjustments and corrections
5. Produce final version of map.

It is expected that the work will take place in April and May 2018, and the final version of the map will be delivered by 4 June 2018. (There will be a financial penalty fee for late delivery)

Further Stages of design will be required in due course, to add detail and show particular parts of the area.

4. The selection and appointment:

In selecting the preferred Graphic Designer the Parish Council will give preference to those who can demonstrate the following:

- A practice based in the Sussex area.
- Examples of similar recent work.

In addition the Graphic Designer is asked to provide details of :

- Two existing or recent client referees who may be contacted by the Parish Council.

At this stage the Graphic Designer is asked to their fixed price (excluding VAT which should be separately stated where applicable) only for this first Stage, to include their fee and all related expenses. The basis of fee and expenses for later Stages would be agreed at the appropriate time.

The Parish Council is not committed to accept the lowest or any of the offers received for this initial Stage 1. Further, the Architect appointed for Stage 1 may not necessarily be appointed for the subsequent stages, although this would be unlikely.

5. Submission of offer:

The Architect is asked to submit their price for the first Stage – Map , and the information listed in section 4 (Selection and appointment) above to:

The CLERK TO THE COUNCIL
Hurstpierpoint & Sayers Common Parish Council
Village Centre, Trinity Road
Hurstpierpoint BN6 9UY

No later than: 12.00 noon Monday 12 March 2018

Email submissions will be accepted: hurstpierpoint.pc@btinternet.com

Stephen Hoyles
CLERK TO THE COUNCIL
14 February 2018
