



Request for Quotation: Contract No. GCII12 12TH January 2025 – 6th March 2025

Visual Artist – East Riding of Yorkshire Council

Overview

East Riding of Yorkshire Council (ERYC) is seeking to commission a suitably qualified and experienced visual artist to produce a cohesive portfolio of print ready materials for the town of Goole. This will include a set of stock template images as well as more specific promotional materials.

This work is needed to support our ambition to provide Goole with a creative identity which raises cultural awareness, fosters cultural regeneration, supports the visitor economy, engenders civic pride and promotes the physical assets of the town and its events.

Background and context

The East Riding of Yorkshire is a large and rural local authority covering 930 square miles ranging from suburban settlements neighbouring the Kingston upon Hull to rural and coastal communities. More information on the Local Authority can be found at:

<https://intel-hub.eastriding.gov.uk/>

Although Goole is an economic powerhouse with significant private sector investment in manufacturing and engineering sectors as well as having a £25 million public sector investment through the Towns Fund it is still a community dissected by an active commercial Port complex, a train line and cultural differences. The town also continues to suffer from ingrained deprivation, low educational attainments and poor health indicators. Goole does not attract the visitors, footfall and discretionary spend it should and is currently one of the most culturally disengaged parts of East Yorkshire.

By March 2026, the Towns Fund will have improved areas of the physical fabric of the town. 2026 is a year of huge significance when the Port Town will celebrate its 200-year birthday with a Bicentenary programme of events. This project is being pursued because it physically unifies a physically divided town and will provide an opportunity to gift wrap the town through accessorising elements of the public realm project.

The purpose of this project is to add value to the Town Deal and focus on supporting cultural identity, placemaking activities and community cohesion which will contribute to civic pride, community wellbeing and promote the available arts offer to residents and visitors through a

sustainable tourism and cultural offer as it seeks to promote its cultural identity and secure new interests and opportunities that will further raise the town's profile.

This scheme will improve the perceptions of Goole and be a Goole Town Deal legacy project, taking the town beyond 2026.

Brief

East Riding of Yorkshire Council (ERYC) invites proposals for a visual artist, in consultation with ERYC, Goole Town Council, Goole Town Deal Board and Goole Bicentenary 26 Group to produce lamppost banners for the main retail areas of Boothferry Road and Pasture Road as well as around the clocktower, including the library building, a large plaza width banner, bunting and window decals for businesses and decals for the welcome signage.

We are seeking an artist with:

- proven experience of developing a portfolio of stock images that creates a cohesive identity and raises cultural awareness for a town.
- strong stakeholder engagement and consultation skills.
- understanding of creative place-making in supporting regeneration, community wellbeing, and economic growth.

An artist will be appointed to

1. consult with stakeholders to confirm the overall artistic brief.
2. produce an initial portfolio of stock images and designs for lamppost banners for

The main retail areas of Boothferry Road, Pasture Road and around the clocktower, including the library building, a large plaza width banner, bunting, window decals for businesses and additional decals for the welcome signage.

3. consult with stakeholders regarding revisions
4. produce print ready designs and copy in various formats for printing.

Scope of work

Design a cohesive portfolio of images which reflect the town's past, present and future that can be used in a variety of formats and then produce specific print ready items by **27th February 2026**.

Key activities

1. In consultation with key stakeholders, through attendance at meetings, create and develop a

portfolio of stock images and specific marketing products which reflect Goole, past, present and aspirational future.

2. produce initial designs for review by stakeholders and undertake revisions, if necessary
3. produce print ready materials

Key deliverables

- meeting with stakeholders at least twice during the project
- securing consensus to deliver a portfolio of designs
- produce designs which could be used digitally and for merchandising opportunities.
- a set of lamppost banners for Boothferry Road, Pasture Road, Clock Tower roundabout and library.
- a large plaza width banner
- bunting and window decals for businesses
- bicentenary decals for the welcome signage, including the planted troughs.

Expected outputs.

- a portfolio of template design options
- 8 meetings (including the initial contract meeting)
- a set of lamppost banners for Boothferry Rd/Pasture Rd.
- a set of lamppost banners for around the clocktower, including the library.
- a large plaza width banner
- bunting
- window decals
- bicentenary decals

Supporting note to bidders

This project either has received or is receiving funding from UK Shared Prosperity Fund (UKSPF). The Ministry for Housing, Communities and Local Government is the managing authority for the UKSPF.

The process will be guided by, and ultimately report to East Riding of Yorkshire Council.

Instructions to bidders

1. Quotes should include the cost of each required item, the cost of delivery, and the total cost. It should note as a minimum:

- A fully costed delivery plan with day rates.
- Travel, disbursements, venue hire and printing costs.

The cost should be provided in pounds sterling, exclude VAT and include any delivery.

costs, other fees or discounts in the total cost.

2. Please confirm that the criteria specified within the specification can be met and provide evidence where appropriate. Please confirm that the timescales for delivery can be achieved.

3. Proposals should be submitted electronically and include:

- A statement of your approach to the commission, including methodology and key stages.
- Relevant experience and examples of similar work.
- A detailed cost breakdown.
- A timeline demonstrating how the commission will be delivered.

Payment

It is expected that this contract will be paid in a minimum of two tranches with the first. payment after the project inception meeting and the final payment on completion of the final portfolio of stock images and print ready materials.

GDPR

Please state how you will be GDPR compliant and include your data protection and relevant ICT policies in your submission.

Budget

The budget will not exceed £10,000 excluding VAT.

Please provide a full price schedule and breakdown of costs.

Milestones

Please note that the exact timeline may be subject to change and will be confirmed at contract award.

1. Tender advertised w.c. 15th December 2025
2. Closing date for submissions 5th January 2025(12noon)
3. Appointment of artist and inception Meeting w.c.12th January 2025
4. Stakeholder meetings January/ February 2026
5. Initial portfolio of designs 4th February 2026
6. Commonplace survey: w/c 9th February
7. Final print ready designs: 27th February 2026

Scoring and evaluation

Quotes will be scored through a written submission. This submission should answer the questions set out in Appendix A, and marks will be awarded in accordance with Appendix B. The total score will have a 70/30 cost to quality ratio based on the criteria below. The highest combined score will be awarded the contract to supply the service. The word limit for this section is a guide, and there is no penalty for exceeding the word limit.

The most competitively priced compliant quote shall be awarded full marks (70) and bids with a higher price will be scored pro-rata.

The score from the price and quality evaluations will be combined to produce a total score. The highest scoring applicants will be given a virtual interview in the form of an inception meeting, which will be used to provide clarifications. The same mark scheme will apply.

The interview stage will require a presentation covering the issues below:

- Overview of the company
- Outline of experience
- A description of the approach/methodology you will take
- How the criteria will be fulfilled
- Project time and cost breakdown
- Added value you can bring to the project (if relevant)
- Specify payment terms (if different to those specified in the brief); and
- Specify any areas you will require support.

Deadline for submissions

The deadline for responses to this brief is **12noon 5th January 2026**.

All submissions should include your full contact details including email and mobile number.

Please note: ERYC reserves the right to alter specified timings and other criteria as funder requirements may dictate.

All proposals should be submitted via email to: gooletowndeal@eastriding.gov.uk

All submissions should be sent with the following reference in the subject line: 'ERYC. Visual Artist.'

Questions about the specification should be directed to:

goolestowndeal@eastriding.gov.uk. Please note this email will not be monitored from 4pm on Wednesday the 24th of December 2025 until 9am on Friday the 2nd of January 2026.

Note to Readers

UK Shared Prosperity Fund

The project either has received or is receiving funding from the UK Shared Prosperity Fund (UKSPF). The Ministry for Housing, Communities & Local Government is the managing authority for the UKSPF.

The UKSPF is a central pillar of the UK government's commitment to supporting place-based regeneration across the UK. This is the vision and ambition for the UKSPF, which succeeds previous EU structural funds. This funding is administered directly to local places across England, Scotland, Wales and Northern Ireland to invest in three local priorities; communities and place, support for local businesses and people and skills.

Appendix A: Quality questions

Question 1: Experience

Details of your relevant expertise, experience and qualifications and experience in delivering similar projects.

Demonstrate that the individual is able to manage and undertake the project on a day-to-day basis have the necessary and relevant experience to deliver the project. Evidence of similar commissions in comparable locations.

A quote will also need to demonstrate that they have the capacity that can undertake the required work in the specified timeframe.

Word limit: 500 Weighting: 15 marks

Question 2: Method

Describe the proposed approach to carrying out this project to meet the requirements specified. Provide sufficient detail about the advantages and limitations of your proposed approach, as well as any additional tasks you propose to undertake.

Word limit: 500 Weighting: 8 marks

Question 3: Previous experience

Please provide evidence of at least 2 similar or comparable commissions you have completed within the last 3 years.

Word limit: 500 Weighting: 2 marks

Question 4: Project timescales & cost breakdown

A timetable for delivery of the project and cost breakdown

Please provide a timetable outlining the timescales required to meet this brief.

Identify any risks and what mitigations will be put in place to ensure delivery. Please breakdown the cost for each aspect of the project and include costs for additional relevant services.

Word limit: 500 Weighting: 5 marks

Appendix B: Mark scheme

The total score will have a 70/30 cost to quality ratio based on the criteria below. The highest combined score will be awarded the contract to deliver this commission.

Quality Scoring

The tendered service will be assessed against the stated specification in Appendix A.

Those that do not meet the specification may be excluded from further consideration.

% of available marks in each question Criteria for awarding the score

0% to 25% Complete failure to grasp/reflect the issue or does not provide a proposal or has serious weaknesses and does not address the question in a meaningful way.

25% to 50% The proposal falls short of the expected standard and reflects limited understanding. Significant weakness or risks associated with this answer.

50% to 75% Reasonable understanding and interpretation of requirements and the proposal meets the required standard in most material respects but maybe lacking or inconsistent in others.

75% to 100% Good or excellent understanding and interpretation. Innovative and proactive with a sound strategy.

Cost scoring

The lowest overall bid to specification will receive full marks (70). All other offers will be scored a comparative mark by calculating the percentage difference between them and the offer which achieved the highest mark, and deducting this from the highest available

mark (70) .E.g. For an exercise where there is a price quality split of 70% price and 30% quality:

Company A price = £10,000 (70 marks). Company B price = £15,000 – therefore the points score for company B will be: $70 - (15,000 - 10,000) / 10,000 \times 50 = 35$ marks.