CatStrand
Creative Hub of a Cultural Landscape

Glenkens Community & Arts Trust

Tender Opportunity:

Brand Designer: Cultural Glenkens

(Freelance role, fixed-sum contract)

GCAT Context

The Glenkens Community & Arts Trust (GCAT) has a long track record of economic regeneration through arts and community work in the Glenkens. We are a key anchor organisation for the area, with a clear vision of making the Glenkens an excellent place to live for people of all ages. We do this by:

• Interweaving Arts, Community and Heritage to enrich the life of the area.

• Delivering our Artistic Vision with passion and creativity.

• Supporting many activities core to the quality of life of people and environment of the Glenkens.

• Driving economic and social regeneration of the area through championing the delivery of the Glenkens & District Community Action Plan.

CatStrand Arts is at the heart of GCAT and over the last 20 years has established a track record in delivering arts of the highest quality to the Glenkens communities and beyond.

Its Artistic Vision comprises 3 strands:

- CatStrand Touring Arts – live music, theatre and dance at the CatStrand in New Galloway.
- CatStrand Young Creatives – youth arts opportunities
- Cultural Glenkens – creating place-making with an emphasis on heritage and volunteers.

GCAT has sourced funding from The National Lottery Heritage Fund for a renewed and extended scope of Cultural Glenkens, starting in June 2025 and lasting for 3 years.

They have also secured multi-year funding for Touring Arts and Youth Arts, putting us in a strong position across all strands.

The Tender

We are seeking applicants for:

- Branding support for the launch of Cultural Glenkens.

Note that there is a second tender also out at this time, which may be applied for as a joint submission if wished:

- Creation of a new, simple, well-presented WordPress website CatStrand.com

The client for this role will be Peter Renwick, the CatStrand Creative Director, with additional support from the CatStrand Arts Steering Group and significant input from Hayley Edgar, CatStrand Marketing Office, and Jo Jackson, Cultural Glenkens Project Lead.

Deliverables – Cultural Glenkens branding:

- Refresh branding of existing Cultural Glenkens logo.
- Initial graphics to launch the project in July 2025.
- Set of graphics and Canva-editable templates for use ongoingly in the project - print and digital media.
- Available for reasonable remote consultation on use of graphics and templates for a further 2 months.
- Available to support future design work over 3 years if additional funds can be found to support this.
- **Design brief**: Eye-catching & fresh clean design, inviting to wide range of public. Reflecting Glenkens landscapes and heritage across different seasons – 4 different designs.
- **£2,250 ex VAT**

To support these deliverables, you will:

- Work with the CatStrand Arts team to understand the current Cultural Glenkens branding and wider CatStrand Arts branding.
- Work with the CatStrand Arts team to agree a more precise design brief for the new branding.
- Deliver first-draft, second-draft and final versions of the deliverables as above.
- Attend meetings as reasonably required with the CatStrand Arts team, the first in person in the Glenkens and then on Teams or equivalent.

Timeline:

- Applications close: Midnight, 8th June 2025
- Shortlisting and selection process: Week of the 9th June
- Contract start date: Soon after that.
- Logo and materials signed-off by end July 2026.

Application Process:

- Apply by email to peter@catstrand.com by midnight, 8th June.
- Include your CV and a cover letter setting out your technical strengths with regard to this tender and your match with the Person Specification.
- Be very clear which tender you are applying for, or both.
- Include 1 or 2 past examples of your work that you feel are particularly relevant, and a draft sketch of your first idea if you would like.

Person specification:

- Essential: Experience in modern design branding.
- Essential: Able to accept responsibility for delivering a high-quality product on time.
- Essential: A collegiate worker, able to take on board edits and amends and to work within the GCAT and CatStrand Arts ethos and voice.
- Essential: A practicable approach to creating a good output for the budget available.
- Desirable: Able to get themselves around the Glenkens for first meetings.
- Desirable: A younger person looking to add experience to their CV.
- Desirable: An existing connection with CatStrand Arts and /or GCAT projects.
- Desirable: Likely to be available for ongoing support if more funds can be found.

Details:

- Lump sum contract: £2,250 ex VAT.
- No travel expenses included.
- Payment by invoice to GCAT.
- Payment schedule: 50% on allocation of tender, 50% on completion of deliverables.
- Tax and NI remain your responsibility.

Not included in scope:

- Printing costs for Cultural Glenkens print media – settled separately by GCAT.

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