



The Specification

Project Title:	SCAMP Digital Communications Pilot Project
Service:	Environment Team
Project Owner:	Jan Hogarth

1	INTRODUCTION
<p>Dumfries and Galloway Council and its partners in the Solway Coast and Marine Project – Landscape Connections (SCAMP) wishes to appoint a consultant/creative team who can develop an innovative and outward facing Digital Communications project for the SCAMP through development stage.</p> <p>Phase 1 Development is expected to cover –June 2026– September 2027. The budget is £15,000 (excluding VAT). It will be the consultants decision as to how to approach the commission but there will be events, citizen science and seasonal nature restoration work which we would like to be captured as part of the project</p> <p>This tender seeks to appoint a suitably qualified creative consultancy to test SCAMPs approach to digital communications (website, social media blogs etc) through the development stage of the SCAMP project. We require experience in visual and digital communication with a background in communicating complex ecological information related to the coastal and marine environment. This pilot project will inform SCAMPs digital communication approach for delivery.</p> <p>We need a creative consultant/team who have experience and are forward thinking on the future of engaging audiences through social media, images and film and other communication methods through ecological projects. They would experiment and test the type of content we should be creating to connect with audiences of all ages but particularly a younger audience who will inherit and carry on SCAMPs work far into the future. This pilot project should also consider a wide range of methods to communicate a difficult world for many to access. A strong aspect of comms will be sharing inspirational and educational information in an accessible and creative way which extends across the most suitable platforms.</p> <p>This Digital Communications Pilot project will explore digital communications platforms, building new audiences through TikTok, Instagram, Blue Sky and You Tube as well as experimenting with the way we currently use LinkedIn and Facebook these should connect to our other channels such as our website Home - Solway Coast and Marine Project (SCAMP). Insights will inform our approach to SCAMP Communications at delivery stage (2028-2036) and will require consultation with the SCAMP team and the 7 partners delivering aspects of SCAMP Landscape Connections.</p>	
2	BACKGROUND

SCAMP will deliver a 10-year holistic seascape programme to understand, conserve and develop the potential of the natural, cultural and built heritage for the people of the Solway Firth. SCAMP will focus a range of large-scale interventions and activities to deliver a coherent, and co-ordinated approach to reconnect people to the amazing Solway Firth seascape. SCAMP will leave the Solway Firth better understood, protected and will maximise the potential of the seascape to respond to today's nature and climate crises. SCAMP is the result of four years of development work under the Borderlands Inclusive Growth Deal, Natural Capital Innovation Zone programme.

Headline activities include:

- Large scale seascape/connected habitat restoration across five main habitats, native oyster reefs, seagrass beds, saltmarsh, sand dunes and coastal woodlands.
- Develop and implement large scale sustainable restoration demonstration projects
- Explore innovation and experimental habitat restoration techniques
- Encourage academic and practical research
- Empower citizen science engagement with our communities
- Gather quality decision grade baseline data.
- Develop financial models and help support emerging blue carbon and marine and coastal biodiversity private finance markets
- Run cultural programmes, activities and events that will engage communities, connecting people to the heritage of the Solway Firth, support understanding, appreciation, learning and foster a passion for the rich natural and cultural heritage.
- Develop a programme of skills and training opportunities, ensuring our people are equipped for future green and heritage job opportunities.
- Foster positive relationships with, and between, local maritime and coastal industries addressing conflict and helping to work through solutions.
- Enhance and develop our coastal infrastructure, particularly access and recreation improvements ensuring access for all and encouraging sustainable travel options. Development and delivery of the South West Scotland Coast Path between Gretna and Rhins of Galloway Coast Path utilising the core path network and provision of directional signage. Improve accessibility at key coastal gateway sites along the Solway through improved design and facilities.
- Design and implement high quality interpretation & engagement infrastructure to enhance the understanding and enjoyment for local communities and visitors
- Explore the past coastal and marine habitat through a Solway wide community archaeology programme exploring the unseen marine past using new technologies.
- Develop an innovative eco arts programme called SEAS. This will work with local and international artists working in the field of eco art, collaborating with scientists and experts to better reveal, challenge and illuminate SCAMP's innovative and experimental habitat restoration.
- Work with local businesses and industry to help safeguard, expand and improve sustainability of our maritime & coastal economy, addressing areas of conflict and seeking resolution to issues such as practices which damage our coastal and marine environment.
- Support our young people and communities to develop innovative sustainable enterprises based on the coast and marine environment.

We need to explore a digital communications approach at development stage that will encompass and celebrates this fascinating work and bring SCAMP Landscape Connections to new audiences locally, nationally and globally. The pilot project will explore what platforms work for SCAMP Landscape Connections and our partners.

WHAT

We believe that effective communication should run through our SCAMP project. Communications can take many forms. It is through the art of storytelling, film, photography, podcasts and other media that we can tell our stories, share knowledge and experience, and touch people's hearts and minds, fostering a love for and passion to help restore nature in these incredible seascape ecosystems and engage a wider audience, an audience beyond the science and beyond our coastline.

WHY

Nature restoration and especially the restoration of the marine environment needs help to communicate important experimental restoration work and its discoveries. We need help to translate the science and technical work into a language that people understand and can engage with, building a wider public audience while also creating communities of interest in the worlds of nature restorations and academia.

The SCAMP project offers a really exciting opportunity for someone with a passion for creative visual and digital communication and audience development to help SCAMP Landscape Connections to reach out further into the world. We are looking for new approaches to help SCAMP use social media to share the work of the project and the innovative nature restoration work taking place to help our coastal and marine environment face the challenges of climate change and help restore biodiversity, but fundamentally also to communicate why this is important to people and why people should care.

Every aspect of SCAMPs digital communications project is about learning, about bringing people with us and firing up a passion to help nature and climate through this ambitious seascape scale nature restoration project.

We want to come up with imaginative and innovative ways to translate and celebrate all aspects of SCAMP and bring it alive for people through digital media. For instance, looking at ways to share the live science through live streaming and interactive discussions and podcasts.

Examples of good practice will be an inspiration for this pilot communications project as well as having an eye on the future. What is the next digital platform? What new technologies are relevant to our digital communication, what visual and aural information captures people's interests and reaches a wider audience?

The Digital Communications Pilot Project should use experimental visually attractive materials which communicate ideas through visual images, film text, diagrams, and aural media.

For more information about SCAMP Landscape Connections. Please see:

www.solwaycoastmarine.co.uk

a) Outputs and Milestones**Contract administration**

We anticipate regular, monthly contact with the creative team/consultant (initially in person then online) and that they will guide us in the evolving conversations and research being undertaken. The consultant will work with DGC to ensure key environmental organisations and nature restoration works are understood. The consultant will work with SCAMPs People, Learning & Coms Coordinator to ensure they are aware of good practice locally.

Outputs

1. Work with partners to document and promote their SCAMP development nature restoration work to understand their digital communication opportunities and how to ensure a SCAMP storytelling and visual language.
2. Bring together the information and insights gathered through the Digital Communications project that works for the SCAMP Landscape Connections project.

3. Analyse what has worked and not worked through the first 10 months of this experimental digital comms project and produce a recommended strategy for delivery, further refine the approach over the following 3 month period.
4. Advise on the proposed delivery of digital communications for SCAMP Landscape Connections over the 8 years of delivery. This should include costed proposals, resources required, who will deliver, and any supporting information required for this strand to be submitted to NLHF as part of the Delivery Application for the SCAMP project.

Timescales

The pilot project will need to be delivered over SCAMPs project development phase -anticipated timescale allowing for the procurement process is 17th June 2026 to September 30th 2027 and should be designed in collaboration with the Core SCAMP Team with ideas from partners being considered where appropriate.

Insurance Requirements

Tenderers must confirm and evidence they already have or can commit to obtaining, prior to the commencement of the contract, the levels of insurance cover noted below: Insurance Policy	Value
Employer’s (Compulsory) Liability	£5m
Public Liability	£5m
Professional Indemnity	£250,000

b) Fees and Costs

To guide the consultant, we have provided the following supporting documents:

Pricing schedule document – to be completed by the consultant

Pricing Guide: Consultants are invited to submit a fixed fee tender as described in this briefing document and the submission will be assessed on a quality/price (70/30%) basis. Quality (70%) should address the following aspects and areas:

Submission: Your submission should address the following

- Knowledge of current digital communication platforms and innovations in the field in the future. Evidence of having the ability to run an experimental communications project that is relevant to today’s world and the expected development in digital communications in the future.
- Ideas for creating content for the Digital Communications project and ability to curate and deliver this project over a number of digital platforms to create high quality educational content to grow SCAMP audiences. Your approach and methodology for undertaking the work, including who will undertake what portion of the commission - A proposal of how you would gather information, create content and come up with insights and ideas for delivering digital communications for SCAMP Landscape Connections at development and delivery stage.
- The format for presenting the above should be a proposal of no more that 4 pages of A4 including links to previous work, images and diagrams as appropriate.

The total budget is **£15,000 (excluding VAT)**, fixed fee to include all costs and expenses :

Deadline: Wednesday 17th June 2026 at 12 noon (with last day for Questions 15th June 2026)

Scoring	Percentage
Knowledge and experience and proposed approach	30%
Creative ideas for content development and ability to create content.	40%
Price	30%

4	ADDITIONAL INFORMATION
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Who are we looking to work with?

We are looking for an individual/team with:

- Knowledge of best practices in content creation and digital communications.
- An interest in communicating and educating and growing new audiences around nature restoration.
- Creative approach to communications.

Your Proposal should be a maximum of four sides of A4, and should include the following information:

- A budget, broken down over the duration of the work and budget allocations.
- Details of a referee from other clients for whom you have delivered work.

Questions to be submitted via email to: Jan.Hogarth@dumgal.gov.uk

Council contact details

Dr Jan Hogarth
 People and Learning Coordinator SCAMP
 Dumfries & Galloway Council
Jan.Hogarth@dumgal.gov.uk

5	SUSTAINABILITY
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Our Council has adopted a **Sustainable Procurement Policy**, tenders should include a statement as to their approach to carbon reduction, fairtrade and community benefit.

It is a condition of this tender that contractors shall pay the real living wage to all employees working on the contract and provide an 'effective voice' channel. Tenders should be prepared to evidence this if required.

Reference:	DGC-SCAMP-20260507
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