



## Summary

**Role:** Graphic Designer

**Our Reference:** SYS/2026/GD

**Project:** Stoke Your Story: A World of Fables Rehomed in The Potteries

**Funded by:** The National Lottery Heritage Fund

**Industry:** Graphic design services (CPV 79822500)

**Purpose of the contract:** The Graphic Designer will be contracted to deliver the visual design for the project's key public-facing outputs. The role includes designing and typesetting the multilingual book, creating travelling exhibition panels, and producing a coordinated suite of promotional materials aligned with the project's branding and accessibility requirements.

**Contract management:** Reports progress to the Project Manager against agreed milestones

**Location of contract:** Remote working. Attendance may be required for up to 2 design review meetings in Stoke-on-Trent during the contract period.

**Value of contract:** £4,200 (fixed fee inclusive of all costs, including VAT for suppliers registered for VAT)

**Published date:** 2 February 2026

**Closing date:** 16 February 2026

**Closing time:** 5pm

**Contract start date:** 2 March 2026

**Contract end date:** 31 October 2026

**Contract type:** Service contract (professional services)

**Procedure type:** Open competitive call. Selection based on value for money, relevant experience, and capacity to deliver the contract.

**Contract is suitable for sole traders/SMEs/VCSEs?:** Yes

## **About the Project**

Using money raised by National Lottery players, The National Lottery Heritage Fund supports projects that connect people and communities with the UK's heritage. Stoke Your Story: A World of Fables Rehomed in The Potteries is a project designed to identify, record, and safeguard at risk oral fables from refugee and asylum seeker communities in Stoke-on-Trent, using ethical oral history and trauma-informed storytelling methods.

Thanks to National Lottery players, Stoke Your Gratitude C.I.C. will deliver a programme of Story Circles and creative workshops to capture these cultural artefacts, creating a permanent digital archive, a multilingual book, and a travelling exhibition.

We aim to create a powerful and genuine point of connection for the people of Stoke-on-Trent. We will use the simple magic of traditional fables to challenge the easy assumptions of 'them and us'. Through Stoke Your Story, we will bring together our city's longstanding residents and newest arrivals to explore the stories they have brought with them from all over the world. Our goal is to reveal the shared values, like kindness, honesty, and gratitude, that these stories hold, creating tangible moments of empathy and understanding between neighbours. By preserving this heritage in a new book and digital archive, we will provide a lasting resource that celebrates our city's diverse cultures. This project is a vital and realistic step towards building a friendlier and more deeply connected community.

## **About The National Lottery Heritage Fund**

The National Lottery Heritage Fund is the largest funder for the UK's heritage. Using money raised by National Lottery players we support projects that connect people and communities to heritage. Our vision is for heritage to be valued, cared for and sustained for everyone, now and in the future. From historic buildings, our industrial legacy and the natural environment, to collections, traditions, stories and more. Heritage can be anything from the past that people value and want to pass on to future generations. We believe in the power of heritage to ignite the imagination, offer joy and inspiration, and to build pride in place and connection to the past. [heritagefund.org.uk](http://heritagefund.org.uk)

## **About Stoke Your Gratitude C.I.C.**

Stoke Your Gratitude C.I.C. designs and delivers community based creative and cultural projects and works with groups whose stories, experiences, or heritage are underrepresented. Gratitude is used as a lens through which storytelling, arts, and participatory methods are used as tools for connection, wellbeing, social understanding, and community cohesion. We operate at the intersection of heritage, health, and social inequality. The work is about listening, recognising value, and making it visible. The organisation produces tangible outputs including events, publications, exhibitions, and digital content. [stokeyourgratitude.org.uk](http://stokeyourgratitude.org.uk)

# Key Deliverables

## Design and Publication

- Design and typeset the full layout for the multilingual book *The Stoke Book of World Fables* (approximately 100–120 pages)
- Deliver print-ready files meeting professional print production standards
- Coordinate with the Project Manager and printer to ensure successful production

## Exhibition Design

- Design the visual layout for a set of durable, reusable travelling exhibition panels (approximately 6–8 panels)
- Ensure designs are suitable for production on specified exhibition materials
- Provide production-ready artwork files for panel manufacture

## Promotional Materials

- Design a coordinated suite of promotional materials, including flyers, posters, and social media graphics
- Ensure all materials are accessible and aligned with project branding guidelines
- Deliver files in appropriate formats for print and digital use

## Quality and Coordination

- Maintain consistent visual identity across all project outputs
- Incorporate feedback from the Project Manager and project partners
- Deliver all work to agreed timelines and quality standards

# Supplier Experience and Capability Requirements

## Minimum Requirements

1. Demonstrated experience in graphic design for print and digital outputs, including publications, exhibition materials, and promotional content.
2. Proven capability in book design and typesetting, with experience delivering print-ready files.
3. Ability to work collaboratively with project teams and incorporate feedback effectively.
4. Strong portfolio demonstrating high-quality visual design across a range of formats.
5. Experience ensuring accessibility in design outputs.
6. Capacity to work autonomously, exercising professional judgement and initiative in delivery.
7. High level of digital capability, including proficiency with industry-standard design software.

## Additional Evaluation Criteria

8. Experience designing for heritage, arts, or community-focused projects.
9. Experience working with multilingual content or culturally diverse communities.
10. Knowledge of the voluntary, community, or heritage sector.
11. Experience delivering design work for projects funded by The National Lottery Heritage Fund or comparable public or charitable funders.
12. Evidence of engagement with storytelling, literature, or heritage as themes in design work.

## Contract Conditions

**Employment status:** This role is offered as a fixed term contract for services and does not constitute an employment relationship.

**Right to work:** Contractors must be eligible to work in the UK. Evidence of right to work will be requested prior to contract award.

**Right of substitution:** The contractor may provide a suitably qualified substitute to deliver services, subject to equivalent qualifications and any required DBS clearance.

**Safeguarding:** A Basic DBS check may be requested if the role requires access to project materials involving vulnerable participants.

**References:** Two relevant professional references will be requested prior to contract award.

## How to Apply

Suppliers wishing to be considered for this contract should submit the following by email:

1. A CV, portfolio, or equivalent summary outlining relevant experience and capability.
2. A short covering statement (no more than two pages) explaining how your experience meets the Minimum Requirements and, where applicable, the Additional Evaluation Criteria.

Contract submissions should be sent to

[opportunities@stokeyourgratitude.org.uk](mailto:opportunities@stokeyourgratitude.org.uk)

Please quote SYS/2026/GD in the email subject line.

**Closing date:** 16 February 2026

**Closing time:** 5pm

Late submissions will not be considered.

Following the closing date, submissions will be assessed against the published criteria. Shortlisted suppliers may be invited to a clarification discussion as part of the evaluation process.

Stoke Your Gratitude C.I.C. is committed to fair, transparent, and inclusive procurement practices. We welcome submissions from sole traders, SMEs, and VCSEs.