



Cairngorms 2030 Landscape and communities project: Invitation to apply for a Call-off contract for creative practitioners (2026-2028)

The Cairngorms National Park Authority wish to commission a range of creative practitioners on a 'Call-Off contract'. By this, we mean a contract with creatives who, after initial appointment, can be called upon to do small bits of work over the next two and a half years without further bidding.

We wish to appoint 4-8 creatives that work in different media. Each piece of work might vary but the main task will be to communicate or illustrate the special landscape qualities of the Cairngorms National Park.

We currently envisage this will involve some of the activities/ outputs listed below. We need each creative to have skills and experience in at least one of these, but not necessarily more (because these will be covered by all the practitioners together). This contract is open to all types of creative, including those that have not been formally taught or trained in what they do.

- 1 Landscape drawings or diagrams
- 2 Landscape paintings
- 3 Digital illustrations
- 4 Landscape photographs
- 5 Assisting community engagement events, for example workshops, guided walks, field sketching, or photography on site
- 6 Films and video
- 7 Models or map making
- 8 Storytelling, interpretation and oral histories

The main purpose of these activities/ outputs will be to convey the special landscape qualities of the Cairngorms National Park and how these are experienced and valued by different people. They will be used at community engagement events and/ or for reports, leaflets or webpages.

At this time, we cannot confirm how many of the different types of activities/ outputs will be necessary because this will be strongly influenced by the need to tailor these to different groups for our community engagement work. We expect most pieces of



work will take between 1 – 5 days which we will agree with the creative practitioner in advance.

We cannot guarantee a minimum or maximum number of days work to those on the contract, but there will always be the option for the practitioner to decline to carry out any work requested, for example because they have insufficient capacity at that time.

1.1 Background

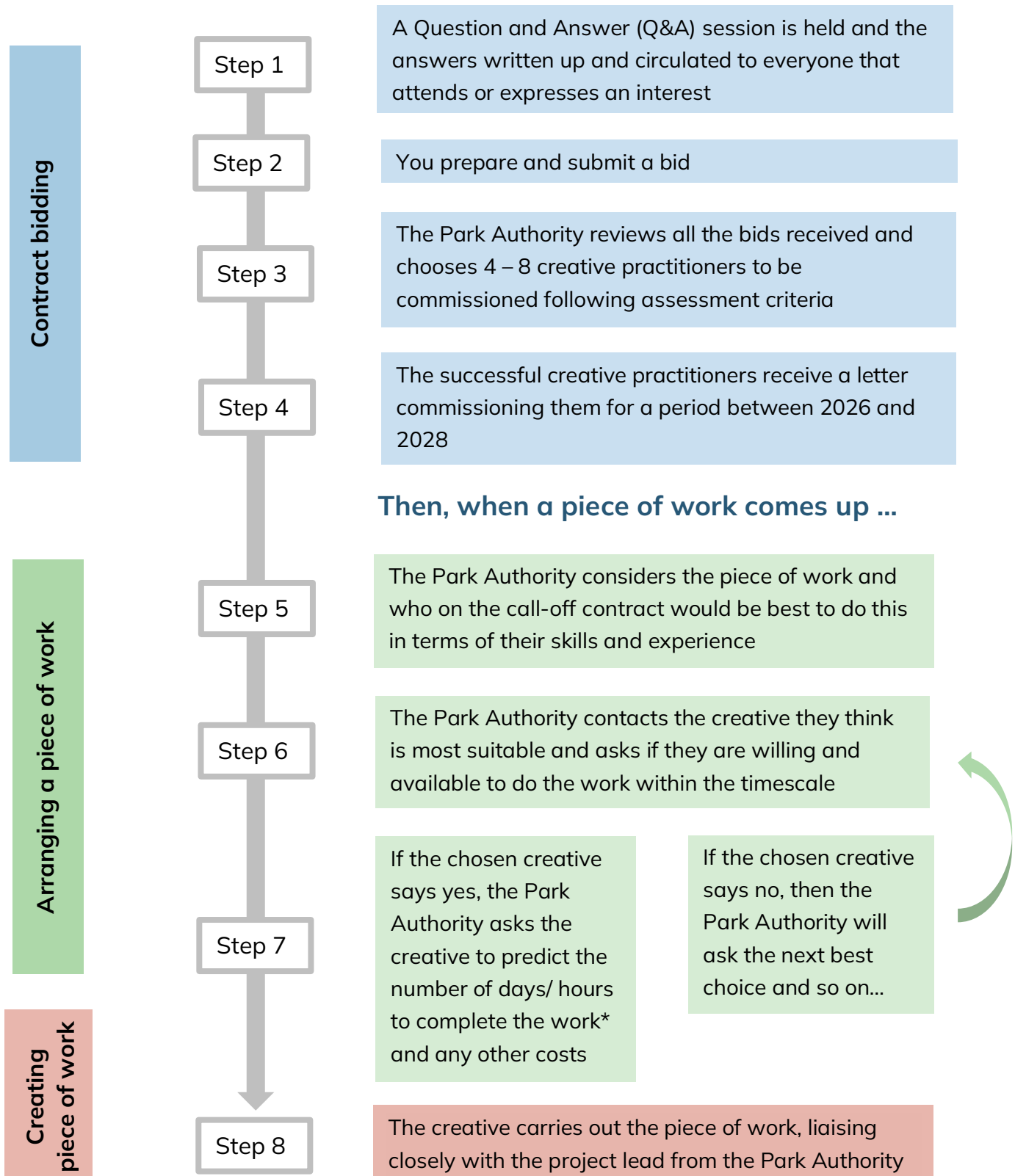
The Cairngorms National Park is the UK's largest National Park at 4,528km². Around 18,000 people live in the Cairngorms National Park across the areas of Aberdeenshire, Angus, Highland, Moray and Perthshire, and about two million people visit every year. You can find out more information about the National Park on the website [here](#).

The Landscape and Communities project for which this contract is required is part of the Cairngorms 2030 programme, part funded by the National Lottery Heritage Fund (NLHF). More information on the programme is available on the website here: [Cairngorms National Park | Cairngorms 2030](#) while more information on the Landscape and Communities project is available at: [Cairngorms National Park | Landscape and communities](#)



1.2 How the contract will work

This invite goes out asking for expressions of interest



* Timescales and costs may be changed later if both parties agree



1.3 How to bid

To get on this call-off contract, you will need to:

A Express an interest

1. Firstly, express your interest by emailing us by 17:00 on **Thursday 3 September 2026** with just your name and email address.
2. We will then invite you to an optional online Question and Answer (Q&A) session on **Tuesday 8 September 2026 at 6.30pm** and/ or to submit any questions you have by email by 17:00 on **Friday 11 September 2026**.
3. We will email everyone that has expressed an interest in the contract the answers to all the questions raised by **Friday 18 September 2026**.

B Submit a bid

4. After the expression of interest process (A), you can submit a bid by email which needs to be received by **Friday 2 October 2026** at 17:00.

Your bid will need to include three parts:

Part A Skills and experience. A written description of your specific skills and experience, including work in or about the Cairngorms landscape (or a similar landscape). This should extend to no more than two A4 pages.

Part 2 Costs. Your half day and full day rates and standard rates for travel (car/ bike mileage) and subsistence, including VAT if applicable. Expenses will be reimbursed at cost price to a limit agreed in advance.

Part 3 Examples of work

- For images and written descriptions, these should extend to no more than five A4 pages in total.
- For film or audio, provision of a link to a film or recording available online that lasts for no longer than 5 minutes total (or only the first five minutes will be listened to or watched).



If it is easier, links can be provided to images, text or films that have been posted by the creative practitioner on social media channels such as Instagram although, as described above, we will still only look at the equivalent of about five A4 pages or 5 minutes on these platforms.

Your bid needs to demonstrate the following:

- Experience of producing high quality creative outputs. The creative is not required to be able to cover all the different activities/ outputs listed on page 1, but it will be important that they explain clearly which ones they can provide.
- A clear understanding of the distinctive qualities of the Cairngorms landscape or one part of the National Park.
- The ability to create artistic outputs that can engage the public about the landscape.
- An ability to communicate clearly thoughts, ideas and plans.
- Experience of working collaboratively with others and following a brief.

The appointed creative practitioner will be required to work closely with the project lead based at the Park Authority office in Grantown-on-Spey. Most liaison is expected to be via email or video conferencing (eg Microsoft Teams or Zoom), although there will also be occasions when it will be best or necessary to meet in person and/ or on site.

See **Annex I** for tender details and **Annex II** for our standard Terms and Conditions.

Bids should be submitted by email to: carolinestanton@cairngorms.co.uk. All bids will be acknowledged by email.

1.4 Contract value

The Park Authority estimates the total maximum value of this work over the two years (October 2026 - October 2028) will be in the region of **£25,000, including VAT** split between 4-8 creative practitioners, although this amount may change over time. No work is guaranteed and there is no minimum or maximum number of days offered.

There is a possibility that this contract may extend beyond 2028. If this was to occur, then creative practitioners would be invited to re-submit a bid with revised costs if they wished.



1.5 Copyright

See the Terms and Conditions (T&C) in Annex II. If you envisage the copyright T&Cs raise any problems for you, please get in touch as we are happy to discuss alternative options so they can work for everyone (we would share any options that we discuss with all bidders).

1.5 Bidding timescale

Activity	Date/Deadline
Invite published	August 2026
Expressions of interest to be submitted	Thursday 03/09/26
Q & A session	Tuesday 08/09/2026 at 6.30pm
Deadline for submitting questions	Friday 11/09/2026
Question answers circulated	Friday 18/09/2026
Bid deadline	Friday 02/10/26
Bid evaluations by	Friday 16/10/26
Contract award date	Wednesday 21/10/26
Contract commencement date	Monday 26/10/26

1.6 Billing & Payment Information

The Park Authority usually pays in arrears within 30 days of an invoice being received as set out in our Terms and Conditions in Annex II. It is willing, however, to consider alternative arrangements to support different practitioners. This could include staged payments on receipt of an invoice to cover the various elements of the commission (materials, expenses etc). These alternatives would need to be discussed and agreed in advance of work being carried out and confirmed in writing, so both parties are completely clear about the arrangement.

1.7 Evaluation process

Each bid submitted will be reviewed by three staff members at the Cairngorms National Park Authority who will individually score the bid out of 100% based on the following:

Criteria	%
Price Standard day rates and expenses	10%
Technical (Quality) With the quality ratio being divided into the following weighting:	90%



<i>Demonstrate experience and understanding of the distinctive landscape qualities of the Cairngorms</i>	30
<i>Relevant experience of creative practitioner</i>	30
<i>Demonstrate clear communication</i>	20
<i>Experience of working collaboratively with other specialists and the public</i>	20

Scoring

The basis for the bid scoring is shown below:

Score	Definition	Description
4	Excellent	Response is completely relevant and excellent overall. The response is comprehensive, unambiguous and demonstrates a thorough skill and understanding of the requirement and provides details of how this will be met.
3	Good	Response is relevant and good. The response is sufficiently detailed to demonstrate a good skill/ understanding and provides details on how the requirements will be fulfilled.
2	Acceptable	Response is relevant and acceptable. The response addresses a broad understanding of the requirement but may lack details of how the skill/ requirement will be fulfilled in certain areas.
1	Poor	Response is partially relevant but generally poor. The response addresses some elements of the skill/ requirement but contains insufficient detail or explanation to demonstrate this.
0	Unacceptable	Nil or inadequate response. Fails to demonstrate the required skill or an ability to meet the requirement.

Following evaluations of all the bids received, the Park Authority will decide whether to proceed with the contract and, if so, which 4 – 8 creatives score highest.

Bidders should be aware that if their response to any of sections does not achieve a minimum score of 2, then their bid will not be taken forward.

Please contact the project lead if you would like any other information at:
carolinestanton@cairngorms.co.uk