



## ENGLISH RIVIERA UNESCO GLOBAL GEOPARK

### COMMISSIONING BRIEF:

**Title:** Website Design and user experience  
**Project:** TerraFirma  
**Commissioner:** English Riviera UNESCO Global Geopark  
**Contract Period:** 27 April 2026 until July 2026  
**Deadline for applications:** 15 April 2026  
**Client Contact:** Nick Powe, Strategic Lead

### Overview: About the English Riviera UNESCO Global Geopark

The English Riviera UNESCO Global Geopark (ERUGGp), the Geopark, is one of Earth's extraordinary places, covering the whole of the unitary authority of Torbay. The Geopark, incorporating the three towns of Torquay, Paignton and Brixham, celebrates, conserves, enhances, and protects the unique and diverse natural and cultural heritage of this naturally inspiring area of South Devon. Working with multiple local and regional partners it is a driver for community education and engagement, expansion of the tourism offers, and sympathetic regeneration through sustainable social and economic development.

The Geopark aims to reconnect human society at all levels to the local area, to the wider environment, and to celebrate how Torbay's 400-million-year long history has shaped every aspect of our lives and our societies - past, present and future. Mindful of the climate and ecological emergencies, it seeks to raise awareness and lead by example, supporting our communities to value, protect and engage with our natural environment.

The Geopark encompasses a landscape of international geological significance, holistically managed across protection, education and sustainable development. It is one of 213 UNESCO Global Geoparks across 48 countries (9 in the UK). 46% of our Geopark is undeveloped, incorporating the whole of Torbay: 64.2km<sup>2</sup> of land and 42.5km<sup>2</sup> of marine environment. The designation is based upon international importance of 32 geosites and their significant historical contributions to geological and archaeological sciences. Designated collections at Torquay Museum, alongside finds held in National collections, evidence earliest modern humans in north-west Europe; human settlements shaped by geological foundations, natural harbours leading to growth of fishing industries, providing safety for naval fleets, a catalyst for building Napoleonic Forts at Berry Head; extensive sandstone and limestone quarrying, marble and terracotta industries. Built heritage assets, many hewn from extraordinary coastal and inland quarries, are testament to Torbay's diverse geology, cultural past and inhabitants. The landscape has shaped intangible heritage that root the collective past through stories, memories and ways of life.

The English Riviera UNESCO Global Geopark is not a standalone organisation. Its activities are delivered collaboratively by Core Partners and supported by Associate Partners, a combination of public, private and voluntary organisations. The English Riviera Geopark Organisation Ltd (ERGO Ltd) is the over-arching body responsible for the management of the Geopark. All Core Partners have a seat on the Geopark Management Group (GMG) - the decision-making body. The Geopark has a ten-year Management Plan 2023-2033 with five key objectives:

1. Ensure compliance with UGGp Statutes and Guidelines for the retention of the UNESCO recognition for Torbay
2. Review and act to focus the effectiveness of operations, partnerships, and programs to meet the vision
3. Broaden the reach of the ERUGGp in order to maximise the benefit of the designation to the local area socially, economically and environmentally
4. Increase opportunities for public awareness and involvement
5. Embed the principals of the Sustainable Development Goals and support Torbay's ambition to be Carbon Neutral by 2030

The full, two part Geopark Management Plan is available [here](#) which provides further detail of the ERUGGp's governance and management structure, funding, partners, activities and operations.

## **About the Project**

Project TerraFirma is made possible with The National Lottery Heritage Fund. Thanks to the National Lottery Players we will be able to strengthen the foundations of the English Riviera UNESCO Global Geopark to achieve a more resilient organisation, creating a clear roadmap and delivery structure, robust business model and effective leadership for a 20+ year vision, within the framework of the Geopark Management Plan.

The project is an in depth analyse of the Geopark and how it can become effective to support the local community and partners. It will also address new engagement strategies and resources including: website development, volunteer engagement, education provision, interpretation tools, each informed from in-depth analysis and feasibility work.

TerraFirma will include three key strands of work:

- 1) Organisational Resilience
  - Design and implementation of a new governance and management framework;
  - Establishment of the new leadership group, diversifying and upskilling the Board;
  - Financial modelling to analyse and articulate the true cost and value of the Geopark;
  - Review/recommendations on diversifying and growing the income portfolio towards financial sustainability.
- 2) Engaging Communities & Audiences:

- Development of a new website with pathways accessible for general/educational audiences and scientific community;
- Social media campaign work to grow and diversify audiences;
- An Education & Interpretation Strategy with Enabling Toolkit, focusing on youth & underserved communities, with a pilot engagement phase prior to implementation.

### 3) Developing People & Partnerships:

- Give & Gain analysis to inform a roadmap for sustainable volunteer engagement;
- Volunteering & Skills Coordination, embedding engagement, skills & opportunities;
- Fundraising support to secure key roles/activity beyond project duration;
- Opportunities for practice exchange with UNESCO partners and global comparators;
- Rigorous, transparent, inclusive evaluation, feeding into network learning.

## **About the Commission: Website Design and user experience**

The successful consultant will be an experienced user navigation consultant with demonstrable knowledge of the latest technology in website design, content management and analytics. They will have demonstrable knowledge of how to distil, articulate and present textual, visual and interactive information in ways that are digestible, accessible and inspiring for diverse audiences, and ability to turn this into an effective and dynamic website fulfilling the needs of the organisation.

### **The commission falls into two parts:**

**Part a) The story of the English Riviera UNESCO Global Geopark, its history, partnerships, activities and resources are complex and layered.** This richness brings real challenges in presenting information in ways that are accessible for audiences with different interests, knowledge and motivations. The Geopark's new website needs to act as an evidence base to satisfy the broad requirements of the UNESCO designation and speak to multiple user-groups, including:

- UNESCO and the Global Geopark Network
- the scientific community, with in-depth geological and earth sciences information and research;
- a broad range of visitors with a range of interests and knowledge, from those interested in outdoor pursuits & geopark experiences, to those wanting entry-level understanding of ERUGGp's rich environmental, geological and cultural heritage;
- education-specific audiences, from independent learners of all ages, to teachers/lecturers seeking high quality learning resources;
- cultural & environmental heritage audiences, looking to access examples of a range of cultural activities & events provided by Geopark partners.

**Part b) The brief will also include beta-testing the functionality of a new website and support in transferring data to the new platform.** Go-live support with user training in content management and interpreting analytics. Support in ensuring the ranking of website is effective and maintained. The consultant will work closely with the social media commission to ensure the website works effectively for the Geoparks broad audiences. Digital content and the website will need to adhere to basic accessibility checks and must aspire to meet at least W3C AA accessibility standard and will use VocalEyes report and benchmarking tool as our reference point.

### **Key Relationships**

To deliver the brief successfully, the contractor will engage with:

- ERGO Ltd board, Strategic Oversight board
- Geopark Coordinator
- Geopark Core Partners
- Commissioned project consultants
- Geopark Associate partners, including ambassador artists
- Torbay Council, various Divisions/Service groups including: Destination Management Group; Principal Historic Environment Officer (Heritage Places)
- Geopark Management Group and any subcommittees
- UNESCO Global Geoparks Network, UNESCO UK, other UNESCO SW sites

### **Scope of Activity**

The main tasks are:

#### **Part a)**

Assimilate the information and materials provided, focusing on how information is articulated and presenting, finding a 'voice/voices' for textual material that meets the needs of the groups identified above. The consultant will have excellent written communication skills, able to draft and distil content appropriate for our audiences. The textual materials developed, and recommendations for visual/navigation elements will inform design of the website, ensuring that audience-experience is prioritised from the outset of the web-design process.

The main tasks are:

- Review, assimilate and organise materials provided for the new Geopark website, identifying appropriate information for key audience groups.

- Draft and refine textual copy to meet the needs of users and ensure that the richness of the Geopark story and associated information is appropriate for each group identified.
- Provide recommendations on navigation and design with strong consideration of accessibility and user-experience: recommendations will inform a detailed brief on content/navigation and assets for the web design phase.

### **Part B)**

- Analyse and provide overview of the needs of the organisation
- Consider the target audiences
- Include an analysis of local organisations with a similar remit to avoid duplication/developing a competitor website
- Understand the scope of the website and its features (event, news, user generated content)
- Provide metrics to measure success.
- Include legal and technical requirements to ensure compliance
- Clear outline of project timeline, key contacts and agency requirements
- Training in content management and analytics

### **Project Deliverables**

#### **Part A)**

The key deliverables are:

- Textual materials for key audiences: we anticipate these will be Education, General audience and Visitors; and Cultural Heritage groups.
- Recommendations/mapping on navigation to inform website design with user-experience at its heart.
- Implementation recommendations to ensure accessibility and openness.
- Interface with social media channels
- Input into web-design phase to ensure pull-through of user-experience priorities.

#### **Part B)**

The key deliverables are:

- A new website based on the needs of the organisation
- User content management training
- Interface with social media channels
- Support during the development phase
- Training in analytics

## Contracts and Payments

There is a total allocation of

**Part A) £5,000 inclusive of VAT and inclusive of travel and expenses.**

**Part B) £9,800 inclusive of VAT and inclusive of travel and expenses.**

The payment schedule will be:

<b>Estimated Date</b>	<b>Amount</b>	<b>Milestone/Deliverables required at payment point.</b>
End of May 2026	7000	Website content refined and curation with user-experience design/mapping
June 2026	3000	Creation of assets as required for online pathways based on audience and need/navigation
July 2026	3000	Completion of Beta-testing new website with relevant content/navigation for audiences. Significantly increased digital audiences and wider awareness long-term.
July 2026	1800	Go-live and user training in content management and analytics
<b>Total</b>	<b>14,800</b>	

The Contractor is required to have relevant insurances in place including Professional Indemnity and Public Liability Insurance to the value of £5,000,000 and, if appropriate, Employers' Liability Insurance as required by law.

On appointment, the contractor will need to provide a statement about how they manage personal data to GDPR standards.

Please note, if they are unable to perform the services themselves, the successful contractor will be expected to provide (at their cost) a suitably skilled and qualified substitute to perform the services on their behalf to comply with the terms of the contract.

The substitute must be able to meet all the criteria of this brief and be approved in writing by the ERGO Ltd

The commissioning contract will contain the below clauses:

### Copyright and Ownership

The copyright and all intellectual property rights in the works will remain vested in the contractor or the person responsible for the production (as the case may be).

The contractor grants to the Client a perpetual, irrevocable, non exclusive royalty free licence to copy, use and to reproduce all the submitted proposals, designs and associated Intellectual Property Rights produced and/or provided by the contractor in the connection with the performance of Services for any purpose.

Digital Outputs must be shared under a Creative Commons Attribution 4.0 International licence or equivalent.

### Insurances

Third Party Liability Insurance: The minimum limit of indemnity for insurance in respect of loss of or damage to property and liability for bodily injury to or death of a person (not an employee of the contractor) caused by activity in connection with this contract for any one event is £5,000,000 (five million pounds sterling) each and every claim or series of claims arising out of one occurrence.

### Tax Liabilities

The Contractor will be responsible for all income tax liabilities and National Insurance or similar contributions relating to the Payments and Employees of the Supplier.

### **Submission Requirements**

Your Expression of Interest should be sent as a PDF to Nick Powe via email by 5pm on **15 April 2026**. The submission should include:

- An up-to-date CV for individual and/or team members allocated to the project.
- Your Proposal outlining your approach to meeting the brief as outlined above.
- Statement confirming that you would be able to complete the project within the timescale stated and attend interview w/c 20 April 2026 by Zoom/Teams.
- A cost/fee proposal with confirmation of the daily charge rate of individual staff involved.

**Please mark clearly if you are hoping to apply to just one part of the commission.**

### **Award Criteria**

Criteria for selection will be:

1. Quality of previous work and relevant experience (40%)
2. Proposal outlining approach & working practice and how it addresses the project aims (60%)

### **Procurement**

The procurement timetable will be:

15 April 2026 5pm	Application deadline
15-17 April Jul 2026	Shortlisting
w/c 20 April 2026	Interviews held
24 April 2026	Candidates informed of outcome
27 April 2026	Contract start

### **Contact details**

Nick Powe, Strategic Lead

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