TULLIE

Carlisle's home of culture

Project Tullie
Phase 3: Breaking Down Barriers

New Gallery Brand Identity Design Request for Quotation

July 2026

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Summary

Tullie House Museum and Art Gallery Trust (the Trust) in Carlisle (brand name: Tullie) is seeking an agency to develop a distinct visual identity and communications brand for our new 'Active Gallery' space; where on-gallery activity and collections storage will blend, as part of Project Tullie Phase 3: Breaking Down Barriers.

The award of this contract is subject to approval by our funding partners, The National Lottery Heritage Fund.

Tullie's Vision:
"Tullie will help Carlisle and Cumbria be a thriving place for everyone. Our collections and programmes will bring people together, growing social capital, confidence, and creativity. They will make this a better place to live and work and strengthen our identity and pride."

Our Mission:
"Tullie is the heartbeat of Carlisle's cultural life. We use our collections and programmes to inspire engagement and creativity in the heart of our community."

Project Vision:
Project Tullie has three strategic objectives:

- **People**: creating a sense of inclusivity and community, being a catalyst for creative enjoyment;
- **Place:** reimagining the original purpose of Tullie as Carlisle's centre of arts, learning and knowledge;
- **Heritage:** revealing and restoring the hidden buildings and sharing hidden collections.

Value	**£5,000**
Closing Date for Quotation	**By 10am Monday 24 August 2026**
Delivery Address	**Corinne Irving** Corinne.Irving@tullie.org.uk

Please note, the materials and information supplied to the Client at point of quotation, along with any subsequently supplied information, shall be held in the strictest confidence by the Client.

Documents provided by the Client as part of this request for quotation brief should be treated as confidential.

If required, site visits at Tullie can be arranged by appointment through Corinne Irving via Corinne.Irving@tullie.org.uk. All visits to take place from 30 July to 7 August 2026.

Clarification meetings will be held on Tuesday 8 September 2026. Please leave this date free for an invitation. Clarification meetings will be carried out in person at Tullie (Castle Street, Cumbria, CA3 8TP).

1.0 Introduction: Tullie – Carlisle's home of culture

In 1890, the sale of Old Tullie House – which dates from the late-seventeenth century and was facing demolition at that time – seemed an ideal opportunity for those who wanted to create a cultural hub for Carlisle. This included local architect and antiquarian Charles J Ferguson who saw the house, with all its history and fine architecture, as an ideal core for a new free museum, library, and school of art. Using public donations, Ferguson bought the house for the city with the intent to create a new public facility. Following this act of civic philanthropy, Tullie House was officially opened as an 'Institute of Science and Literature and Art' on 8 November 1893. As the 20th century progressed, the School of Art and the Public Library relocated – the former becoming the Institute of the Arts, now the University of Cumbria. Tullie, with its collections growing at a significant rate, expanded, and developed in 1990 and 2000 to create the major resource that it is today.

As Carlisle's most important visitor attraction, Tullie has, for over 130 years, built a national and international reputation for its collection and exhibitions, particularly those relating to the archaeological and natural history of the Border region. From its nineteenth-century origins, Tullie has been a civic endeavour, striving to bring together learning, creativity, and public engagement for the people of Carlisle and beyond.

Tullie House Museum and Art Gallery Trust was established as a charity in 2011 to manage Tullie House Museum on behalf of the people of Carlisle and Cumbria. In 2016 the Trust created a Manifesto to help connect the museum with its audiences, to identify a common purpose, and establish an ambitious direction. The Manifesto was refreshed in 2021 (Appendix 1) and today forms the basis of all our work along with the following two strategic priorities: financial sustainability and community engagement. The 'Project Tullie' Futureplan was conceived to support Tullie's ambition to weave community engagement and financial resilience together so that Tullie can develop its role, connect better with its audiences, and deliver inspiring and popular programmes.

Tullie is the largest museum in Cumbria and cares for almost one million cultural artefacts, using these to engage, inspire, and educate residents and visitors to Cumbria. Over 200,000 visitors, and 14,500 school children engage with the museum each year and through partnership working the Trust provides leadership for all 23 Cumbrian museums. A third of Tullie's visitors are from the local community, a third regional, and a third national or international. Tullie is important to a wide range of users and is a significant part of the social and economic life of Carlisle and the wider region. Tullie has several permanent galleries, an award-winning temporary exhibition and learning programme, and runs an extensive range of events and engagement activities. It is an Accredited Museum operated by an independent charitable trust and receives core funding from Cumberland Council and National Portfolio Organisation funding from Arts Council England (ACE). In 2019, the Natural Sciences Collection received Designated status by ACE as a collection of national significance.

Despite Tullie being an important community resource and an integral part of Carlisle's heritage and townscape, the current buildings and spaces prevent the Trust from being fully able to deliver the Manifesto and respond to the changing needs and interests of today's audiences.

2.0 Project Tullie

2.1 Overview

Project Tullie aims to transform this vital heritage and community resource into a world-class destination to help deliver the Trust's aspiration for Tullie to become the cultural heart of Carlisle, Cumbria and the Borderlands. The Futureplan, developed since 2019, and informed by extensive consultation and research, aims to transform the much-loved museum into a thriving and dynamic hub for heritage, community engagement and wellbeing. Through Project Tullie, the aim is to create a more resilient and sustainable organisation by revealing the potential of the buildings and increasing the amount of collections on display.

Project Tullie will rationalise existing spaces, allowing for more of our significant collections of archaeology, fine art, geology, natural and human history to be shared and displayed, whilst also providing spaces for new indoor and outdoor experiences. We will co-develop galleries, both new and refurbished, to create vibrant and dynamic spaces in which collections, people, stories and contemporary connections will be front and centre.

This project will enable Tullie to grow and diversify audiences, increase financial sustainability, and contribute to the city and region's profile and impact.

Responding to the challenges faced by the Museum Trust, the Project Tullie Futureplan identifies a series of improvements to Tullie, which will enable it to fulfil its vision. Ultimately the Futureplan aims to deliver the following:

- Improved entrance with single main entrance/exit and building connectivity
- Remodelled central welcome area with enhanced visibility of collection
- Redevelopment of currently empty and dilapidated historic buildings on Castle Street
- Fit-for-purpose, accessible and integrated learning and community spaces with modern facilities
- Refurbished and expanded catering and events spaces
- Renewed retail offer
- Refurbishment of all existing 1990s galleries
- Development of a new Roman-themed Children's Experience
- Relocation of onsite collection stores to create new public gallery spaces
- Refurbishment of original Old Tullie townhouse and gardens

2.2 Phase 3: Breaking Down Barriers Overview

The project responds to audience demand to see more of Tullie's nationally significant collections by refreshing the existing 1990s galleries and revealing 100,000 collection items for the first time through an innovative 'Active Gallery' approach. A new Learning Studio will help Tullie to double primary school visits, and a 5-year Activity Programme will ensure that there are engagement opportunities for all throughout the project.

Project Tullie Phase 3 will:

- Create a new 850sqm Active Gallery, through the redesign of the museum's principal exhibition spaces, the 1990s Border Galleries. The project will convert this 850sqm space into a dynamic, flexible gallery which can support a changing programme of activity and support the display of 100,000 collection items.
- Create a new modern and accessible learning suite by refurbishing and extending an unused stable block located in the museum's 'Secret Garden' and connecting this to the main museum site via a connecting corridor and toilet block.
- Improve collections storage facilities and collections management.
- Increase volunteering and engagement opportunities.

The principal funder for this phase is The National Lottery Heritage Fund.

2.3 Overall Project Programme

The headline timeline for Phase 3: Breaking Down Barriers is as follows:

Project Timeframe	**Planned start date**	**Planned completion**
Main Construction	March 2026	October 2026
Exhibition Build (off-site)	August 2026	October 2026
Exhibition Design RIBA 4a (Technical Design)	March 2026	April 2026
Exhibition Design RIBA 4b (Fit out procurement)	April 2026	June 2026
Exhibition Build (off-site fabrication)	July 2026	September 2026
Exhibition Build (on-site)	October 2026	February 2027
Collections Installation	February 2027	April 2027
Completion and open to public	May 2027	July 2027

3.0 Gallery Brand Identity Design Brief, Scope of Work and Timeframes

3.1 Gallery Brand Identity Design Brief

Tullie is seeking an agency to develop a distinct visual identity and communications brand for our new 'Active Gallery' space; where on-gallery activity and collections storage will blend, as part of Project Tullie Phase 3: Breaking Down Barriers.

The successful professional(s) will be appointed by the Trust (the Client) and will work alongside the Client. The wider Project Design Team includes the following appointments:

- Lead Architect, De Matos Ryan
- Principal Designer, De Matos Ryan
- Exhibition Designer, The Creative Core
- Lighting Designer, Lux Lucis
- Digital Space Designer, TBC
- Mount Maker, TBC
- Project Management Services, Appleyard & Trew

The Gallery Brand Identity Designer will:

- Develop a compelling visual identity and visual communications approach for the Active Gallery for use in the build up to opening and throughout the gallery lifecycle.
- Develop an approach that reflects the gallery ethos, themes and intended visitor experience.
- Align the identity within the Tullie sub and lead brand.
- Create an approach that is adaptable across multiple channels including across the Tullie site.
- Create a suite of visual assets and graphics for use across marketing and communications activity.
- Provide brand guidelines to cover the visual identity, comms approach, typography, colours, imagery and usage.
- Produce a comprehensive brand toolkit, including templates and ready-to-use assets for use by Tullie's marketing & comms team.
- Work collaboratively with the Project Team and respond to feedback at key stages.

3.2 Scope of Work

Stage	Deliverables	Timeframe
Stage 1: Briefing	1. Meet with the Tullie Project Team (the Client) to agree project scope & outputs, timeframes and roles & responsibilities. 2. Review Tullie's existing branding and communication materials. 3. Review project documentation, gallery design visuals and exhibition interpretation.	September 2026
Stage 2: Concept Development	1. Develop visual identity concepts for consideration by the Project Team. 2. Present creative rationale and demonstrate alignment with project objectives. 3. Support the Project Team with consultation on concept proposals. This will include providing supporting material and may include attending and undertaking presentations to invested parties. 4. Test and explore how concepts will work across various communication channels and platforms. 5. Refine and gain sign-off for final concept visual identity approach.	October - November 2026
Stage 3: Developed Design and Application	1. Develop preferred design into lead visuals, including logo/symbol, colour palette, typography and graphics. 2. Develop designs for all agreed outputs including website, social media, advertising, marketing and gallery launch materials. 3. Work with Tullie's marketing team to develop short-form promotional content and teaser assets to build anticipation in the lead-up to the gallery launch. 4. Incorporate funder branding requirements and logo lockups.	November – December 2026
Stage 4: Asset Production and Handover	1. Produce master assets. 2. Create editable templates for Tullie's use. 3. Supply final digital assets in agreed formats. 4. Produce comprehensive brand guidelines. 5. Support implementation during rollout.	January - February 2027

Note: at time of publishing, a final gallery name and strapline are being tested and consulted on. It is expected that this name will be taken into the final design programme proposed here. The final name and naming process will be discussed with those who are shortlisted.

3.3 Project Timeframes

Based on the project deliverables within Section 3, the following timeframes for input into the project are as follows:

Project Timeframe	**Planned start date**	**Planned completion**
Anticipated Start date	September 2026	September 2026
Concept Development	October 2026	November 2026
Identity Design and Application	November 2026	December 2026
Asset Production and Handover	January 2027	February 2027

Overall Project Programme (also in Section 2.3)		
Main Construction	March 2026	October 2026
Exhibition Build (off-site)	August 2026	October 2026
Exhibition Design RIBA 4a (Technical Design)	March 2026	April 2026
Exhibition Design RIBA 4b (Fit out procurement)	April 2026	June 2026
Exhibition Build (off-site fabrication)	July 2026	September 2026
Exhibition Build (on-site)	October 2026	February 2027
Collections Installation	February 2027	April 2027
Completion and open to public	May 2027	July 2027

4.0 Criteria & Submission Requirements

4.1 Criteria

There will be a two-stage evaluation process, including a Stage One submission followed by a Stage Two clarification meeting for those shortlisted.

The Trust is looking for innovation and creativity, collaboration and communication, alongside value for money.

Proposals will be assessed on a scoring system weighted to a 70% quality / 30% price ratio.

The following quality criteria will apply:

Ref	Criteria	Details	% Weighting
1	Project Team	Please provide details of the company and individuals who will be involved in delivering the service. Including: • Company and contact details. • The lead (day-to-day) contact and the role they will undertake. • Details of any sub-contractors/consultants. • Detailed roles and responsibilities of those involved and the relationships between those responsible for the deliverables. • CVs for each team member with relevant qualifications/certification for all personnel undertaking the work. • A summary of how the Tenderer will ensure that all personnel and subcontractors are competent and trained for the roles that they will perform in this specific operation, and consistency of personnel to maintain the standard of work. **(Max 2 sides of A4 (not including CVs))**	10%
2	Team Standing & Approach	Please provide details of your ability to deliver the services as outlined in Section 3.0, including: • A description of your own company's standing in delivering the services and managing sub consultants (if appropriate) • If applicable, please provide a description of any sub consultant's standing in delivering services and prior experience of working with the suggested consultants • Your general approach to delivering the services and how this will benefit the project. • Any additional credentials you feel are relevant. **(Max 2 sides of A4)**	10%
3	Relevant Experience	Please provide 3 examples of relevant projects which you have worked on recently (ideally within the last 3 years), which demonstrate your experience of delivering comparable projects. (**Max 3 sides of A4)**	25%

4	Approach and Methodology	Please outline how you will approach the scope of works as set out in Section 3. Please also give consideration to your approaches to innovation and creativity, communication and collaboration, value for money and budget management within projects. **(Max 2 pages of A4)**	25%
5	Fee Proposal	Please fill out both the 'Fees and Resources Schedule' (Appendix 3) to propose a fee to cover the services as outlined in Section 3. Please ensure that your fee includes for all reasonable expenses. The 30% will be assessed with a score attributed to 25% for price quoted and 5% for suggested resources given.	30%
6	Financial Checks	Please provide a copy of your most recent business account.	Pass / Fail

4.2 Procurement Timescale

	Timeline
Brief Issued	Friday 17 July 2026
Deadline for Enquiries	5pm Monday 17 August 2026
Closing Date	10am Monday 24 August 2026
Clarification Meetings	Tuesday 8 September 2026
Anticipated Start Date	w/c 21 September 2026

4.3 Application

To apply, please submit a proposal responding to the Criteria as set out in Section 4.1.

This should include:

1. **Project Team Overview with CVs**. No more than 2 sides of A4 plus CVs.
2. **Team Standing & Approach**. Your ability to deliver the services. No more than 2 sides of A4.
3. **Relevant Experience**. 2-3 Examples of previous projects. No more than 3 sides of A4.
4. **Approach and Methodology**. Response to the scope as set out in Section 3. No more than 2 sides of A4.
5. **Fee Proposal**. A completed 'Fees and Resources Schedule' (Appendix 3).
6. **Financial Checks.** A copy of your most recent business account

Any enquiries or requests for information relating to this brief should be submitted to **Corinne Irving at** Corinne.Irving@tullie.org.uk by 5pm Monday 17 August 2026.

Applications must be submitted to Corinne Irving at Corinne.Irving@tullie.org.uk **by 10am Monday 24 August 2026.**

5.0 Budget

The anticipated budget to deliver the scope of works is **£5,000**.

We ask that the quotation includes a proposed allocation of fees across the project stages. Please ensure that your fees allow for any reasonable expenses and disbursements.

A payment schedule based on project milestones will be agreed following appointment.

6.0 Further Information

The agreement will be made between the appointed professional and Tullie House Museum and Art Gallery Trust. The agreement will be managed by Amy Walker, Head of Strategy and Capital Programme, Programme Manager for Project Tullie. Day-to-day management will be undertaken by the relevant Project Area Lead.

The Client reserves the right to:

- Make no appointment.
- Negotiate the scope and fee for the works with the preferred professional.
- Extend the brief to further stages of work by negotiation and within the terms of the UK Public Procurement Regulations 2015.

Please note:

- The award of this contract is subject to the approval of our funding partner The National Lottery Heritage Fund.
- Documents received by Tullie as part of this brief will be treated as confidential.
- Information received from Tullie as part of this brief should also be treated in a confidential manner.

7.0 Appendices

Appendix 1 Tullie's Manifesto

Appendix 2 Phase 3 Active Gallery Design Approach

Appendix 3 Fees and Resources Schedule