

# Tender: Design and produce an online community-led park access toolkit and website accessibility review

<b>Commissioning organisation</b>	Your Park Bristol and Bath
<b>Project title</b>	Design and production of a community-led park access toolkit (digital and non-digital) and a website accessibility review
<b>Issue date</b>	Monday 1 June 2026
<b>Submission deadline</b>	Monday 29 June 2026 - 12 noon

## 1. Introduction

This tender invites proposals from suitably experienced suppliers to:

1. Design an accessible park access toolkit as an accessible online tool with downloadable content
2. Complete an accessibility review of Your Park Bristol and Bath's website.

The toolkit is an engagement guide that supports Disabled people and unpaid carers from all backgrounds and with the widest range of lived experience to come together to make a plan to improve the accessibility of their local park. The toolkit will be hosted on Your Park's website.

We recognise that the two parts to this tender may need to be completed separately and welcome submissions for each part.

### About Your Park Bristol and Bath

Your Park Bristol & Bath is a young and independent charity conceptualised at the grassroots and established in 2019. The charity is committed to supporting under-served communities across Bristol and Bath to make the most of their local parks through fundraising for and delivering social impact community projects in areas of highest need.

**Our vision:** Everyone can access parks and their transformative health and wellbeing benefits.

**Our mission:** Empowering communities and cultivating inclusive, nature-rich and engaging park activities.

Your Park Bristol & Bath is a locally based charity that uses Bristol and Bath's parks to deliver positive social change through three key themes:

- **Health** – improving physical and mental wellbeing of communities through initiatives that support and provide outdoor activities;
- **Access** – championing, enabling and consulting under-served communities to improve access to parks, so that everyone can feel safe, enjoy and benefit from parks and green spaces;
- **Nature** – creating, enhancing and sustaining natural habitats through leading and supporting community gardening sessions, enabling our diverse communities to respond to the Ecological Emergency Action Plans and enjoy nature-rich community spaces.

## Project background

Across many parks, barriers to access are not only physical. People may also face social, cultural, financial, practical and emotional barriers that affect whether they feel able, welcome or safe enough to use green spaces.

This commission should build on existing evidence, lived experience and partnership learning. It should translate that learning into a toolkit that is accessible for all and rooted in community voice.

The need for this toolkit came from our research with Disabled people and unpaid carers [Not just a check box - Disabled people & caregiver access to parks](#) The research found Disabled people and unpaid carers face multiple barriers to accessing parks and green spaces and that solutions need to be truly co-designed with lived experience.

The toolkit is the response to the recommendation 'parks need to be audited by people with lived experience'. The toolkit has been co-designed with Disabled people and unpaid carers and focuses on being community-led, using an asset based community development approach.

The content has been written and vigorously tested by people with lived experience in different parks across Bristol and Bath.

We now want to publish the engagement toolkit to be used by any group of Disabled people and unpaid carers for any park in the UK. It needs to be in a user friendly, accessible and inclusive format and we need a design agency to support us to do this.

## 2. Purpose of the commission

The appointed supplier will work with Your Park Bristol and Bath to create an accessible toolkit that supports communities to lead access assessments and create access plans for their parks and green spaces. The final product should be useful for local authorities, community organisations, parks teams, charities, community groups and individuals who want to improve park access in a way that is evidence informed and community led.

The toolkit should be user friendly, interactive and ensure users have the right information at the right time without being overwhelmed. It should be easily editable and easily managed by the charity team to ensure future relevance.

Your Park Bristol & Bath is the working name of Bristol and Bath Parks Foundation, registered charity in England and Wales 1182217.

## Objectives

### For the online toolkit:

- Produce online content that is easy to understand for non-specialist audiences with links to accessible downloadable versions.
- Ensure lived experience is embedded in the design process.
- Ensure the final toolkit is accessible for all impairment groups in both language and design and complies with Web Content Accessibility Guidelines [Understanding WCAG 2.2 - Service Manual - GOV.UK](#)
- The online elements of the toolkit will ideally be hosted on our existing website which is built in Craft [Craft CMS](#)
- Provide final files in formats that Your Park Bristol and Bath can edit, share and adapt in the future.

### For the website:

- Carry out an accessibility review of Your Park's website using the Web Content Accessibility Guidelines [Understanding WCAG 2.2 - Service Manual - GOV.UK](#) and produce a report of the findings and recommendations.

## 3. Scope of work

The supplier should propose a robust but proportionate approach covering the areas below. Bidders may suggest refinements where they believe this would strengthen the work.

**A. Inception and review** Review the draft toolkit, existing toolkits and internal materials supplied by Your Park Bristol and Bath. Confirm the proposed methodology, timeline, roles and decision points.

**B. Design and accessibility** Design the toolkit so it is visually clear, easy to navigate and usable by a wide audience. The supplier should explain how they will approach readability, digital accessibility and inclusive design involving people with lived experience in the testing. This includes an accessibility review of Your Park's website.

**C. Testing and refinement** Test the draft toolkit with intended users, gather feedback and refine the content and design before sign off.

**D. Final handover** Provide the final toolkit as an online tool with downloadable content and editable source formats, together with a website accessibility report. Provide support with securing copyright licenses at the appropriate point.

## 4. Intended audience

The toolkit should be designed primarily for the following audiences:

- Local Authority Parks and Green Space teams
- Community groups and Friends of Parks groups
- VCSE organisations
- Community members who want to shape more inclusive park access locally – especially Disabled people and unpaid carers.

## 5. Core principles

All proposals should show how the work will reflect the following principles:

Principle	What we mean
<b>Community led</b>	The toolkit should be shaped by lived experience and grounded in meaningful participation, not just consultation.
<b>Accessible</b>	Language, format and layout should be clear, usable and inclusive for different audiences and access needs.
<b>Practical</b>	The final output should help people do the work, not simply describe the issue.
<b>Evidence informed</b>	Recommendations should be rooted in credible evidence, tested insight and real delivery experience.
<b>Adaptable</b>	The toolkit should be flexible enough to use in different parks, neighbourhoods and organisational contexts.

## 6. Deliverables

- inception meeting and agreed project plan
- draft online toolkit for review
- engagement plan for testing online toolkit with partners
- revised final toolkit as an online tool and with accessible downloadable content
- editable source files, including design files and text files where relevant
- report on website accessibility including recommendations for improvement

## 7. Timeline

Your Park Bristol and Bath may amend dates before publication.

Stage	Indicative date	Notes
Tender issued	Monday 1 June 2026	
Clarification questions deadline	Thursday 25 June 2026 - 12 noon	
Submission deadline	Monday 29 June 2026 -12 noon	
Supplier appointed	Wednesday 15 July 2026	Subject to references
Project start	Monday 20 July 2026	

Draft toolkit submitted

Friday 18 September 2026

Final toolkit submitted

Friday 29 January 2027

## **8. Budget**

The total available budget for this commission is £15,000 inclusive of all fees, expenses and VAT.

Bidders should provide a clear breakdown showing day rates or fixed fees, any travel or engagement costs, design and production costs, and any optional elements priced separately.

## **9. Supplier requirements**

- experience of producing practical toolkits, guidance or learning resources
- experience of carrying out accessibility reviews of websites
- excellent writing, editing and content structuring skills
- graphic design capability and understanding of accessible document design
- good project management with realistic timelines and clear communication

## **10. Proposal requirements**

Proposals should be concise and should include the following information:

- organisation or consultant profile
- relevant experience, including up to three examples of similar work including accessible digital content
- proposed approach and methodology
- how community voice and accessibility will be built into the work
- project timetable
- named team members and roles
- budget breakdown
- key risks and how these will be managed
- two relevant references

## 11. Evaluation criteria

Criterion	Weighting	What we will look for
Quality of proposed approach	30%	A clear, practical and credible method that fits the brief
Relevant experience	25%	Evidence of similar commissions and strong previous work
Understanding of accessible content	30%	A grounded understanding of producing accessible and inclusive digital and non-digital content
Value for money	15%	A proportionate budget that offers good value

## 12. Submission process

- Submit proposals by email to [philippa@yourpark.org.uk](mailto:philippa@yourpark.org.uk)
- Use the subject line: Tender submission – community led park access toolkit
- Submit in PDF or Word format
- Late submissions may not be considered

## 13. Contract and terms

The appointed supplier will be expected to enter into a written agreement with Your Park Bristol and Bath. The agreement should cover payment terms, confidentiality, data protection, safeguarding where relevant, ownership of intellectual property and any requirements relating to subcontracting.

Unless otherwise agreed in writing, Your Park Bristol and Bath should own the final toolkit and all commissioned outputs produced under this contract, including the right to edit, publish and adapt them in the future.

## 14. Contact for clarification

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