

Visioning the Coast - Morecambe Bay 2050 and beyond

Contract brief and invitation to tender for digital creative production services

We are all learning to live with and adapt to climate change. As our climate changes, our coastline is changing too. Can you help us to create an innovative, imaginative and aspirational vision for the Morecambe Bay coast that shares not only the story of coastal change, but new opportunities and a positive, bright, thriving future? As we look to the future, help us generate a new sustainable vision of Morecambe Bay, that shows it to be an even better place to grow up, live, work and visit, in ways that are also beneficial to nature.

Issue date:	16 th June 2026
Expressions of interest or questions on the brief:	Tues 30 th June 2026
Closing date for submissions:	5pm, Mon 13 th July 2026
Timescale for delivery:	Completion no later than 18 th December 2026
Budget:	Flexible. If your proposal outputs are variable/scalable, please indicate what the different cost options might be.

1. Project Background

This project is being delivered by the charity **Morecambe Bay Partnership** and the [Our Future Coast](#) project (2022-2027). **Our Future Coast** is part of the DEFRA Flood & Coastal Resilience Innovation Programme, which is funding 25 projects across England to build community resilience to climate challenges like flooding and erosion. Our Future Coast is testing innovations around **Nature Based Solutions** - sustainable and natural alternatives to traditional hard engineered defence structures - around the Northwest Coast and working in collaboration with coastal communities to improve understanding and engagement in coastal and climate change.

2. Project overview

“We’re asking people to engage with climate change, yet the messages are so negative. How can we flip the narrative? How can we share a positive side to the issues and show a positive future for Morecambe Bay?”

(Joseph Earl, OFC Engagement Lead @MBP)

2.1 What's the commission?

Morecambe Bay Partnership (MBP) wishes to commission digital creative production services (e.g. multi-media designer, producer, visualiser, animator or similar) with experience of digital place-making and an interest in environmental sustainability to support the charity and the Our Future Coast project to create an inspirational future Vision for Morecambe Bay. You will create an inspiring, accessible, strategic vision for the Bay; one that is climate resilient, rich in nature and creates healthy blue and green spaces for people.

It will be a high-quality engagement output that tells the changing story (past, present, future) of the Morecambe Bay coast. It will help to inspire communities, businesses, partners, government agencies and stakeholders, to think about what a more positive, nature-friendly, and sustainable future coastal environment could look like, a future where we learn to live with and adapt to climate change. The output will foster positivity towards and understanding of Nature Based Solutions by visually demonstrating their role in managing coastal change, supporting nature recovery, and creating coastal spaces with multiple community benefits. It will make people feel connected to and proud of Morecambe Bay.

2.2 Why are we creating a Vision?

In recent years, Morecambe Bay Partnership has been regularly engaging our Bay coastal communities in conversations around coastal and climate change. We are regularly finding that it is difficult for some communities to imagine how the coast might change, or how they and their local environments might adapt or even thrive in a changing climate. Without some sort of visualisation tool, to help demonstrate changes and solutions, it can be difficult to have meaningful and constructive conversations. We want to address this gap and produce a vision that is accessible and evidence-based - one rooted in, and responding to, the hopes and concerns of local people - but that will also show the story of our changing coast and the value of nature-based solutions in Morecambe Bay.

The vision will be easily sharable and something to inspire people, offer hope and act as a catalyst for adaptation and investment in nature-based solutions.

2.3 What have we done so far?

From August 2025-February 2026 Morecambe Bay Partnership consulted with local people about their places around the Bay and how the coastline is changing in the face of climate change. The consultation was delivered through in-person roadshow events, entitled 'What's Your View' and a digital survey. We had over 500 face to face conversations exploring what people love, and what could be better, in their locality. We aimed to discover more about local priorities, hopes and aspirations for communities and places around the Morecambe Bay coast and possible sustainable solutions. We wanted to encourage people to think about what their future coastal environment could look like in ways that supports people and nature. The accompanying digital survey also explored in more depth feelings about climate change and nature in Morecambe Bay, as well as long terms aspirations.

In Spring 2026, the data was compiled and independently analysed by Nifty Sustainability and will provide an evidence-base at the heart of our future vision. This data will be made available to the successful contractor.

2.4 How will the Vision be used?

Using this community-based evidence plus data from the Our Future Coast project on how the coast is changing, we now want to create a Vision that can be used to inspire people to act, develop future projects, be an important source of evidence for funders and decision makers, and support understanding around climate change, coastal change and sustainable nature-based solutions for Morecambe Bay.



Images from 'What's Your View?' face to face consultation Summer/Autumn 2025

3. Project Scope

- 3.1 MBP is seeking expertise and proposals from digital creative production services that can create a vision. We are looking for imaginative responses from creative digital/multimedia specialists and/or those with experiences in developing place-based visualisation tools.

We imagine the vision could include, for example, some of the following techniques: animation, landscape rendering, film, audio, map regression/progression, community voice or other creative, immersive or digital storytelling methods. However, we welcome ideas and suggestions on best methods in your proposal. Simple, impactful techniques are as much of interest as high-tech solutions.

3.2 Output Summary

The Vision must:

- ✓ Be a digital tool presenting a future visualisation for Morecambe Bay's Coast (see information about Morecambe Bay below). We are open minded about the type of media/creative techniques to be used.
- ✓ Be easily sharable on standard digital platforms
- ✓ Be high quality and highly engaging and suitable for different audiences
- ✓ Help communicate coastal change & coastal futures

Some suggested narratives we feel could be included (but we are open to discussion/development) are:

- That environmental change is happening - we want to draw people into the climate conversation but avoid technical or environmental jargon
- To show what's possible, show opportunities, encourage people to think big
- A macro and micro approach that showcases the big picture for Morecambe Bay but also elements that are personal, or local, relevant to everyday lives.
- A Bay-wide approach – we want to acknowledge local differences but build a unified picture that transcends local boundaries
- Presenting nature-based and sustainable solutions and the multiple benefits they offer
- Supporting behaviour change - small actions have consequences (positive and negative) and you can make a difference
- Supporting increased understanding of climate change and community adaptation - let's show Morecambe Bay as climate resilient – rich in nature, healthy blue and green spaces for all, communities adapting to threats of coastal flooding and erosion
- Showcasing the specialness of Morecambe Bay
- Drawing upon or demonstrating community voice and real lives – we do not want it to be a presentation solely by environmental or technical experts
- Lessening eco-anxiety. This is about building a community that is resilient together rather than placing the burden on the individual.
- Incorporating calls to action

3.3 Tone, mood, atmosphere

We want the vision to be:

- ✓ Positive & aspirational
- ✓ Truthful & honest

- ✓ Have a language of opportunity
- ✓ Be recognisable to people as ‘their’ Morecambe Bay (not generic)
- ✓ Hopeful
- ✓ Include direct messaging
- ✓ Be about hearts and minds
- ✓ Enjoyable and inspiring to watch
- ✓ Ambitious
- ✓ Generate pride and wow moments.
- ✓ Impactful & inspiring

3.4 Themes to reference

Alongside climate and coastal change and nature-based solutions, other themes that have come through strongly in our consultations and will need to be referenced in the vision are:

Natural Environment, Local Economy, Built Environment, Community, Transport & Travel, Activities & Amenities

3.5 Ideas from the team and our partners

We want your help and creative design expertise to create our vision. However, as a starting point, here’s a wide range of ideas from our team and partners that we have collected:

Awe inspiring drone footage (we have some already available)	Quality images (we have some already available)	Animations or ‘fly throughs’ of imagined landscapes
A series of episodes that respond to key themes	A time machine	Gogglebox style – people like watching people
Film/animation	Emotive narration	Youth voice
Different voices from the community	Maps regressions and progressions	Tell a story
Different versions for different ages	One longer piece and smaller ‘chunks’	A person could represent each theme – like a living case study
Each person has a hope	Wildlife has a voice	Is the ‘big’ vision a jigsaw puzzle- each theme or solution is a piece of the puzzle
Create problem statements and the response/solution goes in the vision	Artist impressions of the future (underpinned by community)	Start with the present – the climate crisis and people’s concerns – then strip it all away to show a gleaming Morecambe Bay ‘anew’ underneath.
Start with the everyday – maybe follow a person	Marry the everyday story with what is happening at a large scale	Start with people – help them but make nature always a co-beneficiary
Clearly inform and explain the reality of climate change and its impact. They need to understand but not be frightened.	Showcase the extraordinary nature of the Bay and that it is all designated and what this means	Be a format that people can have a conversation about
Have influence!		

- 3.6 Please note any production or development processes will take place in your own facilities or spaces or venues sourced by you.
- 3.7 The final output (s) will be owned by Morecambe Bay Partnership/Our Future Coast.

4. Key tasks of the commission

4.1 You will be expected to:

- Create a Morecambe Bay Vision output.
- Read and understand the findings from the consultation process to support vision concept.
- Lead on all creative plans including the creation storyboards/narrative/scripts etc supported by the MBP Team.
- Recruit/liaise and manage any additional creative professionals /subcontractors required.
- Spend time working with the MBP team and relevant partners of the charity to progress the vision and develop a good understanding of the aims and the Morecambe Bay region and landscape.
- Work with the MBP team and any focus groups we would like to include, in an iterative way, allowing for feedback before the final product.
- Produce an inspirational product that will have longevity and encourage public engagement as outlined above.
- Plan, create and deliver products or events on time and within budget.
- Secure any permissions that might be needed where possible to do so. Advise MBP on any additional permissions required.
- Attend an inception meeting with the client and other appropriate stakeholders for an initial briefing to agree the scope of the project, timetable and communications and identify any operational difficulties that might be encountered.
- Attend regular progress meetings (schedule to be agreed) and maintain informal contact (phone, email etc) on a regular basis
- Attend at least one sharing or dissemination event (e.g. conference or workshop)

5. Price and Payment Schedule

- 5.1 We have a flexible budget for this project. We invite applicants to propose a realistic budget for delivering a vision according to your chosen methods & approach. If your proposal outputs are variable/ scalable, please indicate what the different cost options might be.
- 5.2 This fixed price will cover all fees, materials, equipment, VAT, travel and other expenses.
- 5.3 The schedule for payment will be agreed at the inception meeting. A suggested payment

schedule would be 3 phases: upon commission, midpoint and on delivery (percentages will be negotiated and are dependent on the type of work and timescale.) Payment will be made upon receipt of invoices.

6. Deadlines and Timetable

- 6.1 Our preferred latest date for completion of the project is 18 December 2026 to allow time for sharing and creation of accompanying resources before the Our Future Coast project ends on 31 March 2027. Earlier completion is welcome.
- 6.2 A suggested timetable is given below.

Deadline for Expressions of Interest and/or questions on the Brief	Tues 30th June 2026 Interested parties are invited to submit an Expression of Interest (this is not mandatory) along with any questions about the brief or the terms and conditions. Please email any questions to: michelle@morecambebay.org.uk
Deadline for final submissions	5pm, Monday 13th July 2026 <i>Please note that you are welcome to submit a proposal regardless of whether you have submitted an Expression of Interest.</i>
Shortlisting	14 th – 17 th July 2026 (Further information may be requested)
Follow up meetings/Presentations/interviews (if required)	Week beginning 20th July
Inception & planning meeting	To be confirmed upon commission
Progress meetings	To be confirmed at inception
Final delivery deadline	Fri 18 th December 2026

- 6.3 Failure to deliver within agreed timescales will result in the withholding of final payment. Full terms will be outlined in the contract.

7. How to apply

- 7.1 Interested parties should submit a detailed work proposal to arrive no later than **5pm on Monday 13th July 2026**. Late submissions will not be accepted. Submissions should be sent by email to: michelle@morecambebay.org.uk
- 7.2 The proposal should be as brief as possible and demonstrate
- Your vision and your understanding of the brief
 - Your approach and methodology
 - Any initial ideas or concepts along with any useful supporting documents, weblinks, photographs, films, drawings, preparatory materials or example work, as appropriate.
 - A draft work plan including a schedule of tasks, timetable and milestones.
 - Any added value / value for money
 - Previous experience of similar work including length of contract and value.
 - Team structure – lead and contributors. Please include CVs (2 pages max) for the main practitioners who will work on the project.
 - Costs. Please submit your costs according to day rates including VAT. Costs should include your time to deliver the project, all travel and business expenses. The contract will be a fixed price, and all the key tasks are required to be completed within the maximum sum agreed.
 - Contractors will be expected to have a contingency plan in place to cover accident/illness and will be expected to provide such information to MBP and will be responsible for ensuring a contingency plan is in place throughout the commission.
 - Contact details of two referees who can be contacted to confirm the expertise, experience and track record.
 - Risk register (if any risks are perceived)
 - Environmental approach
 - If you wish to include other supplementary information, for example ideas around marketing/dissemination, or additional added value information, these would be welcomed.
- 7.3 Commissions will be selected by a panel using the following criteria:
- Understanding of the brief and the level of detail provided to explain ideas or early concepts
 - Approach and methodology in response to the brief
 - A demonstrable track record in delivering technically similar products on schedule and within budget
 - Previous experience of place-based/place-making projects
 - Knowledge/understanding/experience of environmental/climate change-themes
 - Local/regional knowledge
 - Value for money
- 7.4 The following are pass/fail criteria
- The focus of proposals must be a place-based vision for Morecambe Bay
 - Clear plans and budgets must be included

- Realistic timetables must be included*
- Provision of two referees

*If you do not feel our timescale is realistic, please explain why.

8. Contract manager:

- 8.1 The contract manager is Michelle Cooper, Deputy CEO at Morecambe Bay Partnership.
michelle@morecambebay.org.uk 07760 881826

Contact details are Morecambe Bay Partnership, Stricklandgate House, 92 Stricklandgate, Kendal, Cumbria, LA9 4PU. All enquiries to michelle@morecambebay.org.uk

9. About Morecambe Bay Partnership

We are Morecambe Bay Partnership. (Registered charity 1173489)

We exist to care for the Bay as a whole; its nature, its heritage and its people.

Our charity's vision is of a Bay where wildlife is recovering and thriving; where we are all better prepared for more frequent and intense weather; where cultural heritage is respected and celebrated; and where people of all ages and abilities can access, enjoy and care for this place responsibly.

We are the only charity focused on the Bay at this scale. We raise funds so that community-led nature, learning and heritage programmes can happen, bringing together individuals and organisations to turn local passion into collective action.

We listen carefully to what's needed, spot opportunities for change, and help build the partnerships and raise the funds that make lasting impact possible.

We are guided by our core beliefs:

that the natural and historic environment of Morecambe Bay is precious and vulnerable; that fairness, inclusion and respect matter; and that when people feel connected to nature and heritage, they are more likely to look after it.

Our mission is simple: to bring people together to care for the Bay's future.

Our Strategy for Morecambe Bay is [here](#)

10. Useful References/Inspirations

Here are some links to other films/materials/ideas/artworks that we found interesting, either in terms of content, style or concept. We are not seeking to replicate these as such; we are

interested in other people's approaches. You may have others to share, and these would be welcome – please include any links in your submission.

- Visual Utopias - Marble Arch - <https://www.youtube.com/watch?v=EEZCD0EziBU> & <https://visualutopias.com/>
- [A Message from the Future - Alexandria Ocasio-Cortez](#)
- Sandbox [Augmented Reality Sandbox | Interactive Sand Table](#)
- [Rising Tides, Lancaster & Morecambe College](#)
- [Imagining the Future - Forestry & Land Scotland](#)
- Future Coast Bude films <https://letstalk.cornwall.gov.uk/future-coast-bude>
- Be Flood Ready – Missy's Tale <https://www.aardman.com/short-form-commercials/missy-tale/>
- Rewilding Europe <https://www.instagram.com/reels/DVY-KsSDCig/>
- [Tidal outlet Killetje – design phase - Svasek Hydraulics Svasek Hydraulics](#)
- Coastal Communities Face the Future (Canada) <https://www.communityconservation.net/coastal-communities-face-the-future/>
- Marine Citizenship film [What is marine citizenship?](#)
- Coral Gardeners <https://www.instagram.com/reels/DPUtQiNIXTC/>
- Still Waters Run Deep (Light Up Lancaster) <https://www.lightuplancaster.co.uk/news/still-waters-run-deep/>
- (Selby Light <https://www.imitatingthedog.co.uk/project/selby-light-2026/>.)
- Kaleider- <https://kaleider.com/portfolio/arch/> (arch and breathe, the money, pig)
- Coastsnap info film <https://www.youtube.com/watch?v=6WD4pcz8XuM>
- Alison Smith - Climate canopy <https://ncas.ac.uk/climate-canopy-exhibit-displays-global-warming-in-new-light/>
- [Stear Marshes](#) Somerset (see visuals)

Appendix 1

ENVIRONMENTAL POLICY STATEMENT

As a place-based small charity, we commit to minimising our impact on the planet and society by reducing our organisational carbon emissions and leading by example. We will demonstrate good practice in minimising our negative impact on natural resources and communities living both here and abroad.

- **Legislation**
We commit to follow all legislation to reduce negative environmental impacts and to ensure employees are aware of environmental legislation and operational procedure.
- **Climate Change**
We commit to reduce carbon emissions across our operations. To minimise the environmental impact of travelling between home, office and site visits/meetings. To monitor, manage and minimise our use of energy.
- **Natural Resources and Waste**
We commit to minimise the amount of waste produced, through reduce, reuse, and recycle. To source and use the least environmentally damaging goods and services, by ensuring as far as practicable, that our suppliers share our values and beliefs & are committed to reducing their own impact on the planet.
- **Nature and Heritage**
We commit to work with others to conserve and restore heritage, habitats and nature around Morecambe Bay.
- **Education**
We commit to educate and train employees to undertake their work in an environmentally sensitive & low-carbon manner, thereby leading by example so others may follow.

Appendix 2

Morecambe Bay



- ✓ An **outstanding landscape** of 310 km² of protected coastline, estuaries and sands.
- ✓ Around **320,000 people live around the Bay** in important industrial and maritime towns (Barrow, Morecambe, Fleetwood), a city (Lancaster), historic seaside resorts, and rural villages.
- ✓ **LARGEST intertidal area in UK** (the bit uncovered when the tide goes out)
- ✓ Second largest Bay in Britain (after the Wash)
- ✓ Morecambe Bay is **one of the most important sites for wildlife in Europe** and is the **most important estuary in England for seabirds and waterfowl**.
- ✓ The protected sand, mudflats and saltmarsh in the Bay **are internationally and nationally protected** and cover an area the size of Manchester.
- ✓ It has a very high tidal range of 10.53m - **one of the highest tidal ranges in the world**.
- ✓ **7 vital habitats** - ancient woodlands, spectacular limestone pavements & limestone grasslands, wetlands, (including peat bogs that store loads of carbon), sand dunes, mudflats, saltmarsh, and rivers.
- ✓ **10,000 years of amazing human history** with **nationally important maritime and World War heritage**, impressive archaeology, ritual and religious sites and a rich fishing history