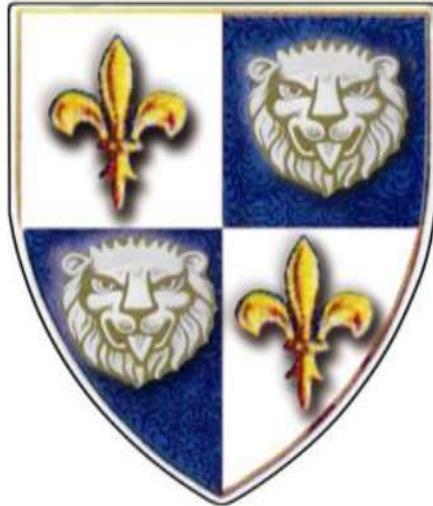


Shaftesbury Town Council



Invitation to tender

for

**The Provision of Digital Marketing Services
to raise the profile of Shaftesbury
as a tourist destination**

February 2020



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1. Introduction

The Visitor Experience Advisory Committee (VEAC) newly appointed marketing sub-group has developed the tourism marketing specification aligned to the Shaftesbury Town Council five-year strategic plan.

The 'digital content creator and curation' role will require the contractor to promote the discovery of Shaftesbury by creating a sense of excitement, encourage online engagement and handhold the would-be visitor through the process of coming to the town with the key objective of encouraging spend and overnight stay.

Visually led imagery that creates a strong sense of place will inspire more people to visit Shaftesbury.

Shaftesbury photographers would be asked to donate their photos as a stock image library and to provide a comparative qualitative benchmark for future imagery.

The website would offer basic Q and A information and host longer, blog style articles and provide a platform from which to anchor content to social media.



2. Letter of Invitation

Date:

Dear Sir/Madam

the Provision of Digital Marketing Services to raise the profile of Shafftesbury as a tourist destination via a Service Level Agreement (SLA)

You are hereby invited by Shafftesbury Town Council (STC) to submit a tender for the above services.

If you wish to submit a tender, you are required to return one **hardcopy proposal** clearly marked "**the Provision of Digital Marketing Services to raise the profile of Shafftesbury as a tourist destination**", and returned to the following address by **5:00pm on Wednesday 18th March 2020**:

Brie Logan
Business Manager
Town Hall
High Street
Shafftesbury
SP7 8LY

Tenders received by 18th March 2020 will be reviewed by a panel of STC representatives on 19th March 2020. Anonymous recommendations will be presented to Shafftesbury Town Council on 24th March for consideration. The SLA will be awarded to the selected contractor on 25th March 2020.

If you have any questions about this tender or its process, please email them to: **enquiries@shafftesbury-tc.gov.uk**

We look forward to receiving your tender response.

Yours sincerely

Brie Logan

Brie Logan
Business Manger
Shafftesbury Town Council



3. Background

VEAC sub-group have identified 3 target user groups. For all groups,

- a) 20-something Inner London residents. VEAC recommend promoting Shaftesbury as a place to 'breathe' away from 'the smoke.'
- b) 40-something London area parents of early teenagers. Activities in the natural setting- cycling, mountain biking would be key.
- c) Active affluent retirees

Shaftesbury will be promoted as a place to break an overnight journey to Devon and Cornwall or the South coast.

The geographic focus of Shaftesbury's tourism offer should be aligned to take in Tisbury and the Nadder Valley. Work to promote Tisbury as an entry point to Shaftesbury and encourage smooth onward travel connections is underway. The 'under two hours' train ride from London is compelling.

The goal is to encourage extra spend and increase overnight accommodation; encouraging organised short tours should not be part of the strategy.

Tourism Profile:

The goal is entirely driven by the need to bring measurable economic benefit to the town, to increase spend with local food retailers, shops and service providers and encourage overnight stays.

An external contractor will use strong visual imagery to pique interest in Shaftesbury. This approach means funds will be solely focussed on digital tools, websites and social media.

VEAC marketing group have identified two top line tourism themes both of which lend themselves to pictorial promotion – Scenery (including landscape and trees) and Art.

Scenery: hills, coombes, trees, unique hilltop setting, our greenery. We live in the green and pleasant England that overseas visitors dream of.



VEAC will promote the opportunity for visitors to immerse themselves in the Shaftesbury landscape through walks, cycling. We should not forget that time-poor and less able-bodied visitors need to experience our setting in a vehicle.

The second and interlinked message is art - the availability of unique, one-off art, often representing our scenic setting, is a strong theme.

The VEAC group will work on suggested itineraries and driving or sustainable transport trails for visitors according to their age, interest and length of stay. Thematic suggestions will sit below the overarching Scenery and Art themes and will include vintage and antique shopping opportunities.

The continuation of using 'TheHighPointOfDorset' in social media hashtags for the immediate market is expected. A need to introduce [EnglandsBestView](#) as secondary strapline with equal weighting is expected. There has been a marked increase in overseas visitors and anecdotal research suggests that online searches returning the quintessentially English view is driving this increase.

VEAC recommend there should not be any reference to Hovis. It means nothing to overseas visitors and is increasingly less relevant to under 50-year olds.

Develop the close affiliation with the Cranborne Chase Area Of Outstanding Natural Beauty – this should guide Shaftesbury's positioning. There is an opportunity to work in collaboration to develop and promote walking and cycling routes.

The Cranborne Chase AONB has been recently been designated the 14th International Dark Sky Reserve in the World. Their Dark Sky Status will benefit astro tourism outside the traditional tourism periods, as seen on Exmoor where this status has already been achieved.



4. Scope of the Contract - Detailed Requirements

Management of Social media approach:

- a) Visual led – photos and imagery which elicit a wow response. What we don't use is just as important.
- b) Little text - Imagery should pique interest.
- c) Timeliness - react to current events and seasons.
- d) Frequently updated.

- e) Any relevant local content to be 'repurposed' into a visitor-facing message rather than a straightforward share.

- f) All content to be written with the assumption of no local knowledge.

- g) A word map of key brand words to be identified for use in content to ensure consistency of message

- h) More interaction with Instagrammers. Creation of an Instagram trail – a suggested itinerary

Website:

A website dedicated to managing tourism and inspiring our visitors to spend time in our town is vital to boost the economy.

Functional Requirements

Assessment:

Applicants will be asked to perform a 'task' to showcase their creative thought process and to present what they feel would be achievable levels of activity and growth.

The contractor would work with STC's representatives and meet quarterly to assess Social media analytics. They would be expected to show sustained growth of engagement (rather than solely achieving 'likes') and that the engagement was primarily focused outside the immediate area.



Mandatory Requirements

Bidders should supply a fixed quote for the SLA tendered services listed above and outlined in section 4.

Criteria Quality Questions: The bidder also needs to set out the following:

1. The ability to demonstrate the quality, relevant experience and technical skills of the individuals being proposed to undertake the service provision.
2. the organisation's relevant experience of carrying out similar contracts.
3. proposals for the scope of works; demonstrating how these will be performed. Responses should also identify any potential risk to successful service provision and how these will be mitigated.
4. how the organisation has improved the public awareness of tourism as a consequence of the organisation's engagement with it. (i.e. greater perception of brand, improved media coverage, wider business engagement) This should be no longer than 300 words.
5. How to demonstrate the organisation's experience managing risk and competing demands.

Performance Requirements

These requirements detail the performance required of the solution by setting out details of inputs and outputs:

- throughput – the volume of inputs that can be handled within a specified time.
- accuracy – the number of outputs that are error free (usually expressed as a percentage);
- availability – the time the solution is able to be used as a percentage of the time it is supposed to be able to be used.
- the organisation will provide to the Lead Councillor for VEAC (Visitor Experience Advisory Committee), VEAC Chair, Town Clerk and relevant Officer a formal update on a quarterly basis indicating progress against key performance indicators.



5. Service Levels and Key Performance Indicators (KPIs)

The service levels and KPIs which will be monitored and reviewed on a quarterly basis are as follows:

- a) Website analytics including comparison to start point to demonstrate and growth in reach
- b) Social media – Facebook engagement statistics and new likes
- c) Instagram – insight statistics

6. Contract Management and Review including GDPR and copyright

General Data Protection Regulation (GDPR) - The subject matter and duration of the process;

- a) The nature and purpose of processing;
- b) The type of personal data and categories of data subjects; and
- c) The obligations and rights of the controller (STC) and the responsibilities of the processor (contractor)

All data compiled by the organisation in the pursuance of the work of related to the SLA for tourism marketing shall belong to Shaftesbury Town Council. All media produced in the pursuance of the work of the Plan shall be copyrighted to Shaftesbury Town Council **unless specifically agreed otherwise**. All members of the 'organisation' by virtue of their position thereby agree to assign all copyright or other interests therein to Shaftesbury Town Council.

7. Contract Period

A 3-year contract with a 1-year break clause, based on quarterly assessment of target achievement as set out in section 5 of this document.

The contract will on start from 25th March 2020.

The annual budget for 2021/ 2022 for the SLA proposal for Digital Marketing Services will be agreed by STC in January 2021.



8. Variation of agreement/ termination

- The terms and conditions of this Agreement can only be varied following full consultation and mutual agreement between the parties. The organisation will notify the Council in writing if for any reason it is unable to maintain the services as specified in this Agreement and will return such parts of any funding that relates specifically to services not provided, proportionate to the contract period remaining.
- In the event of a breach of contract by either party, the party alleging the breach will give written notice of the alleged breach, and what it proposes needs to be done to remedy it, so long as the proposed remedies fall within the scope and intent of this contract, to the other. A reasonable time will be allowed to enable the remedial action to be taken, not exceeding one calendar month unless by mutual agreement a period exceeding one month but less than three months is agreed. If the breach is not remedied within the specified or agreed period, the party who alleged the breach may terminate the contract but will not be obliged to do so. Termination will be by written notice of intention to terminate. The period of notice will be such as to cause minimal effect on the wellbeing of the users of the service provided hereunder but will not exceed a period of three months from the date of the notice of termination
- A quarterly review will take place at such time and in such a way as to enable either party the opportunity of giving three months' notice in writing of non-renewal of the Agreement.
- Termination of this Agreement shall have no effect on the liability of either party to the payment of sums arising under this Agreement prior to the date upon which termination takes place.