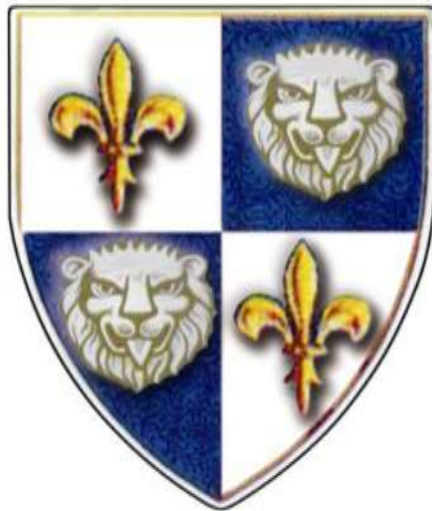


Shaftesbury Town Council



Invitation to tender

for

Developing the Shaftesbury Brand

**February 2020
V2**



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1. Introduction

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

VEAC will oversee the process of sourcing a professional design agency, experienced in developing and conveying a strong 'sense of place' through logos and typography and recommending a supplier that fits the criteria outlined in this document.

The branding objective is to create an appealing, unified, instantly recognisable identity which will be used in promoting any official Shaftesbury-based experience or activity.

A stylish, modern logo which represents the town's core tourism offer of its green hilltop setting within stunning English countryside will be developed. Accompanying typography will be identified and a style and usage guide agreed in order to ensure consistent usage of the identity.

The logo must be created with myriad of applications in mind. The logo needs to work equally on websites, on social media, in icon form for social media profiles, on letterheads and on a range of signage and outdoor display- from posters to even wrought iron signs and public realm infrastructure - litter bins and noticeboards etc....

The newly formed VEAC marketing sub-group including the VEAC Chair, the Lead Councillor for VEAC and the Business Manager will identify 3 experienced companies who will be asked to submit initial ideas to address this brief.

All 3 options will be presented to council for consideration however VEAC will make a recommendation based on the committee's selection of the preferred company.



2. Letter of Invitation

Date: 19th February 2020

Dear Sir/Madam

The development of the 'Shaftesbury Brand'

You are hereby invited by Shaftesbury 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 development of the Shaftesbury brand** and returned to the following address by **5:00pm on Wednesday 18th March 2020**:

Brie Logan
Business Manager
Town Hall
High Street
Shaftesbury
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 Shaftesbury Town Council on 24th March for consideration. The contract to develop the Shaftesbury brand 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@shaftesbury-tc.gov.uk**

We look forward to receiving your tender response.

Yours sincerely

Brie Logan

Brie Logan
Business Manager
Shaftesbury Town Council



3. Background

VEAC marketing group have identified two top line tourism themes both of which lend themselves to pictorial promotion - Scenery 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 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.



4. Scope of the Contract

4a Detailed Requirements

- a) The creation of an appealing, unified, instantly recognisable identity which will be used in promoting any official Shaftesbury-based experience or activity.
- b) Incorporate strong and unique visual appeal directed at key demographics. The development of a strong brand identity for Shaftesbury.
- c) Enhance the look and feel of all brand communication material establishing Shaftesbury as the 'go to' quintessentially English hilltop top market town.
- d) The logo must be created with a myriad of applications in mind; website, social media, social media profiles, outdoor displays, litter bins, letterheads, noticeboards, heritage and highways signage. Flexible identity to apply to all platforms.
- e) Raise the profile of Shaftesbury Town brand encouraging spend within the town. Driving the need to bring measurable economic benefit to the town.

4b Functional Requirements

- a) A clear set of brand guidelines setting out the visual identity for Shaftesbury
- b) A versatile and well thought through brand guide to reflect the vision, Mission, Aims and Objectives of Shaftesbury Town.
- c) Clear guidelines to circulate to stakeholders, colleagues and external agencies to guide the correct usage of the brand and materials.
- d) A brand toolkit – ready to use artwork and templates
- e) All commonly used artwork, materials and templates to be compatible with Microsoft Office software, Photoshop.



4c Mandatory Requirements

- a) Bidders should supply a fixed quote for the tendered services listed above and outlined in section 4.
- b) Any copyright or legal rights to use to be agreed in advance and included in the fee.

5 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 development of the brand identity
- 2. the organisation's relevant experience of carrying out similar contracts.
- 3. proposals for the scope of works; demonstrating how these will be performed; development of the brand guidelines
- 4. how the organisation has improved the public awareness of tourism as a consequence of the brand development (i.e. greater perception of brand, improved media coverage, wider business engagement). This should be no longer than 300 words.
- 5. Phase 2 of this project will include the development of a navigational signage project and town tourism guide. Explain how the organisation could develop the branding approach to include the wider aspirations. Outline the costs of these enhanced phase 2 proposals.