



**Gourmet Garden Trails**

**Campaigns Project Brief**

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| Project Title: | Gourmet Garden Trails Campaign |
| Budget: | **£46,000 for Escape the Everyday activity, funded by VisitEngland****£23,000 for Gourmet Garden Trails activity, funded by SELEP - to follow after initial above activity**  |

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| Brief Owner: | Josh Carter, Destination Marketing and Development Executive & Alex Valentine Destination Marketing and Development Executive |
| Brief Director: | Jim Dawson, Head of Creative, Digital and Marketing |

**Project Overview:**

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| The Gourmet Garden Trails (GGT) project inspires domestic and international visitors to experience each partner regions’ outstanding gardens and superb local restaurants, cafes, vineyards and breweries. Visitors will be able to book itineraries via TXGB and explore itineraries which take in both established businesses and lesser-known hidden gems. To kickstart the post-Covid recovery, Gourmet Garden Trails received additional funding from VisitEngland's Escape the Everyday (ETE) campaign and SELEP. GGT brought onboard new partner regions East Sussex and West Sussex, securing support from the Royal Horticultural Society (RHS), the leading garden charity and organisation in the UK, and Produced in Kent, a trade organisation dedicated to local food and drink. GGT is currently available in Cheshire, Essex, Hertfordshire, Kent, the Peak District & Derbyshire and both East and West Sussex.The campaign is funded by two different streams – VisitEngland’s Escape the Everyday (ETE) and South East Local Enterprise Partnership’s (SELEP) Sector Support Fund (SSF). Campaign activity will be delivered in 2 phases Escape the Everyday in the first instance promoting all 5 regions and then utilising the SSF budget as a second burst with updated messaging and focussing on only Kent, Essex and East Sussex. |

**Key Objectives**

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| * To create awareness of experiential destination products in target markets aligned with the Visit England need-states, Discovery and Treat Yourself (Off the beaten path foodie experiences such as vineyards and foraging, as well as luxury culinary escapes with unique dining experiences and gourmet pubs)
* To drive recovery and boost the visitor economy through domestic visits, with a particular focus on the shoulder season
* To inspire visits throughout the year, not just during the peak season.
* To build consumer confidence and the perception that the areas involved in GGT are safe destinations.
* To promote rural, ‘off the beaten path’ tourism as well as highlighting local regeneration projects, for example ‘boutique’ hotels and gastropubs
* To make consumers aware that GGT is about experiences, and focusses on experiential product
* To drive bookings through the GGT website, via TXGB
* To achieve the above by a split of:
	+ Native display
	+ Paid search
	+ Paid social
		- With the above being based on your recommendations
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**Mandatory Requirements**

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| * Activity should tie in with the nationwide VisitEngland Escape the Everyday campaign – being part of a collective message to inspire visitors to book all year round, following the [guidelines of VisitEngland](https://www.visitbritain.org/be-part-our-domestic-marketing-campaign-escape-everyday)
* Promoting further seasonal content to expand the year-round offer, supporting local business and jobs at a fragile time
* Promoting the food and drink offer of England – highlighting the growing wine sector and reminding consumers of the high quality local produce the country can offer. Building on the easing of restrictions and the popularity of outdoor experiences, we are to build on the gardens and outdoor aspect of GGT
* Consider the implementation of partners and their offerings - the RHS & Produced in Kent, highlighting their quality product
* Adapting content for and targeting the domestic market by capitalising on the growing trend for enjoying local food, local produce, and local landscapes, with a focus on wine and RHS partner gardens
* Activity should use both video and still imagery (to be provided by the counties and the businesses)
* Activity needs to have differentiation between the funding streams – VisitEngland’s ETE and the later SELEP’s SSF
* All recommended activity must provide thorough and comprehensive analytics.
* All activity must be GDPR compliant.

**Requirements for the audience** * Promote content to the target audience of pre nesters and empty nesters, in the UK who searched for a short trip / holiday in the UK
* Ideally be targeted to consumers living no more than a 2.5-hour drive of the counties involved – Essex, Herts, Kent and E & W Sussex
* Activity should build upon the foundations set by the Gourmet Garden Trails previous iterations.
* With regards to the time, due to the reopening of visitor attractions this campaign has a short turnaround – this will need to be demonstrated in the proposal
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**Project Deliverables**

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| * A creative and detailed proposal
* A campaign plan including media spend breakdown, clear KPI’s and metrics, a timetable of work and details of campaign management costs
* Interim progress report (timescale to be agreed)
* Written report including insights and recommendations
* We envisage the delivery of 1 main brand of content – GGT, then 5 additional destination sub-strands, per each county involved. Each strand to have its own creative supplied by VK.
* Turnaround will need to be considered:
	+ How will you deal with the tight turnaround?
	+ How will we be able to assist with the turnaround?

We envisage the Escape the Everyday budget to be split: * Native display - £25,000
* Paid search - £8,000
* Paid social - £13,000

To follow, additional £23,000 for further campaign activity, from the SSF budget. *Note that campaign management costs will need to be deducted from these budgets.* |

**Project Specifics**

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| **Project Timelines**The following deadlines are based on the start of the GGT Escape the Everyday campaign start of the 24th May 2021. * 07/05/2021 Applications close
* 12/05/2021 Successful Applicant approved
* 12/05/2021 Contract start date
* 12/05/2020 or near - Kick-off meeting, agree KPI’s and campaign details
* 24/05/2020 Phase 1 starts, weekly updates of the campaign to begin
* 21/06/2021 Phase 1 ends, Phase 2 begins
* 12/07/2021 Phase 2 ends

Dates subject to change**Reports*** Regular updates of the campaign progress
* An End of campaign report
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**Project Considerations/ Important Notes**

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| * Go To Places is working closely with the following county partners that have provided content, in kind funding for the project: Visit Essex, Sussex Modern & East Sussex Council, Experience West Sussex
* Go To Places are working closely with VisitEngland on encouraging businesses to sign up to their TXGB distribution system
* Go To Places has additional budget as mentioned, however this will be allocated further into the project timeframe
* Go To Places has or will produce the creative needed for this campaign, including:
	+ Photography
	+ Assets for digital work
	+ Itinerary and additional content creation
* With regards to the paid activity this tender is solely based on, there may also be influencer trips running alongside the work, you are not required to manage this activity.
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| Instructions to Tenderers  Tender Documents The detail of this document is to be treated as private and confidential and for use only in connection with this tender process. Copyright of all tender documents, including any amendments or further instructions, shall remain with Go To Places.  Preparation of Responses The information contained within this document should be regarded as a statement of Go To Places’ current position as it is able to determine at this time. Tenderers must carefully examine and consider the brief and satisfy themselves of the appropriateness and validity of any information provided. In submitting a response, tenderers shall be deemed to have read and understood all of the tender documents. Tenderers are required to provide a complete response to this brief. Response to brief must demonstrate as a minimum:1. Your approach to the delivery of this campaign
2. Experience in delivering tourism specific multi-platform marketing campaigns at a DMO level
3. How you will approach segmenting the audience
4. An overview of the channels you would suggest for delivery and an indication of the media spend split
5. Your approach to research and analysis prior to launching the activity
6. Your anticipated timescales and a delivery plan
7. The level of reporting we can expect during the campaign
8. Capacity to manage the project within the timelines set – demonstrate how would you deliver the project and key personnel.
9. Costs – showing breakdown of costs including expected number of days to be spent on each activity
10. Copies of your companies accounts from the previous 2 years

Failure to provide complete information may result in your bid being rejected. **Tender Timetable** Tender Submission Date: 7th May 2021- All tenders must be received by 17:00 (5pm)Contract award: 12th May 2021Contract start date: 12th May 2021Submission of Response Tenderers should submit a single copy of their response, the response submission form, tender questionnaire and supporting documentation.The response to brief **must** be no longer than 4 x A4 pages. Directly emailed submissions **must** be less than 10mb in size and receipt will be acknowledged. Responses must be received by the return date and time stated above via email to josh.carter@gotoplaces.co.uk, alex.valentine@visitkent.co.uk & jim.dawson@visitkent.co.uk.  **Evaluation procedure**The quotations will be evaluated on the basis of the **economically most advantageous offer**; this allows Go To Places to take account of various elements such as quality, technical merit and relevant experience.Submissions from contractors who have not met the requirements in the tender questionnaire will not be considered further.Returned quotations that have met the requirements in the tender questionnaire will be evaluated based on the criteria set out in the table below:

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| **Cost - 30%**(The lowest priced quotation will be awarded maximum points and all other quotations awarded points in proportion)**Quality - 70%*** Criteria 1 – Company Experience
* Criteria 2 - Capacity and ability to deliver the work
* Criteria 3 - Demonstrable understanding of the aims and objectives of the brief and an appreciation of issues
* Criteria 4 - Understanding of the wider context of this project
* Criteria 5 - Recommended approach and quality of offer
 | **30%**15%10%15%10%20% |

Each of the Quality sections within this submission will be scored based on the method detailed below:

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| Exceptional demonstration by the Tenderer of the relevant ability, understanding & skills required to provide the service with evidence to support the response, where appropriate. | 5 – Excellent  |
| Good demonstration by the Tenderer of the relevant ability, understanding & skills required to provide the service with evidence to support the response, where appropriate. | 4-Good  |
| Contains minor shortcomings in the demonstration by the tenderer of the relevant ability, understanding & skills required to provide the services with evidence to support the response, where appropriate and/or is inconsistent or in conflict with other proposals with little or no evidence to support the response. | 3–Minor Reservations |
| Satisfies the requirement but with considerable reservations of the Tenderer’s relevant ability, understanding & skills required to provide the services, with little or no evidence to support the response. | 1–Serious ReservationsSubmissions which receive a ‘1 – serious reservations’ will not be considered further |
| No response provided. | 0–no score – FailSubmissions that ‘Fail’ will not be considered further  |

If there appears to be an arithmetical error in a submission or supporting information, Go To Places shall, at its discretion, either disregard the quotation or invite the Contractor to amend, confirm or withdraw its bid. Except in the case of arithmetical errors, if any other error is found the Contractor will be invited to either stand by the original uncorrected quotation or to withdraw.Go To Places Not Bound Go To Places does not bind itself to accept the lowest or any tender for all or any part of the requirement and will not accept responsibility for any expense or loss which may be incurred by any tenderer in the preparation of the response.  Any discussions or correspondence between Go To Places and tenderers shall be conducted without any obligation whatsoever by Go To Places to enter into or become bound by any contract.  Go To Places will not be bound by any contract until the Contract is embodied in a formal document and signed by all parties. **Contract Award** Go To Places may decide at its sole discretion to: 1. Award the contract to more than one supplier if it is felt that this would achieve best value
2. Alter the tender document deliverables
3. Not to award the contract at all
4. Award only part of the intended contract
5. Discontinue the process at any time without liability

**Questions about the brief**If you need any further assistance or have any queries about the process, please contact Josh Carter, Alex Valentine or Jim Dawson.Tel: +44 (0)1227 812900E-mail: josh.carter@gotoplaces.co.uk, alex.valentine@visitkent.co.uk or jim.dawson@visitkent.co.ukAny questions relating to the services must be raised via e-mail. |