

Stroud Market Town Councils Tourism Brief

Background

Working together, Stroud Market Town Councils (Dursley, Nailsworth, Stonehouse, Stroud, Wotton-under-Edge) want to promote tourism in each of the towns and their surrounding areas. To achieve this the towns wish to procure consultants to create a range of content suitable for the visitor and tourism markets. Stroud District Council is reengaging with tourism after a gap of some years and is in the process of appointing a new Tourism Officer. The Town Councils welcome the creation of this post and want to complement it by improving their tourism offer for each town. Work needs to commence immediately to capture the important Spring holiday visitor market.

Aim

The aim is to promote the uniqueness of the market towns and their immediate surroundings (and by default the district) to visitors who may be unaware of the range of things to see, do and experience, or the choice of facilities available. These visitors could be day or overnight/weekend visitors. The aim is to provide various forms of content and visitor information that emphasizes the distinctiveness of each town. Whilst distinct to each town, content should be engaging, similar in terms of tone, and be complementary across the towns.

Scope

Summary

- Following discussion with each town council, provide engaging and informative tourism content for five market towns and their immediate surroundings
- Content should be individual to each town, but also form a cohesive, recognizable set of information across the district
- Be capable of use across a variety of platforms e.g., websites, social and print media
- Be capable of incorporating graphics and/or photographs
- Be available for Spring 2022, exact dates to be confirmed with each town council
- Promote a responsible, sustainable approach to tourism

Consultants are required to:

- Write copy in a clear, informative, friendly, and enthusiastic tone.
- Identify a range of potential approaches/styles. This could include, but not limited to, a travel blog, '24 hours in..', 'a weekend in..' or articles created via interviews with previously identified individuals and businesses who can best represent the town. Alternative suggestions from the contractor would also be welcomed. Potential approaches

should be discussed and agreed with each town at the earliest opportunity.

- Liaise with each town council to fully understand the features and encapsulate the 'essence' of each town. Consultants are expected to make one visit to each town. Travel expenses should be included in the quote.
- Copy should include, where appropriate, details of travel options for visitors (including active travel and public transport), car parks, local walks, access to canal activities, businesses, festivals etc.
- Be capable of including photographs/graphics /maps. Alongside this work, Stroud Market Town councils are working with Stroud District Council to commission photographs for each town and the successful consultant will be required to liaise with the photographer.
- Content should be capable of further updates in the future.
- Copyright status of each article to be agreed with individual market towns.
- Each Town Council reserves the right to use the text of articles/features/press releases provided as part of this contract in other contexts with due acknowledgement to the author.
- Hold public liability insurance for a minimum limit of liability of £5,000,000 for the duration of the contract.

Audience

Content should be suitable for both resident and non-resident visitors. The pandemic has demonstrated local people/families can be unaware of the attractions on their own doorstep. Highlighting attractions or events and ways to access them (especially by walking, cycling, or using or public transport) is an important part of this work. The Town Councils also wish to encourage more visitors from further afield. The market towns are an undiscovered part of the Cotswolds. Consultants should highlight the suitability and appeal of the towns for overnight/weekend stays and emphasise the range of accommodation and attractions available. Further discussion with each market towns is expected to fully understand the desired target demographic. An additional audience is the relevant destination management organisations and wider travel market who, arguably, have overlooked the market towns as tourist destinations.

Output

Consultants are required to provide a series of attractive, engaging articles/copy of varying lengths and styles for each market town, capable of future adaptation and updating. Articles/copy should be suitable for use on a variety of electronic platforms and print media. Consultants should provide an estimate of the number/type of articles they can produce within the available budget.

Timeframe

To be confirmed by each market town, but likely to commence April 2022.

Issue tender	18 th March 2022
Closing date for submission of tender (4 weeks)	14 th April 2022
Shortlisting	27 th April 2022
Interviews	4 th May 2022
Contract commences	9 th May 2022

Indicative budget

There is a budget of £5,000 available for each town (i.e. £25,000 in total). Please indicate your hourly rate. Consultants should also provide an estimate of the number/type of articles they can produce within the available budget.

Assessment Criteria

Consultants should provide the following:

- a. Evidence of similar types work previously undertaken. Please provide three examples
- b. A short (max 700 word) description of how they would approach the brief, including a timeframe

Criteria	Weighting
Creativity of approach in addressing the brief	30%
Relevant experience and skills	25%
Approach to collaboration with individual, and across Market Towns	15%
Proposed timeframe	15%
Value for money	15%

Further resources

[Dursley Town Council](#)

[Nailsworth Town Council](#)

[Stonehouse Town Council](#)

[Stroud Town Council](#)

[Wotton-under-Edge Town Council](#)

[Stroud District Council](#)

Instructions for tenderers

The **form of tender** and the **required documents** should be returned by 12 noon on Thursday 14th April 2022. Documents should be returned in a sealed envelope addressed to the Town Clerk and marked **TOWN COUNCIL TOURISM TENDER** to:

**Stroud Town Council
Thanet House
58 London Road
Stroud
Glos. GL5 2AD**

Required documents:

- An outline of your relevant experience and skills
- Three examples of similar previous work undertaken
- A 700 word description of how you envisage fulfilling the contract (communication with the Town Councils, research, potential type of articles etc.)
- Evidence of appropriate public liability insurance

Tenderers are prohibited from contacting Councillors or Staff to encourage or support their tender outside of the prescribed process and should be aware that the Bribery Act 2010 applies to this tender.

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