**Go to Places - Creative Brief**

|  |  |
| --- | --- |
| Project Title: | Gardens and Gourmet: innovative digital local guides |
| Budget: | **£50,000 - £65,000 (plus VAT)** |

|  |  |
| --- | --- |
| Brief Owner: | Lisa Barreno, Project Manager – Gardens and Gourmet |
| Brief Director: | Jennifer Yard, Marketing Director |

**Project Overview:**

|  |
| --- |
| ***Summary:***  One of the strongest assets of England’s rural regions is the fantastic tourism product available to visit. England has more than 3,600 historic parks and gardens, and delicious local produce.  Gardens and Gourmet is a \*Discover England year-one funded pilot project, led by \*\*Go To Places (GTP) and incorporates five regional partners; Kent, Hertfordshire, Essex, Cheshire and Peak District & Derbyshire. The project runs until 31st March 2017 (end of year one funding) and may be rolled out to a wider geographical area and audience, in years two and three should funding become available.  The Gardens and Gourmet project will provide international visitors with a world-class, integrated, bookable product (the visitor pass) to explore England’s regional gardens and gourmet offer. Targeting visitors to London, audiences will engage with local tourism product and local people through the use of innovative technology. The digital local guides will inspire international visitors to go out and explore these regions by arming them with information that only locals would know.  \*The £40 million Discover England Fund, managed by VisitEngland has been set up to build world-class ‘bookable’ tourism products showcasing the best of England to international and domestic visitors. Visit Kent are one of seven successful applications announced at the end of August 2016 to receive year one funding to deliver a pilot project by the 31st March 2017. Applications for year two and three (delivered by 31st March 2019) for larger scale bids worth more than £1 million, will open in the Autumn of 2016.  \*\* Go To Places Ltd (GTP) provides destination management services to UK destinations, developing great locations through innovative marketing, public & private sector partnerships, and positively influencing the tourism industry. GTP evolved from the award-winning team behind Visit Kent Ltd, recognised as one of the country’s leading Destination Management Organisations (DMO). The company’s current portfolio includes Visit Kent and Visit Herts (Hertfordshire).  ***Background:***  Throughout the centuries, England’s gardens have played a significant role in shaping the country’s DNA. From regally landscaped grounds to rolling rural fields bursting with natural resources, all the partner regions involved in this project have an internationally significant garden product. Moreover, local pubs and restaurants are increasingly championing the use of locally sourced ingredients, and our vineyards and breweries are world renowned. Across the regions, gardens and producers are blending the traditional and the innovative to create a truly unique and quintessentially English product of international appeal.  Gardens and Gourmet will capitalise on these strong propositions by placing the people and the place at the heart of the project. There is a longstanding negative perception for many overseas visitors about the quality of English food, the appeal of our natural attractions and the level of hospitality. The project will address these head on in an innovative way by enabling international visitors to discover a high-quality, memorable and sensory rural England.  The project will target visitors coming to London with a bookable Garden & Gourmet Pass, provided by an established third party pass supplier. The booking platform will link to the digital local guides to ensure visitors have all the information they need, to make their booking.  Taking inspiration from the AirBnB model of valuing guest/host interaction the digital local guides will encourage this kind of quality engagement, where desired by the visitor. The digital local guides will use innovative technology e.g. Virtual Reality and Google Cardboard to create more immersive engagement between audiences and the product. This will include interactive itineraries with authentic local recommendations, presented by local personalities and ambassadors, knitting together a new rural tourism strand aiming to offer the international visitor a truly English experience. These will emphasise the local aspect of what can be experienced in each county - local food, local stories, local wine, local knowledge, local produce and local personalities. For instance, the Head Gardener would take the visitor to his favourite place within Sissinghurst Castle Gardens and the publican at The Milk House Pub would inform the visitor that from 4pm in summer, the sun hits the beer garden and happy hour starts at 5pm.  The digital guides must take advantage of the latest technology. Using such new mediums is an innovative step within our sector and will provide a breath-taking experience for potential visitors and trade/tour operators. |

**Key Objectives**

|  |
| --- |
| * To provide inspirational authentic local insight on gardens, gourmet and the wider tourism offering to international visitors using new, innovative technology. * To showcase all that rural England has to offer (focussing on the following regional hubs – Kent, Essex, Hertfordshire, Cheshire, Peak District & Derbyshire). * To deliver the digital guides in local languages to three key markets (USA, and two near European markets – Germany and The Netherlands). * To develop local guides that can be distributed to the target markets via the websites, at trade shows and events. * To use use innovative immersive technology to create engagement between the user and the product. * To bring the regional Gardens and Gourmet experiences to life, providing detailed information at pre arrival stage, enticing visitors to feel confident to explore the regions. * To drive bookings of the ‘Gardens and Gourmet’ pass and competition pages for data capture (hosted on partners/third party websites). * To inspire visitors to share the information with family and friends, sign up to receive news and updates (data capture) - raising the profile and reaching even more visitors. |

**Target Audience**

|  |
| --- |
| * International visitors in two short haul markets – Germany and The Netherlands and one long haul market, USA. * Must appeal to ABC1 45-64 segment visitors to England (not specific to gender). |

**Mandatory & System Requirements**

|  |
| --- |
| * The local guides must be immersive, inspirational and easy to use. * Must incorporate regional hub’s logo and Gardens and Gourmet branding/creative. * Must be in local language (will we provide all content in local languages). * The local guides will be viewed from the partner websites and also be available to use at trade shows and events. (Use of a hosting platform may be required). * Systems used must have been tried and tested and meet all standard government compliance. |

**Project Deliverables**

|  |
| --- |
| * X 5 innovative local digital guides, in local language (USA English, German and Dutch). * X 5 interactive itineraries (one for each region), in local language (USA English, German and Dutch) with maps showcasing all the places to see and visit. * The ability to update and add new content and make changes. * To be scaleable in future years (an additional tender may be required, with additional fee payable). |

**Project Specifics**

|  |
| --- |
| ***The Digital Local Guides***   * Innovative digital local guides for two short-haul markets (Germany and The Netherlands) and one guide for long-haul market (USA). Using clever technology, inspiring content and imagery the guides should feel like they bring the regional Gardens and Gourmet experiences to life, enticing visitors to feel confident to explore the regions. * Immersive digital ‘meet the local’ elements to create the experience of meeting a local, including ‘insider’ tips and hints and linked to actual locals, such as Greeters. * Interactive itineraries with maps showcasing all the places to see and visit. * Call to action link to BOOK the ‘Gardens and Gourmet’ pass (third party site). * Links to travel and transport, third party sites.   ***The Creative***   * Creative/ branding to be rolled out across all digital local guides and made available to the Visitor Pass supplier and all project partners. * A broad appeal to all audiences. * Contemporary, fresh and bright. * Must be a minimum of 2 (preferably more) creative routes for Visit Kent & partners to consider. * Photography used must reflect the regional tourism product and be inspirational, not generic gardens/food. * There will be a further discussion around the creative specifics, at the first stage planning meeting. |

**Project Considerations/ Important Notes**

|  |
| --- |
| * The successful agency must demonstrate expertise and previous experience of delivering this type of project, within the travel and tourism sector. * The technology and systems used must have been tried and tested. * There will be a maximum of 40 ‘Garden and Gourmet’ businesses for each region (total of 200 businesses) to be featured in the Digital Local guides**.** * The content will be provided by Visit Kent and partners in each local language but any usability copy will need to be translated by the supplier. * The system should have the option to scale out to other regions and/or markets in years two and three (an additional tender may be required, with additional fee payable). * Visit Kent to own all intellectual property across project. |

|  |
| --- |
| Procurement DetailsInstructions 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. This Invitation to respond to the brief is not transferable.   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 completed response to this brief.    Response to brief to include as a minimum:   1. Experience in high profile, international campaigns within this field – show examples of previous campaigns and systems used, with robust project management. Include client testimonials. 2. Showcase technology options you are proposing to use for this project. 3. Outline of creative process and examples of similar work. 4. Capacity to manage the project within the timelines set – demonstrate how would you deliver the project and key personnel. 5. Costs – showing options available. 6. Scalability – the ability to grow the project during years 2 & 3 (subject to additional funding).  * Tender deadline: 18th October 2016 – All tenders must be received by 12:00 noon * Pitch date: 31st October (shortlisted to no more than five suppliers - to be held at Visit Kent’s offices in Canterbury). * Contract award and 1st stage planning meeting: 7th November 2016. * Local guides launch no later than mid-January 2017. * Detailed delivery plan and timeline to be agreed with the winning supplier.   Failure to provide complete information may result in your bid being rejected. Submission of Response **Tenderers should submit a single copy of their response including the tender questionnaire and supporting documentation along with additional information and pricing as appropriate**.  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 [lisa.barreno@gotoplaces.co.uk](mailto:lisa.barreno@gotoplaces.co.uk) or delivered to Visit Kent, 28-30 St Peter’s Street, Canterbury, Kent, CT1 2BQ.   Evaluation   Shortlisting of responses will be undertaken by a panel including – but not limited to – The Marketing Director, Project Manager, Marketing Manager and representatives from the project partner regions.  The process will be overseen by Go To Places CEO.   * Shortlisted agencies will be given a week to prepare a pitch. They will be invited to deliver a presentation to the evaluation panel at the Go To Places offices detailing their technology solution, previous creative ideas and methodologies.   ***Criteria:*** The evaluation criteria which will be applied to all responses are as follows: (total of 40 points)   1. the ability of the individual/organisation(s) to deliver the Digital Local guides creatively and successfully, based on:  * previous experience in high profile, international travel/tourism campaigns * relevant skills and expertise – creative and use of innovative technology * response to the brief;   (maximum 20 points)   1. the capacity of the supplier to deliver the Digital Local Guides within the deadline.   (maximum 10 points)   1. the stability and reliability of the bidder (track record, financial status, project management & approach) to deliver the Digital Local Guides to the agreed budget.   (maximum 10 points) 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. Not to award the contract at all 3. Award only part of the intended contract 4. Discontinue the process at any time without liability |