



CONFIDENTIAL

TENDER
TO COMMISSION A MARKETING AND PR AGENCY TO DEVELOP
PRODUCT PROPOSITION, BRANDING, MARKETING STRATEGY AND WEBSITE DEVELOPMENT
FOR COUNCIL MANAGED AND OPERATED VENUE IN ST NEOTS

TERMS OF REFERENCE

1. BACKGROUND TO THE COMMISSION

St Neots Town Council (The Council) is inviting proposals from Marketing and PR, Digital and Creative Agencies (The Contractor) to Propose and Develop a High Level Off-line and On-line Marketing Strategy (The Strategy) for Council managed and operated venue in St Neots: the redeveloped Priory Centre. The Strategy must include but not be limited by: Marketing, PR, and Advertisement Strategy (incl. SMM), Product definition and Proposition, Naming and Branding and New Website for the venue.

The Contractor will be required to research, develop and finalise the Strategy in coordination with St Neots Town Council and Venue Management, local public and potential b2b clients to define the target audiences for each venue, essential functionalities and services provided by the venues, principles of venues' operation and management, pricing/booking policies as a part of Product and Marketing Proposition.

The Priory Centre - background

The Priory Centre as we know it has been at the heart of cultural activities in St Neots for almost five decades. It holds a special place in the hearts and memories of the people in the town.

The existing building is constructed on the site of an old Priory that was dissolved in the 1500s and then a brewery that was operational into Victorian times. It was built in the 1980s with the intention of recreating a 19th Century factory look, reflecting elements of its history.

The Priory Centre is closely related to the civic authorities, since the Town Council offices are located there. They are planned to be part of the refurbished building too.

The existing facilities have been well-used during their lifetime and are ready to be improved and brought up to date. This provides us with a fantastic opportunity to make The Priory Centre even more of an exciting cultural hotspot for the town of St Neots.

Our plans are for the venue to continue to host great theatre and shows, be a state-of-the art venue for bespoke weddings and family parties, and to offer businesses a professional environment for their events. It is also essential that it maintains its place at the heart of the community of St Neots.

2. OBJECTIVES

- To create a strong brand (name and visual identity) for the new venue and clear definition between the venues and their propositions
- To keep the strong link with existing legacy and the history of the venues and their role in local community
- To develop new functional and efficient website for the venues with an online booking and ticketing system
- To support redevelopment stage of the project and form relevant brand awareness in the meantime as well as prepare the public and potential b2b clients for the re-opening of the venue

- To make operation of the venue self-sufficient in 2 years after the re-opening of the Priory Centre and profitable in 2 years after the re-opening
- To achieve £1.5M turnover as a result of third full calendar operational year (Jan – Dec).

3. SCOPE

The successfully commissioned Contractor will be responsible for:

Phase One: Developing the Strategy

- Marketing and Positioning for Priory Centre: services, values, relation to other venues etc.
- Product Proposition for Priory Centre: target audiences, key functions and features, unique selling proposition, advantages and strengths etc.
- Brand Strategy for Priory Centre: Branding, Naming and Visual Identity, Comprehensive brand books and guidelines, External and Internal Signage, Recommendations for decorations, interior design, and overall appearance (incl. staff uniform).
- Recommendations for Brand Identity for other venues.
- Web Strategy: technical briefs and sketches for website/s for the venues, including booking service and ticket box.
- Social Media Strategy for each venue including recommendations for set up for the profiles, initial content volume and templates for posts
- Proposals for Advertisements and PR Campaign: channels, audiences, messaging, targets, required promotional materials, content plan and other outreach activities.

Phase Two: Production in accordance with the Strategy

- Developing new website for the Priory Centre (incl. dedicated pages for Eatons Centre)
- Oversea look and feel / interior design.
- Production of all required promotional materials and basic content: videos, photos, brochures, posters, leaflets, press releases and so on.
- Setting up all required Social Media profiles and initial publishing of the baseline content volume.
- Developing detailed Marketing and Promotional Plan (Advertisements and PR Campaign) with Budgets (the Campaign) for up to 2.5 years for both B2B and B2C: up to 6 months prior the launch of the redeveloped Priory Centre and 2 years of full operation: channels, placement types, targets (leads/revenue), ROI

Phase Three: Implementation of the Strategy and initial Delivery of the Campaign

- Setting up and starting all the campaigns and promotions within the approved budgets
- Developing necessary promotional materials and creatives to support campaigns and other promotions
- Website/s support, upgrade and further development
- Public relations
- Social Media Marketing
- Transition of the marketing and campaign management to in-house team within first 6 months after the launch of renewed Priory Centre

Overall deliverables:

- A) A complete brand identity guide (incl. Logo, Colour scheme, Typography, Image styling and usage guidelines)
- B) Appearance guide: signage, brochures, leaflets, uniforms and other promotional materials
- C) New website connected to the EPOS system and easy to operate CMS

- D) A detailed 2.5-year Marketing and Promotional Strategy (6 months pre-launch): Ad campaigns, content plan, promotional activities, SMM. Measurable targets and KPIs.
- E) Strategy and Campaign implementation and management for 6 months after launch with monthly comprehensive performance reports and quarterly recommendations for adjustments if required.

4. THE BUDGET

The total budget for the development and production of Phase One, Phase Two of the Scope and Contractor's fees for managing the Phase Three and related services (production) is £70,000.

The Contractor is to propose on their vision/recommendation for the Phase Three Campaigns' Budgets as a part of their bid submission to the tender. The final budgets for the Campaign itself will be discussed with the Contractor and agreed by the Council based on the outcomes and proposals developed by the Contractor as the result of Phase Two.

The contractor must provide a detailed breakdown on their fees for the different parts of Phase One and Phase Two as a required part of the bid submission.

5. HISTORICAL AND CULTURAL CONTEXT, INSIGHTS

St Neots is the largest town in Cambridgeshire, with a growing population. It's a popular relocation destination for Londoners and people from more affluent areas in the South East.

The town's proximity to Cambridge, Bedford, Peterborough, Milton Keynes and its vibrant employment marketplace, together with its easy commute to London, make it a perfect place to live for the younger generation, young professionals and families with children.

St Neots is renowned within the County and District for its lively vibe and culturally active residents.

The closure

The Priory Centre closed its doors to the public in August 2024 and will remain closed until the finish of the redevelopment. We anticipate conducting a grand opening of the venue for the public in the middle of 2026.

During the closure period we will provide many of our regular bookings with an alternative place from which to operate. The Eatons Centre is conveniently located in Eaton Ford just off the old Great North Road, and our team will be running it with their usual professionalism and enthusiasm.

We understand that The Priory Centre will be missed while it undergoes the improvements it needs, but it really is time to show this well-loved place the respect and attention it deserves.

Plans for refurbishment

Our plans are for the venue to continue to host great theatre and shows, be a state-of-the art venue for bespoke weddings and family parties, and to offer businesses a professional environment for their events. It is also essential that it maintains its place at the heart of the community of St Neots.

We want to open up the Priory Centre's beautiful riverside location by creating access to it from the building.

The ground floor layout will be re-designed and there'll be a welcoming, open and accessible central foyer where visitors can gather, make bookings or sit comfortably with a drink and something to eat. There will be an efficient booking system that operates online and in-house, and many other technology upgrades to benefit visitors and anyone looking to host events with us.

We want to deliver an exciting, welcoming venue and create a real 'Wow!' factor, ready for people to make memories for decades into the future.

Positioning

- The Priory Centre is here for people who need a special venue in St Neots for their landmark life events, cultural productions and exhibitions of all sizes.
- Its beautiful riverside location close to the heart of the town, nearby parking and catering facilities on site, make The Priory Centre a fantastic place to make a positive and memorable impact on all guests and users.
- Well-loved by people in the area, there aren't many locals whose lives haven't been touched by The Priory Centre at some point. It represents great value, with a team of professionals who really care about the service they provide.
- It is closely associated with the civic organisation of the town and supports a variety of community events – it really is at the heart of community activities in the town.
- The Priory Centre's local heritage is something everyone in St Neots can be proud of, and it acts as a solid foundation for the exciting times that lie ahead.

Our aim is that this very special place in St Neots will continue to build on its unique legacy for many years to come.

6. PROJECT TIMETABLE

KEY DATES	
Event	Date
Stage 1a – Tenders invited by	By 17:00 on 01 November 2024
Stage 1b – Bids submission	Before 17:00 on 13 December 2021
Stage 2 - Short-listing of submissions	Before 17:00 on 20 December 2024
Stage 3 – Presentation to Tender Panel	Before 17:00 on 17 January 2025
Stage 4 – Recommendation to Full Council for selection of preferred Contractor	28 January 2025
Stage 4 - Appointment of successful Contractor	By 17:00 on 31 January 2025
Stage 5 - Phase One of the Scope	February – May 2025
Stage 6 – Phase Two of the Scope	June – December 2025
Stage 7 – Phase Three of the Scope	From January 2026

7. OWNERSHIP

All the outcomes including any artwork created and produced during the project becomes the sole property of St Neots Town Council after acceptance by the Council and completed payments.

8. APPLICATION PROCESS

Stage 1: Pass/Fail

In order to qualify for Stage 2 of the evaluation process all tenderers must provide evidence that clearly demonstrates:

- Experience of developing and delivering a MINIMUM OF 3 Comprehensive Marketing and Product Strategies within the Event or Hospitality Industry with at least 1 example completed in the past 3 years (post-COVID).
- Experience of developing and delivering A MINIMUM OF 10 websites with e-commerce/booking/ticket-box functionality with preferably at least 1 for event/venue/hospitality business completed in the past 3 years.

- Any relevant experience in event promotions.
- Any relevant experience of working with Civic.

Note: Failure to provide evidence to demonstrate that the proposed personnel can meet the minimum standards of experience as detailed above will result in the elimination of your submission.

Stage 2: CRITERIA TO MOVE TO STAGE 3

All submissions must include a written statement (max 5 x A4 pages) describing your proposed approach to delivering this project, with consideration to the following criteria:

General Assessment criteria	Details	Weighting	Possible score
METHODOLOGY & EXPERIENCE	<ul style="list-style-type: none"> • Overall approach on developing the Strategy, researching and staging of works • Size of the team appointed to the project and their experience • Most relevant industry experience in the past • Balance between the in-house and external expertise (amount of work done by sub-contractors) 	7 x 5	35
INNOVATION, CREATIVITY & QUALITY	<ul style="list-style-type: none"> • Finding creative solutions to achieve targets • Balancing the provision of maximum opportunities, complexity of solutions and easy implementation with on target-delivery • Matching timeline expectations • Sustainability and accessibility • Outcome ambitions 	7 x 5	35
BUDGET AND VALUE FOR MONEY	<ul style="list-style-type: none"> • Outline plan (e.g. Gantt Chart, Timeline etc.) demonstrating the level of activity in terms of research, design time and engagement you will deliver within a set budget • Specific details of extent of service that will be provided including min/max hours each team may allocate within the set budget and target • how additional value for money can be provided 	6 x 5	30
TOTAL AVAILABLE SCORE			100
Additional Assessment Criteria			
LOCAL BUSINESS FROM CAMBRIDGESHIRE	<ul style="list-style-type: none"> • As Local Authority we would like to support local businesses. When scored equally through general assessment the local company from Cambridgeshire will be preferred • Principle of additional scoring: Cambridgeshire – 5 Huntingdonshire – 10 St Neots and Mid Cambridgeshire – 15 	3 x 5	15
TOTAL MAXIMUM SCORE			115

Scoring Methodology

Score

Excellent response that meets the requirements. Indicates an excellent response with supporting evidence and no weaknesses.	5
A good response that meets the requirements with good supporting evidence. Demonstrates good understanding.	4
Meets Requirements. The response generally meets the requirements but lacks sufficient detail to warrant a higher mark.	3
A response with reservations. Lacks convincing detail to be applied. Medium risk that the proposed approach will not be successful.	2
An unacceptable response with serious reservations. Limited detail. High risk that the proposed will not be acceptable.	1
The Tenderer failed to address the questions.	0

Each member of Tender Committee assesses each submission criteria and average score for each criteria to be used to calculate qualification weighted scores.

Stage 3: Presentation

If you achieve a score of 70% or higher in Stage 2, you will be invited to give a presentation to the selection panel either on-line or in person. This will be marked and the submission that achieves the highest score will be recommended to the Full Council to be appointed for the Contract.

9. CONFIDENTIALITY AND COPYRIGHT

It is essential that absolute confidentiality is maintained throughout the process. Copyright and intellectual ownership of this work is and remains the property of St Neots Town Council.

10. TENDER SUBMISSIONS

Submissions are to be received on or before **Friday, 13th December 2024 at 5:00pm** and returned by email to: Andrew Korolev, Project Delivery Manager

Email: andrew.korolev@stneots-tc.gov.uk

Or by post to:

Mr Andrew Korolev
St Neots Town Council
Steve Van De Kerkhove Community Centre
Cemetery Road
St Neots
PE19 2BX

Tender Checklist:

1. A written statement outlining your approach to the project and how you intend to meet the selection criteria to pass Stage 1 and Stage 2 of the Application Process.
2. Brief CVs of key members of the team to work on the project demonstrating relevant experience and expertise and overall professional background
3. References to relevant projects completed in past (links, photos, brochures, client reviews)
4. Names and contact details of two referees (optional)