

Stroud Market Town Councils Tourism Brief

Background

The market town councils of Dursley, Nailsworth, Stonehouse, Stroud, and Wotton-under-Edge want to promote tourism in each of the towns and their surrounding areas, all of which are located within Stroud District. To achieve this the market towns wish to procure consultants to create a range of content suitable for the visitor and tourism markets for each town. In conjunction with this, the local district council is re-engaging with tourism after a gap of some years and has appointed a new Tourism Officer. The Town Councils welcome the creation of this post and want to complement it by improving the tourism offer for each of their towns. Work should commence in time to capture the autumn/Christmas holiday markets.

Aim

The aim is to promote the individuality and unique offer of each market town. This should also recognise opportunities for thematic experiential offers across all the towns within the district, and their immediate surroundings. Visitors 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 within the district.

Scope

Summary

- Following discussion with each Town Council, provide engaging and informative tourism content for the 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 towns which are often referred to as an undiscovered part of the Cotswolds
- 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 from Autumn 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, for example, this could include, but not be 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 consultant 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 at least one visit to each town. Travel expenses should be included in the quote.
- Consultants should allocate time for a collective monthly update to all Town Councils (format to be confirmed but likely via Zoom or email)
- 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. The successful consultant will be required to liaise with a 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, or be able to obtain 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 town 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 and indicate a cost for each.

Timeframe

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

Advertise opportunity including the issue of tender	Monday 1 st August 2022
Deadline for clarification questions	12 noon on Friday 2 nd September 2022
Closing date for submission of tender (5 weeks) at 12 noon	Monday 12 th September 2022
Shortlisting finalised	Monday 26 th September 2022
Interviews	w/c Monday 10 th October 2022
Notification of successful and unsuccessful bidders	Weds 19 th October 2022
Contract commences	w/c 31 st October 2022

Indicative budget

There is a budget of £5,000 available for each town (i.e., £25,000 in total excluding VAT). Please indicate your hourly rate for the level of experience of the consultant undertaking the work, if applicable. Please indicate if this rate includes travelling expenses, if not include travelling costs. Consultants should also provide an estimate of the number/type of articles they can produce within the available budget, and a cost for each.

Assessment Criteria

All bids will be checked for completeness and that **all** required documents have been submitted. Any missing documentation will result in the bid being rejected.

Each bid will be assessed using the following criteria and weighting.

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	10%
Value for money	10%
Interview (shortlisted bids only) to include presentation	10%

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 will approach the brief, including a timeframe, and costs

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** (see below) and a hard copy of the **required documents** listed below should be returned by 12 noon on Monday 12th September 2022. Tenders received after this time will be rejected.

Failure to provide ALL required documents by this deadline will mean tenders will not be considered.

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/your team's relevant experience and skills
- Three examples of similar previous work undertaken
- A 700-word description of how you envisage fulfilling the contract including costs (communication with the Town Councils, research, potential type of articles etc.)
- Evidence of appropriate Public Liability insurance, or the ability to obtain this
- Completed Form of Tender form (provided at the end of this document)

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.

The submitted tender should remain valid for acceptance for a minimum of 60 days from the date it is submitted.

All clarifications, enquiries and communications must be made to Ally Rood, Project Officer, Stroud Town Council (alison.rood@stroudtown.gov.uk, 01453 762817). The deadline for clarification questions is 12 noon on Friday 2nd September. We will attempt to answer all queries within 4 working days, and if appropriate answers will be provided to all bidders.

The Councils involved will not be liable for any bid costs or professional fees, expenditure, work or effort incurred by a bidder in proceeding with or participating in this procurement, including if the procurement process is abandoned or amended by the Councils involved.

All parties will comply with all applicable requirements of the Data Protection Legislation.

Timetable

Issue tender	Monday 1 st August 2022
Deadline for clarification questions	12 noon on Friday 2 nd September 2022
Closing date for submission of tender (5 weeks) at 12 noon	Monday 12 th September 2022
Shortlisting finalised	Monday 26 th September 2022
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Contract commences	w/c 31st October 2022

Form of tender CONTRACT STC2022/3

To be returned by 12.00 hrs (noon) on Monday 12th September 2022

TENDER FOR TOURISM CONTRACT

To Stroud Town Council

1. I/we have read the **Tender Brief** and, subject to and upon the terms and conditions contained in the said documents, I/we offer to provide the Services specified, at the rates or prices quoted by me/us.
2. Terms and Conditions. I/we agree that this tender and any contract which may result from it shall be based upon the documents listed below which I/we confirm to be those provided as part of the above referenced Invitation to Tender.
 - i. Tender Brief (including Instructions for Tenderers and Timetable
 - ii. Completed Form of Tender form
 - iii. My tender (and any amendments to it agreed in writing) which includes:
 - An outline of my/our relevant experience and skills
 - Three examples of similar previous work undertaken
 - A 700 word description of how I/we will fulfil the contract including costs (communication with the Town Councils, research, potential types of articles etc.)
 - iv. Evidence of appropriate public liability insurance or the ability to obtain this
4. I/we agree that any other terms or conditions of contract or any reservations which may be printed on any correspondence or document from me either in connection with this tender, or any contract resulting from this tender, shall not be applicable to the Contract.
3. Law. I/we agree that any contract that may result from this tender shall be subject to English law.
5. I/we confirm that we have taken account of our legal and statutory obligations, as well as all relevant Government codes and policies (e.g. taxes, environmental protection, employment protection and working conditions) in our tender, where they would be applicable to the supply of the Services.
6. I/we have abided by the requirements set out in the Instructions for Tenderers.

7. The prices quoted in this tender are valid for 60 days from the tender return date.
8. I/we confirm that all copy material submitted is identical in every respect to the original, regardless of the format or media in which it is submitted and that any electronic copy has been virus checked and is clear at the time of despatch.
9. I/we understand that Tenderers are prohibited from contacting Councillors or Staff to encourage or support their tender outside of the prescribed process and note that the Bribery Act 2010 applies to this tender.

Signed

Name (in BLOCK CAPITALS).....

in the capacity ofduly

authorised to sign tenders for and on behalf of (in BLOCK
CAPITALS).....

Postal Address

.....

.....

.....

Telephone No.....

Date

E-mail.....