

BRAND REFRESH BRIEF

FOR PLYMOUTH, BRITAIN'S OCEAN CITY
May 2024



BRITAIN'S OCEAN CITY BRAND REFRESH

PROJECT TITLE:	BRITAIN'S OCEAN CITY – BRAND REFRESH
DATE OF ISSUE:	May 2024
DEADLINE FOR RESPONSE:	7 th June 2024
PROJECT MANAGER:	Sarah Elliott, Destination Plymouth

1. THE BRIEF

We are seeking to work with a creative team to refresh the 'brand narrative' and 'creative approach' for the current Plymouth, Britain's Ocean City brand. The narrative and creative will be used across all city led and engaged stakeholder communications to support the positioning and marketing of the city as we transition from a visitor led destination to a whole place brand led approach.

A creative approach to developing an overarching city narrative with supporting themes is a core element of this brief as the city's story should be curated in a way that is appealing and compelling to our target audiences.

The agency must be flexible in their approach, demonstrate a clear understanding of a complex multistakeholder city environment and have the ability to bring to life detailed and diverse information into a compelling proposition. It is likely that the successful applicant will have extensive and demonstrable expertise working with city or country level destinations globally.

We intend to work with the same agency for potential supporting project requirements and for the agency to direct and contract any creative elements that may need to be outsourced (such as images and films). Detailed outputs are below.

2. PROJECT BACKGROUND - ABOUT US

Plymouth is the largest city on the South Coast of England by population (260,000+) and 14th largest in the country. It is home to the largest naval base in the UK, one of the largest manufacturing and defence clusters in the South of England outside London and surrounded by some of the most beautiful natural assets, coast and country in the UK. Famed for its waterfront and the country's first National Marine Park, the city has a vibrant thriving culture with the largest shopping centre in the SW and some of the finest post war city centre buildings in Europe. The city has an enviable maritime heritage and is a world leading location for science, research and innovation in the marine and connected sectors.

Destination Plymouth Ltd., the destination management organisation for Plymouth is the accountable and lead organisation for this project. Destination Plymouth was set up in 2010 and is a public/private stakeholder partnership and arm's length company of the City

Council with a Board of Directors which reflects some of the city's most senior organisations. In 2022 Destination Plymouth was given the strategic mandate to change its mission to that of a city marketing agency transitioning from a visitor led to a city brand led organisation. As part of this process, it has been recognised that a refreshed brand and marketing strategy is required to move the city forwards as it grows over the next 10 years.

The current 'Plymouth, Britain's Ocean City' brand strategy (see separate attachment) was developed in 2013 and since then has been used successfully in the visitor and tourism space to attract visitors to the city and change perceptions of those visitors. Pre-Covid tourism grew successfully within the city to over 5.4 million over 25% increase over 10 years which is significant. However, the city is growing rapidly and there is an increasing need to encourage people to come to the city to study, work and live. This driving factor means that we need to reflect on current perceptions of the city externally and re-position it as somewhere with an outstanding quality of life and great job opportunities for key sectors. These key sectors include marine, manufacturing, defence, offshore wind, healthcare and well-being, creative and digital technologies. It is anticipated that in excess of 5,000 jobs will be required over the next five years to support these industries.

A separate commission is in the process of being procured for a piece of work to gain insights and intelligence into the current perceptions of the city as well as understanding how the city is portraying itself outwardly. This piece of work should be completed by June 2024 and will provide an evidence base upon which to develop a refreshed approach. Alongside this an internal brand perception study was recently undertaken in 2022 within the city and subsequently a brand development group was formed. This group has been working on a Brand Strategy for the city which is at draft stage.

i. Strategic context

Plymouth will be re-visiting the Joint Local Plan (JLP) development framework in 2024 which sets the city strategy for the next 10 years up to 2034. This will involve consultation across the city and the brand strategy will be a key part of this process. In addition, the Local Economic Strategy (LES) will be refreshed prior to March 2024 as part of the overall process. The LES will inform the city brand strategy in terms of driving strategic priorities and growth targets across key sectors.

Alongside this there are other city strategies which currently exist including the Visitor Plan 2023 and Culture Plan both of which set out key objectives and targets looking forwards. As referenced above the new 'Brand strategy' will also be adopted in 2024 which will set a strategic direction of travel for the city as a whole.

3. PROJECT OBJECTIVES

The objectives of this process will be to engage with key stakeholder groups and communities within the city to understand and create the following outputs and outcomes.

Key Project Outputs:

i. Narrative proposition

The primary output will be to define an overarching and contemporary 'narrative' story for Plymouth reflecting on its core assets and attributes but re-defining and prioritising the city's assets and its position today.

Consider key themes and sub narratives which add depth and engage the city's diverse and dynamic communities. Explore the real DNA of the city and the essence of everyday life in the 'Ocean city'. Create a compelling reason for people to want to be part of this place whether to live and work here, study or just visit.

A key outcome of this will be to engage with local communities to understand what they are proud of, what the points of difference are and why it is important. Ideally the narrative needs to authentically represent what is special about the city and encourage pride in the local community.

ii. Creative visual approach

Use the knowledge and insights gained through the development of the brand narrative and the perception data to understand the personality of the city and develop a contemporary approach for the creative elements of the city brand. While retaining the Britain's Ocean City element of the city's strapline create a strong visually led identity through design, image and video led content.

iii. Brand Tool Kit

Using the new creative visual and narrative develop a 'brand tool kit or storybook' that can be used by stakeholders and communities across the city to provide imagery, themes, content, facts and information on a consistent basis for both internal and external use. The toolkit will be used for businesses as part of their proactive marketing activity to attract people to work, live or study in the city. Additionally consider 'community' components enabling locals to reflect 'their city' and where possible consider how they create content which they can share externally with other communities within the place brand concept.

4. SCOPE

For clarity the leadership of the city does not wish to move away from the Britain's Ocean City strap line. The equity in this has been built up over the past ten years and has helped to strengthen the perceptions of the city significantly over this time. This piece of work should build on the existing equity and add depth, authenticity and a more contemporary reflection of the city and its communities of interest.

It is anticipated that the successful organisation will provide initial creative solutions and concepts to test as part of this work. There is some limited additional budget for further development and extended scope outside of this brief.

5. TARGET AUDIENCES

Business – local businesses, charities and third sector, networks, SMEs, and larger corporates particularly connected to key growth sectors.

Residents – residents within the Plymouth postcode areas especially specific communities of interest for example in deprived neighbourhoods, or diverse communities.

Students – school age, FE and HE students who live locally or are studying here including overseas nationals.

Visitors – day and staying visitors from the UK and internationally.

Ideally the narrative should be compelling and recognisable for existing audiences so as not to alienate them while appealing emotionally to potential new audiences.

6. AGENCY REQUIREMENTS

The outputs and creative requirements for the successful creative team are summarised as:

PROJECT STRAND	Brand Narrative
OVERVIEW	<p>The primary output will be to define an overarching and contemporary 'narrative' story for Plymouth reflecting on its core assets and attributes but re-defining and prioritising the city's assets and its position today.</p> <p>Consider key themes and sub narratives which add depth and engage the city's diverse and dynamic communities. Explore the real DNA of the city and the essence of everyday life in the 'Ocean city'. Create a compelling reason for people to want to be part of this place whether to live and work here, study or just visit.</p>
CREATIVE OUTPUTS	<p>Brand narrative and hierarchy, DNA, proposition and personality, essence and attributes prioritised by importance in terms of differentiating the city offer. These will be in both written and image form for use by a wide range of stakeholders as part of a brand playbook or toolkit. This will be predominantly online, however, we require the capacity to put into a printed version as required.</p>

TIMESCALES	Target start date July 2024 Mid project review end July 2024 Completion date September 2024
PROJECT STRAND	Creative approach
OVERVIEW	Use the knowledge and insights gained through the development of the brand narrative and the perception data to understand the personality of the city and develop a contemporary approach for the creative elements of the city brand. While retaining the Britain's Ocean City element of the city's strapline create a strong visually led identity through design, image and video led content.
CREATIVE OUTPUTS	New creative visuals for the city brand Testing of creative concepts with key audiences Digital and hard copy versions of the creative for use within key assets including website, social media, presentations and image/video led content.
TIMESCALES	Target start date July 2024 Mid project review end July 2024 Completion date September 2024
PROJECT STRAND	Brand toolkit/playbook/visual assets
OVERVIEW	Using the new creative visual and narrative develop a 'brand tool kit or storybook' that can be used by stakeholders and communities across the city to provide imagery, themes, content, facts and information on a consistent basis for both internal and external use. The toolkit will be used for businesses as part of their proactive marketing activity to attract people to work, live or study in the city. Additionally consider 'community' components enabling locals to reflect 'their city' and where possible consider how they create content which they can share externally with other communities within the city brand concept. The toolkit will be digital and therefore thought needs to be given as to the best platform to host it and ease of user access/experience.
CREATIVE OUTPUTS	Brand toolkit in digital/printed format. Brief for photography and films that align with the creative messaged development and itinerary content.

TIMESCALES	Target start date July 2024 Mid project review end July 2024 Completion date September 2024
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7. BUDGET

The budget for this piece of work is £25,000 plus VAT.

YOUR RESPONSE

Please submit your response by email (contact details below) that should include:

- Outline of your approach to meeting the brief; your approach to understanding the target audience; using research to inform your creative; how you approach content writing and creative delivery (weighting 30%)
- Outline of your working practices, and approach to project management; including how senior manager / MD will be involved in the project; your approach to sharing creative concepts (weighting 10%)
- Information and relevant experience of the personnel who would be working day to day on this project (weighting 10%)
- Your agency portfolio including at least two relevant case studies with references – these must include elements of creative writing as well as design (weighting 20%)
- Details of elements you would deliver in house and those you would outsource (weighting 5%)
- Breakdown of budget by outputs listed in the table in section 6 (weighting 25%)

Selection will be made by a steering group of representatives from the city brand development group. This group will be involved in all decisions throughout the delivery process.

SUBMISSION

The submission to this tender must include full details of the proposal, delivery and budget.

The proposal must include:

- A detailed methodology for working collaboratively and communicating with communities, organisations and stakeholders within the city. A co-design approach is essential and must be clearly articulated demonstrating how you will meet the outputs and outcomes above.
- Detailed programme setting out all milestones, opportunities, challenges, risks, engagement opportunities and when documents will be available for review.
- Details of the team who will be working on the tender, time allocations, costs and the identification of the key point of contact.
- Details of the time and costs for the work, what work is out of scope and a daily rate for extra work if required.
- Experience of the team and at least two significant city or country destination level case studies of similar work completed is essential with an explanation of how that will help inform the work.

OVERSIGHT

The successful organisation will be working with Destination Plymouth as lead organisation and as the main funder. Through the contracted period there will be regular access to those in the team leading the 'on the ground'. This will include the Brand Development group and separate 'steering group', who will meet monthly to review progress of the project.

REFERENCE DOCUMENTS

[Britain's Ocean City brand strategy 2013](#)

[Plymouth Plan 2014 - 2034](#)

[Plymouth Visitor Plan 2030](#)

[Plymouth Culture Plan](#)

[Plymouth Local Economic strategy 2024](#)

[Plymouth Perception Study 2020](#)

[Brand Perception study 2022](#)

[Plymouth Sound National Marine Park 'Horizons' project plan](#)

KEY PARTNERS

This project has been part funded by Plymouth City Council, The Box (ARCA), University of Plymouth and Princess Yachts.

BUDGET

Please provide a breakdown of the anticipated budget to complete the project with a breakdown of each of the 'creative outputs' listed in the table in section 6. Please include an anticipated budget for the films, photography and any production costs if you envisage out sourcing these.

Budget must include:

- Total cost for professional services (excluding VAT) for work to be undertaken
- Total number of days required to undertake the work and broken down into each section of the work;
- Total number of days input and relevant day/hourly rate for each team member;
- Estimated costs allowed for travel and, separately, accommodation and other subsistence, if relevant;
- Estimated costs for any other expenses
- Confirmation of VAT status.

The consultant should also provide details of hourly rates for the supply of any additional or subsequent services to the initial commission. This is for information only and will not form part of the scoring, but will be used to inform the total cost of services throughout the project.

DEADLINE FOR RESPONSE TO BRIEF

Brief Issued	13 th May 2024
Responses to brief received	7 th June 2024 (5pm)
Agency Selected	W/c 17 th June (presentations)
Project Completion	As per deadlines above in section 6, subject to change based on discussion with successful agency.

Please send all submission responses to Sarah Elliott – sarah.elliott@plymouth.gov.uk.
