



**Cruise New Business Development and
Marketing Services**

Destination Plymouth Contractors Brief



1. Introduction

Destination Plymouth Limited is seeking to appoint an experienced and suitably qualified contractor to deliver new business development, and marketing services to support the growth of cruise visits to Plymouth. The contractor will be required to work closely with the Destination Plymouth marketing and events team, Business Improvement Districts and key stakeholders across the city.

2. Background

Destination Plymouth Ltd. (DP) is a limited company, formerly incorporated in 2010. The organisation is the recognised Destination Management Company for Plymouth and its drive time area. Over the past 10 years, DP has been very effective in growing the visitor economy in the city from just over 4 million visitors annually to over 5.2 million. We have ambitious plans to grow on this success and increase this to over 6.2million visitors by 2030. DP is part funded by Plymouth City Council, the two Business Improvement Districts (BIDS) and Plymouth University. Approximately 1600 BID businesses receive automatic membership of DP through their BID levy. In addition, there are over 50 DP members who are non- BID members across the city and wider area.

DP has successfully grown the cruise business to the city from zero in 2017 to a planned 10 visits in 2021 (pre-COVID), bringing over 15,000 passengers to the city spending in excess of £1 million annually. We have ambitious plans for growth working with our key port and wider city partners. As well working closely with city partners we also have a complex regional/national network of other DMO's including Visit Devon, Visit Cornwall the Great South West Tourism Partnership, Visit Britain/England and Cruise Britain.

3. The Services:

The contractor will be responsible for representing Destination Plymouth Ltd. in a professional manner at all times. Building relationships with key sector members, providing a friendly helpful point of contact and communications, exploring opportunities for joint working and partnership building.

They will provide the following services for Destination Plymouth:

I. **New business development:**

Source, targeting and approaching new cruise operators including ground handlers and tour operators to encourage them to visit Plymouth as a cruise destination.

Work closely with city cruise partners to generate and grow income to support cruise-marketing activity on an annual basis.



- Checking that any cruise fees have been paid and work closely with the finance team to follow up if fees are overdue

Seek sponsorship and/or commercial funding for cruise activities events, promotional materials and advertising campaigns agreed in advance annually. Targets will be set for these activities in agreement with Destination Plymouth in advance.

II. Relationship development:

- Manage, maintain and develop new relationships with city cruise partners, cruise operators, ground handlers and associated tour operators to maximise the profile of Plymouth as a cruise port and grow cruise visits to the city
- Develop a regular contact plan including face to face calls, online meetings, e-mail and digital

III. Communications

- Provide editorial content for regular newsletters, social media and communications to all cruise partners and trade operators in a timely and professional manner.
- Ensure that contact details are on the communications database. Checking back with cruise stakeholders and operators to ensure that they are receiving regular communications.
- Work in partnership with the marketing team to provide joined up messages and develop a proactive annual communications plan

IV. Representation at trade events

Plan, organise and attend cruise/trade events and conferences, exhibitions as agreed annually. Ensure stands are booked, promotional materials are designed and printed/formulated and delivered in a timely fashion. Where applicable agreed advance advertising and e-mail contact with trade partners to promote events.

V. Organise familiarisation visits

Agree, plan and organise 'fam' visits for trade and media including accommodation, transport, access to key attractions and partner businesses. Act as host and follow up post visit to track through feedback and further actions required.

VI. Supporting cruise volunteer programme

Work with cruise volunteer partnership to an agreed action plan to encourage participation, provide training and improve quality overall and a world class welcome for cruise guests visiting the city.



Key activities will be:

- To ensure the delivery of Destination Plymouth services to the highest possible standard
- To ensure consistent compliance with General Data Protection Regulations when dealing with members financial and security information, procedures, and databases.
- To maintain and regularly update the ‘Solomon’ CRM system with details of sales calls and relationship activity.
- To take responsibility for maintaining great relationships with existing Cruise Plymouth and wider city partner, ensuring their web listing and membership fees are up to date.
- To achieve and grow set income targets, including cruise partner incomes, sponsorships and advertising.
- To ensure that commercial businesses pay their fees working with finance
- To represent Destination Plymouth and our cruise partners at monthly meetings and when required, local, regional and national exhibitions.
- To collate information from partners for promotion and marketing through social media platforms, Twitter and LinkedIn and bi monthly newsletters.
- To ensure all marketing activities undertaken are aligned with the Plymouth Visitor Plan 2021 to 2030
- To work closely with Executive Director Destination Plymouth to develop long-term cruise business, and trade pipeline business for the city
- Provide regular monthly reports on income, expenditure and activity to Executive Director, Destination Plymouth

4. Term

The contractor will initially provide the Services for the year commencing April 1st 2021 to March 31st 2022. The contractor will provide the services for a minimum of 7 hours per week as the basis for this agreement and work flexible hours to make up the time. Hours will be tracked on a worksheet in terms of what has been achieved during working time. The contractor shall provide such worksheets to Destination Plymouth upon request at any time. Any additional hours required to fulfil additional activities will be agreed in writing in advance. The contract will be reviewed after 12 months and extended as required.

5. Fees and Payment

- It is anticipated that the fee for this work will be equivalent hourly rate £25 per hour (£175 per 7 hour day) as the basis for this agreement. The contractor will provide services up to a maximum of £9,500 per annum. This fee will include any disbursements reasonably incurred in the provision of the Services. This includes travel and parking within the local area. Any other disbursements will be reimbursed and must be agreed in writing in advance.



- The service provider shall invoice Destination Plymouth for the Services on a monthly basis in arrears. Destination Plymouth shall settle such invoices within 30 days of receipt of such invoices.

6. Other Terms and Conditions

- The relationship between Destination Plymouth and the service provider will be that of “independent contractor”. The contractor will be fully responsible for all their own tax including any national insurance contributions arising from carrying out the Services.
- The contractor will work from their own office base using their own equipment and technology systems.
- The contractor shall provide the Services using reasonable skill and care and in a professional manner at all times and except in this Contract all other conditions, warranties and terms, express or implied, are excluded.

7. Instructions to tenderers

The Client for this work is Destination Plymouth Ltd.

Contractors are invited to tender for the commission by way of submitting a fixed fee proposal for the production of the required work. One electronic copy of the tender documents is required via email to: Tom.cox@plymouth.gov.uk

The company will proceed with the approach that offers best value. This means the lowest fee bid may not necessarily be as successful as due regard will be given, alongside price to the quality of the tender, value for money, skills and experience/understanding of the brief and the proposed method for understanding the work. We shall be applying scoring criteria to assess tenders with up to 30% for price and 70% for quality/experience/methodology. In the event that interviews are held, these will be included in the 70% quality score.

- I. Tender submissions should include the following:
 - Approach to client liaison - applicants should describe in their tenders the approach that is to be adopted in the execution of the contract including liaison with the client to report on progress. A clear specification should be provided for any information that may be required from the client in order to undertake the commission



- Methodology and Timescale - proposed method and programme of work including identification of key milestones
- Key sources – key sources and contacts to be used in undertaking the work
- Proposed team – details and relevant experience and qualifications of team members, including any sub-consultants or agencies that may be employed by the main contractor. A lead contractor contact must be clearly identified. It should also be noted that the lead contractor will not be allowed to sub-contract the whole or the majority of the commission without prior written consent. An undertaking shall be given that the team allocated to the contract shall remain constant, as far as is reasonably practical. A frequent turnover of staff involved with the contract will not be acceptable.
- Skills - Evidence should be provided to indicate the skills that will be available and exercised by the contractor in the execution of the commission and, in particular, evidence of the delivery of similar project outputs within the last 3 years and sector knowledge previously. Knowledge and experience of the following is essential and must be demonstrated in the application:

Tourism and hospitality/cruise sector:

- Local, regional and national networks, structures and operating methods
- UK domestic and international cruise and tourism trade structures, distribution channels, B2B marketing methods and relationship development
- Knowledge of channel management and booking systems
- Overall knowledge of key aspects and components of tourism businesses within the sector

Membership organisations

- Selling skills, acquisition and customer relationship development techniques
- Management of CRM systems
- Communications techniques and planning

Presentation

- Face to face sales skills including exhibitions and conferencing
- Excellent IT skills including power point, word and excel
- Excellent written skills, ability to develop content and itineraries



Business

- Knowledge of Plymouth businesses and networks across the city
- Demonstration of commercial income generation and fundraising skills

8. References

A minimum of two appropriate references must be provided.

9. Budget

The contractor should provide a breakdown of costs including 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.

Consultant fees and agreed travel and subsistence expenses should not exceed £9,500 per annum (excluding VAT)

10. Relevant Experience

Please provide links to / details of past work within this sector and within the scope of this work

11. Programme

It is anticipated that the initial contract run for a period of approximately 12 months and an indicative programme for the appointment is:

- Invitation to tender: w/c March 29th
- Tender submission: By April 16th
- Interviews (if invited/required): To be arranged if/as necessary but probably w/c April 19th
- If you have access requirements for the interview please state these in your response.
- Appointment of consultant(s): Week commencing April 26th
- Inception meeting: Week commencing May 3rd

12. Appointment

The appointment will be made by exchange of correspondence and shall be based on the Brief and the Consultants response to the Brief.



The Client may terminate the appointment at any time on payment of due fees and expenses at the time of termination.

All correspondence, contact details, papers, reports and illustrative materials will be passed to the Client, together with copyright on all documents and illustrations. The contractor will be allowed to reproduce this material for reference purposes only.

It will be a condition of the appointment that the contractor will hold the Client indemnified against any claims arising from the commission whether by neglect or otherwise, and that the contractor should hold full Professional Indemnity Insurance. The tender submission should evidence such insurance.

13. Contact details

For further information during the tender period including accessing any required documents (as set out above) or to discuss the work further please contact:

Tom Cox

Tom.cox@plymouth.gov.uk

Tel: 01752306984