



Consultancy Services Tourism Product Development

Destination Plymouth

Contractors Brief

Date: November 17th 2021



1. Introduction

Destination Plymouth Limited is seeking to appoint an experienced and suitably qualified consultant to help create and develop new sustainable and environment led tourism products and experiences in Plymouth as part of our National Marine Park development programme. A key part of the role will be to work with existing and potential new local businesses to explore opportunities for new bookable products. Key accountabilities and measures will include:

- To develop a minimum of 10 ‘bookable’ blue/green tourism products, which will be available to locals as well as visitors not just in the summer months but where possible all year round.
- To provide training via webinar or other format for up to 40 businesses on product development
- To create an additional revenue stream for Destination Plymouth using ‘bookable’ and commissionable products.
- Identify a marketing opportunity for Plymouth and the emerging new National Marine Park enabling us to reach new audiences who are interested in sustainable and environmentally led tourism experiences and activities on or connected to the water.

The consultant will be required to work closely with the Destination Plymouth marketing and events team, Business Improvement Districts, Plymouth City Council Low carbon and green infrastructure teams the emerging National Marine Park team 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 as well as becoming one of the first zero carbon visitor destinations in the UK. DP is part funded by Plymouth City Council and the two Business Improvement Districts (BIDS). 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. As part of our aim to become one of the first carbon neutral destinations in the UK we have recently secured funding to enable up to 100 businesses to be funded and be accredited onto a new sustainable tourism scheme for the city. This work also supports our ambitions to become one of the first national marine parks in the UK.

As well working closely with city partners, we also have a complex regional/national network of other partners including DMOs such as Visit Devon and Visit Cornwall, and the Great South West Tourism Partnership and Visit Britain/England.



3. The Services:

The consultant will provide the following services for Destination Plymouth as part of a short-term contract to support delivery of the new tourism products:

I. Research

- Research available existing and potential new businesses which could operate activities and blue/green products and identify market opportunities for new products to support the national marine park
- Gather evidence of similar tourism product in the local region and competitor analysis. Identify routes to market/ partnerships which can help distribute new products

II. Business engagement and product development

- Source, target and approach existing Destination Plymouth members and businesses to encourage them to develop new bookable products working with the Destination Plymouth Memberships officer
- Ensure that businesses are taken through the process of developing new products and providing the necessary support and information to ensure that the product is appropriate for the relevant target market. Develop the concept product focusing on customer needs, experience and USP.
- Elaborate on how selected assets and itineraries could be sold to consumer and trade operators in the market place
- Transform all collated information into branded 'bookable' product and where possible package into itineraries for consumer and trade
- Connect new products onto visitplymouth DMS via TXGB or other booking system

III. Relationship development:

- Responsible for representing Destination Plymouth Ltd. in a professional manner at all times. Building relationships and engaging with businesses, providing a friendly helpful point of contact and communications to encourage participation in the product development programme



- Specifically organising informal networking events, webinars or training either online or in person to engage, educate and inspire businesses to participate. Agreeing venue, organising catering and presentation requirements, invitations and advertising.

IV. Communications, marketing and product distribution

- Work with marketing team to an agreed marketing and communications plan to encourage businesses to participate in product development programme. This may include working with partners and developing content for digital and printed use.
- Collate information about new products and provide an interpretation of the whole concept
- Test new product itineraries on trade contacts, partners and target markets. Use feedback and insights to refine products.
- Develop a creative and campaign identity for the new products developed referencing the National Marine Park
- Develop content for visitplymouth website, digital and printed resources working with marketing team
- Work in partnership with the marketing team to provide joined up messages and develop a proactive communications plan
- Identify the best channels to market each new product looking for synergies where possible linked to overall theme or target market

4. Key deliverables:

- Networking activities and webinars x 2
- Set up Training Sessions for up to 40 businesses (can be web based)
- Develop a minimum of 10 new 'bookable tourism products
- Regular reporting on activities, budget expenditure, progress and communications activity

5. Term

It is anticipated that the consultant will initially provide the Services commencing December 1st 2021 to June 30th 2022. The consultant will provide the services for a minimum of 30 hours per week as the basis for this agreement. 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 may be reviewed after the initial term and extended as required.

6. Fees and Payment

It is anticipated that the maximum fee for this work will be equivalent hourly rate £300 per 7 hour day as the basis for this agreement. The consultant will provide services up to a maximum of £19,000 for the contract term. 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.

7. Other Terms and Conditions

- The relationship between Destination Plymouth and the service provider will be that of “independent consultant/contractor”. The consultant will be fully responsible for all their own tax including any national insurance contributions arising from carrying out the Services.
- The consultant will work from their own office base using their own equipment and technology systems.
- The consultant 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.

8. Instructions to tenderers

The Client for this work is Destination Plymouth Ltd.

Consultants 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:

Freya.edwards@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 businesses as well as 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 consultant. A lead consultant contact must be clearly identified. It should also be noted that the lead consultant 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 consultant and team 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 desirable and must be demonstrated in the application:
 - Experience of working with a range of audiences, agencies and other stakeholders at different levels
 - Knowledge and track record of tourism product development
 - Excellent project management skills



- Experience in innovative communications, marketing, campaigns and business engagement
- Experience in managing/facilitating stakeholder and business events
- Working on similar projects in environmental / community / tourism sectors
- Excellent interpersonal and communication skills, including written and oral presentation skills and an ability to provide information to audiences in an engaging and understandable way
- Creativity and enthusiasm
- Methodical and highly organised, with good attention to detail
- Budget expenditure management
- Desired - knowledge of Plymouth businesses and networks across the city

II. References - A minimum of two appropriate references must be provided.

III. Budget -

The consultant should 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.

Consultant fees and agreed travel and subsistence expenses should not exceed £19,000 (ex VAT)

IV. Relevant Experience – links to / details of past work within this sector and within the scope of this work

9. Programme

It is anticipated that the initial contract run for a period of approximately 8 months and an indicative programme for the appointment is:

- Invitation to tender: w/c Nov 22nd
- Tender submission: By Nov 30th
- Interviews (if invited/required): To be arranged if/as necessary but probably w/c Nov 29th
- If you have access requirements for the interview please state these in your response.
- Appointment of consultant(s): Week commencing Dec 6th
- Inception meeting: Week commencing Dec 6th



10. 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 consultant will be allowed to reproduce this material for reference purposes only.

It will be a condition of the appointment that the consultant 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.

11. 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:

Freya Edwards

Freya.Edwards@plymouth.gov.uk

Tel: 01752312562