



Request for Quotation

Development of a Visual Identity and Brand Guidelines for 'Great West Way'

Issue Date: 2 October 2017

Return Date: 16 October 2017

1. Background to the 'Great West Way'

VisitWiltshire has been successful in securing £1m over two years from the 'Discover England Fund' to develop the Great West Way into a premier touring route between London and Bristol.

This is one of a number of successful projects made possible by HM Government's £40m Discover England Fund, administered by VisitEngland (www.discoverenglandfund.org). The 'Great West Way' project will be supported by 40% match funding from partners in the public and private sectors.

The 'Great West Way' project will be led by VisitWiltshire, a destination management organisation, and is set to transform tourism along the 125-mile route – a quarter of which is in Wiltshire.

Our vision for the Great West Way is *"To create one of the world's premier touring routes between London and Bristol"*.

The Great West Way project is focused on creating a world class tourism experience, winning new business and market share for England, growing the visitor economy and transforming the visitor experience along and around the route. The Great West Way will join up many of England's iconic destinations and attractions along a corridor west of London, giving a clear compelling proposition to draw visitors out of London.

The touring route is multi-modal, creating a route for car, coach, rail, cycling, walking, canal boating visitors to rival any of the great touring routes in the world.

The 15-mile wide Great West Way corridor passes through Berkshire, Hampshire, Oxfordshire, Wiltshire, Somerset, Gloucestershire, and the Cotswolds. The route includes many of England's most iconic attractions - London, Windsor, the Stonehenge & Avebury World Heritage Site, Castle Combe, Lacock, Bath, Bristol, the Cotswolds. As well as 3 World Heritage Sites, 3 Areas of Outstanding Natural Beauty, major air, rail, canal, river and road routes.

The Great West Way will promote a range of product themes reflecting the route's tourism assets, including heritage, food and drink, countryside, film tourism, gardens, and will link directly to VisitBritain's international GREAT campaign.

The Great West Way embraces the development of slow tourism, encouraging visitors to explore trails and itineraries along and around the route, linger longer, and explore the route in depth. Although the whole London to Bristol route is only approx. 125 miles, this approach means highlighted routes will be over 500 miles.

Great West Way Proposition and Brand Positioning

As part of the Round 1 DEF project, a Great West Way proposition and brand positioning was developed in consultation with destinations and industry along the route, and launched in March 2017. The Brand Booklet guide for businesses and destinations along the route is available at <https://www.visitwiltshire.co.uk/partners/news-and-events/the-great-west-way>

This brand positioning will be used to offer visitors the opportunity to get under the skin of England and discover its real essence by understanding the stories of the past and experiencing the authentic culture of the present.

Great West Way Value Proposition:

The Great West Way links London and Bristol. It follows a 125-mile route based on one of the first Great Roads commissioned by the Kings of England.

Along the Way, everyday England rubs shoulders with world-famous heritage. The Great West Way is for curious travellers searching for the real England.

Those who want to explore further, delve deeper and uncover the essence of England.

The Great West Way offers an extraordinary variety of English experiences not found in any other part of the country.

Great West Way Brand Idea:

At the heart of the Great West Way is our brand positioning idea, 'England Concentrated' – presenting an extraordinary variety of attractions and experiences in an easily accessible compact area.

Epitome Visitor:

Our target mind-set is the 'curious visitor', a traveller who has a desire to discover, go deeper, seeing for himself or herself and enjoys the journey just as much as the experience.

Target Markets

The Great West Way is expected to attract domestic as well as its primary target of international visitors and will give a hook with which to capitalise on the growth of international visitors to Britain.

International priority markets for the Great West Way have been defined as Germany, Netherlands and USA, where the route will be promoted as 'England's Great West Way'.

Target Visitors

Our consumer research showed a clear link between the Great West Way value proposition and the needs of three VisitEngland target market segments:-

- Cultural Adventurers
- Lifestyle Travellers
- Mature Experience Seekers

Information about these segments can be found here

https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/discover_england_fund_years_23_hi_res.pdf

Programme Objectives

- Generate short- medium- and long-term additional tourism visits and spend, increase dwell time and achieve high satisfaction along, and around, all parts of the route.
- Win significant new business and market share for England.
- Create a new way of working for destinations in England, joining-up destinations along the route.
- Give a clear compelling proposition to draw international visitors along and around the London-Bristol route, while also appealing to domestic visitors.
- Be a major catalyst for change, eg influencing inward investment, creating branded travel passes, impact on broader place related agendas.
- Improve linkages between a range of attractions and activities.
- Develop an innovative signage and wayfinding solution, including using a smart destination technology, visual identify and Discovery Points.

- Improve private and public transport and other visitor-related infrastructure along and around the route, including developing branded passes.
- Direct visitors to less-visited areas by creating branded itineraries and experiences along and around the route.
- Increase growth, productivity and partnership working.
- Increase and improve the quality and range of product, for example attracting new accommodation in areas where supply is low.
- Work with the trade to ensure bookable product is available in target domestic and international markets.
- Create something new and exciting to add to England's existing offer.

There are two other relevant RfQs being circulated alongside this project:-

- Website development
- Wayfinding solutions

Please see <https://www.visitwiltshire.co.uk/partners/news-and-events/the-great-west-way> for further background information including case study analysis report.

2. Request for Quotation – Services Required

VisitWiltshire are seeking quotations to develop a visual identity and detailed brand guidelines for the Great West Way.

Summary of activities to be delivered:

This project will:

- ⇒ Create a clear compelling visual identity for the Great West Way that is creative, innovative and motivates new travel to England and the West.
- ⇒ Create memorable distinction and customer recognition.
- ⇒ Develop a visual identity and brand guidelines that encourage adoption across a wide range of industry and stakeholder groups.

Alongside the brand positioning the visual identity and brand guidelines will also:

- ⇒ Influence strategy, behaviour and communication, the identity needs to inspire travel.
- ⇒ Establish the Great West Way in the minds of consumers, industry and media by being unique and distinctive.
- ⇒ Support value propositions that are emotive, encouraging visitors to explore.
- ⇒ Be relevant and add value to all sectors so that it improves linkages between a wide range of destinations and products.
- ⇒ Be appropriate for communication to UK as well as target international markets.
- ⇒ The identity needs to be meaningful and credible to consumers.
- ⇒ The identity must inspire a wide range of stakeholders and partners to work together on a single compelling proposition that brings benefits to all.

- ⇒ Need to be usable across a wide range of media and channels, from physical signage to digital. Work alongside other existing visual identities.
- ⇒ Consideration will also need to be given to how the visual identity and brand guidelines will work across a wide range of thematic and geographic areas and products, and how it can be accommodated within an overall Great West Way brand framework.

It is important to note that:

- ⇒ It is expected we will need to control usage.
- ⇒ The brand toolkit needs to include:- overview of brand model, positioning, proposition and brand idea, tone of voice, usage of visual identity, colour palette, type style, photography, dos and don'ts.
- ⇒ The identity should be able to be communicated across all media including digital, social and print. It should encourage talkability and shareability.
- ⇒ The visual identity needs to be flexible, adaptable and be relevant across the whole of the route and across all sectors.
- ⇒ The brand guidelines should give clear usage guidance and tools for destinations, industry and other important partners.

Content/Framework

The response to this RFQ should consider the following:

- Architecture for the visual identity
- Sector and product propositions – there will be a need for tailored solutions for specific sectors, products and initiatives. These should be influenced by and sit comfortably with the strategic positioning.
- Product and personality values
- Messaging
- Tone of voice
- Products and experiences
- 3rd party brand guidelines
- Brand toolkit

Consultation & Engagement

Fundamental to this project is that the process for developing the identity:

- ⇒ Includes input from a wide range of private and public sector partners, stakeholders and touchpoints.
- ⇒ Highlights the benefits of producing and implementing a coherent identity, and the risks of not doing so.
- ⇒ Delivers a robust, tested and evidence based solution.
- ⇒ Key stakeholders must be involved.

It is expected that the successful proposal will be one that includes a mix of focus group, 1:1 and panel input. Including cross-market and cross-sector.

Timescale

Work is expected to commence as soon as possible after appointment. All activity must be fully completed by 31 March 2018.

Scope

The scope of this project will include:

- a) Contract agreed
- b) Project plan (including consultation plan) agreed. This should include examples.
- c) Research and consultation process.
- d) A powerpoint presentation summarising the findings and outcomes.
- e) Presentation – to the Great West Way Steering Group and two other groups.
- f) Examples of design, creative solutions and campaign implementation ideas which reflect the agreed identity.
- g) Creation of the agreed solution and production of Great West Way brand guidelines / toolkit for use by a wide range of partners.

Methodology

Submissions will need to set out a clear methodology for delivering this project. The project plan will need to:

- Describe the partner and stakeholder groups to be engaged with.
- Identify key strategies, bodies and resources to be consulted with.
- Describe how each of the key partner groups will be engaged with.
- Show clearly how partner and stakeholder engagement and communication objectives will be achieved through the process.
- Describe how the outputs of this work will be presented and provide a breakdown of how they intend to schedule the identified tasks.

Selection Criteria and Weighting

Quotations will be evaluated against the following criteria:

Area of Evaluation	Score	Weighting
Understanding of operating environment and place	10	2
Relevant experience / track record	10	2
Project plan	10	1
Engagement / Consultation plan and process	10	2
Understanding of identity / positioning requirements and outputs	10	1
Impact against targets	10	3
Creativity / innovative approach	10	1
Overall presentation	10	1
Value for money	10	2

3. Responding to the Quotation

Your Quotation should include the following:

Budget

The budget for visual identity and brand guidelines/toolkit is £60,000 (excl VAT).

Costs should be broken down into components with a full description of each component and its associated costs. Please include day rates for each member of staff involved with the project and total time costs.

Company Details

Include full company details including company name, registered office address, registration number. If the Company is a member of a group of companies, give the name and address of the ultimate holding Company.

Bidders must confirm if all or part of the work will be contracted to a 3rd party. Actual or perceived conflicts of interest must be declared.

Please include full contact details of the person to whom any queries relating to this Quotation should be addressed.

Experience

Please provide:

- A brief history of the Company and its evolution.
- An overview of the range of services that the company supports.
- Details of any relevant experience the company and consultants have.
- CVs of the key consultants that you are proposing to commit to this contract should it be awarded to your company.
- Details of the qualifications of the consultants who would be working on this contract.
- The Company names, contact names and contact details of referees from whom references may be sought.

Assumptions

Please detail the assumptions that have been made about the management of, and input to, this piece of work, including time commitment.

Project Plan

Please detail your proposed project plan. The project plan should include a consultation plan, resourcing, timescales, milestones and reporting.

Any Other Information

You may include any other information which you consider may be relevant to support your submission.

Instructions for Completion:

- Quotations are to be sent by email to fionaerrington@visitwiltshire.co.uk, Bourne Hill, Salisbury SP1 3UZ.
- No Quotation received after the stated submission date specified and / or provided other than in accordance with these instructions shall be accepted or considered. Once the proposal has been submitted, no alterations to the text will be permitted.

- Your quotation will remain open for 30 days from the submission date. VisitWiltshire reserve the right to award the contract at such or at a later date, or not at all.
- VisitWiltshire does not bind itself to accept the lowest bid or any quotation. VisitWiltshire reserves the right to withdraw any part of the quotation document prior to award of contract, and reserves the right to discontinue the quotation process at any time. VisitWiltshire will not accept responsibility for any expense or loss which may be incurred by any potential supplier in the preparation of their Quotation.
- Quotations will be evaluated by a Great West Way project panel.
- The contract will be subject to VisitWiltshire's standard terms and conditions.
- Timetable:
 - Proposals submitted by 16 October 2017
 - Interviews in Salisbury 19 October 2017