



Request for Quotation

**Great West Way
Mapping**

Issue Date: 22nd January 2018

Return Date: 5th February 2018

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.

As part of the Round 1 DEF project, a Great West Way brand idea, value proposition and narrative 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 described this and is available at www.visitwiltshire.co.uk/greatwestway

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'.

Great West Way Objectives

- To 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.
- To win significant new business and market share for England.
- To create a new way of working for destinations in England, joining-up destinations along the route.
- To give a clear compelling proposition to draw international visitors along and around the London-Bristol route, while also appealing to domestic visitors.
- To be a major catalyst for change, eg influencing inward investment, creating branded travel passes, impact on broader place related agendas.
- To improve linkages between a range of attractions and activities.
- To develop an innovative signage and wayfinding solution, including using a smart destination technology, visual identify and Discovery Points.
- To improve private and public transport and other visitor-related infrastructure along and around the route, including developing branded passes.
- To direct visitors to less-visited areas by creating branded itineraries and experiences along and around the route.
- To increase growth, productivity and partnership working.
- To increase and improve the quality and range of product, for example attracting new accommodation in areas where supply is low.
- To work with the trade to ensure bookable product is available in target domestic and international markets.
- To create something new and exciting to add to England's existing offer.

Our over-arching messages

The Great West Way offers curious travellers the chance to explore further, delve deeper, and uncover the essence of England – as an add-on to London or as a destination / journey in its own right.

Within this, our over-arching messages are:

- **Variety** - A Great West Way experience should never be repetitive.
- **Narrative** - The Great West Way tells an important strand of England's story. It isn't simply a collection of places to visit.
- **Independence** - We are not prescriptive about how to experience the Great West Way. It works just as well for independent travellers as for travel trade programmes.
- **Contrast** - The Great West Way connects England's icons. But is also reveals everyday England.

- **Authenticity** - The Great West Way is rooted in history. It follows travellers' routes used for centuries, the routes that brought druids to Stonehenge, drovers to market, Georgian society to Bath and our industrial revolution to the world.
- **Experience** - The Great West Way is about much more than the places you visit. It's about the experience of England.
- **Englishness** - Clichés are expected and loved.

Please see www.visitwiltshire.co.uk/greatwestway for further project background, details of Round 1 activity, and the project Business Plan.

2. Our audiences

Looking at each of the individual strands of our global audience, and their similarities, they can be grouped into the following five categories:

- i. End consumers
- ii. Product (UK based product / inbound transport) and destinations
- iii. Overseas trade (global providers / global front line sellers)
- iv. Media
- v. Wider audience, including non-tourism, stakeholders and investors

i. End consumers: “We are planning our trip”

Who are they?

The visitors we seek. They may just be visiting for the day or for an extended period. They may have travelled from a London gateway (or further afield) or may have come directly into the region. For the purposes of DEF there is an international focus but, looking forward, this extends to a domestic audience also.

Our target visitor is the ‘curious visitor’, whose visitor mindset can be summarised as follows:

For lovers of England. For travellers with a desire to discover. The “what’s around the corner-ers” and the “who will I meet today-ers”. Not the “A-to-B-ers”. For travellers who believe the journey is as remarkable as the destination. For those who love stories – hearing others’ tales, creating and sharing their own. For those who believe the everyday can be extraordinary. For the curious and the inquisitive. Those who like to go deeper, to see and feel and do and try and taste for themselves. For seekers of the real, the authentic and the very essence of England.

The end international consumer can be broadly classed into 3 segments:

- **Cultural Adventurers**

Successful, independently-minded young professionals with high disposable income. Seeking to soak up all aspects of the local culture in order to escape and unwind while experiencing something new. Interested in unique experiences with a touch of luxury.

- **Lifestyle Travellers**

An upwardly mobile group who value social status and see travel as an expression of who they are. They seek “braggable moments” that look good on social media but also deliver on their need to relax, unwind and compensate for their hard work.

- **Mature Experience Seekers**

A more mature segment that are best defined by their attitude – “young at heart”. With greater freedom, money to spend and time to enjoy themselves, travel is a key pastime that satisfies their desire for new experiences and learning.

What do we want them to think?

- Looks like a great place to experience England beyond London
- I'd heard of x/y/z (product) but not of a/b/c (product) – I'm interested to find out more (this will need to be balanced with international visitors' fairly low awareness of outside London)
- It's so easy to get there and to travel around
- Now's a great time to book/travel
- Must tell my friends about it

What do we want them to do?

- Visit the GWW website and other channels
- Book travel, accommodation and ground products along the GWW
- Talk about the GWW

Why do we need a map for them?

- Raising awareness / education – putting the GWW on the map, and showing what the GWW has to offer as a journey / destination
- Inspiration
- Planning a trip
- Practical usage before and during travel
- After travel – to show others where they went / what they did

ii. Product and destinations: “We are creating one of the world’s premier touring routes”

Who are they?

Those who will be affected by the GWW, either because they have product into or within the area, or are one of the destinations which make up the GWW.

What do we want them to think?

- I'm involved, listened to and kept informed – either via the GWW or via their DMO
- I can make a difference
- This is an exciting project that relates to me
- The Great West Way is a successful initiative now, and for the years to come

What do we want them to do?

- Be engaged in the project in general – believe in its aims, read the emails and attend the meetings etc.
- Be a GWW ambassador
- Become export ready / increase export investment – by investing in international activity and being ready and able to work with the international travel trade
- Invest financially or in kind where possible
- Use the brand/messaging

- Enable exploration
- Make easy connections
- Create stories
- Keep it real
- Encourage word of mouth about the GWW

Why do we need a map for them?

- Raising awareness / education – putting the GWW on the map, and showing what the GWW has to offer their product
- Encourage participation
- Promotional / advertising opportunities
- For industry to use as a key part of their GWW messaging

iii. Overseas trade : “We contract or sell the Great West Way”

Who are they?

1. Global providers

They contract the ground products. Includes tour operators (FIT and group), wholesalers, online travel agents (OTAs), ground handlers and destination management companies. More specifically product managers and contractors within these organisations.

2. Global front line sellers

Actual people who take actual bookings, face to face or over the phone with a customer. Includes travel agents, airline call centre agents, group travel / incentive booking agents.

What do we want them to think?

- This is something new and exciting for the market
- This is a great product fit for my clients
- I feel confident and enthusiastic about contracting/selling the GWW
- I know where to go to find out more information

What do we want them to do?

Global providers:

- Feature the GWW in their programmes
- Talk about the GWW
- Develop new GWW product – which is profitable for them and the providers
- Feed back on bookings
- Grow “out of London” product – not just displace visitors from elsewhere

Global front line sellers:

- Book products along the GWW (travel, accommodation and ground products) which are profitable for them, and the providers – and which meet client needs and expectations.
- Talk about the GWW

Why do we need a map for them?

- Raising awareness / education – putting the GWW on the map, and showing what the GWW has to offer as a journey / destination
- Inspiration
- Planning their programmes / itineraries – on an inspirational and a practical level

iv. Media: “We publicise the Great West Way”

Who are they?

Online and offline media contacts, including consumer media (traditional and bloggers), trade and non-tourism media (for corporate / business me)

What do we want them to think?

- The GWW is a new type of product for English tourism
- There’s a compelling story which will appeal to my readership either due to tourism hook (consumer), business growth story (non tourism media) etc.
- I have all the necessary information / images / video content, and know where to go for further information

What do we want them to do?

- Provide inspiring coverage for the GWW, which achieves cut through
- Attend fam trips
- Include a strong call to action

Why do we need a map for them?

- Raising awareness / education – putting the GWW on the map, and showing what the GWW has to offer as a journey / destination
- Inspiration
- Planning an article
- To accompany an article

vi. Wider audience, including non-tourism stakeholders and investors: “We are interested in the economic growth that the Great West Way will bring”

Who are they?

Includes:

Local Enterprise Partnerships (LEPs)

Other government departments

Non tourism businesses

What do we want them to think?

- I'm involved, listened to and kept informed – either via the GWW or via a DMO
- This is an exciting project that relates to me – and which will bring growth for the tourism industry and beyond throughout the region
- We can make a difference by getting involved with the GWW
- As a catalyst for change, The Great West Way can improve the corridor as a place to live, work, invest and visit

What do we want them to do?

- Be engaged in the project in general – believe in its aims, read the emails and attend the meetings etc.
- Be a GWW ambassador - invest in the GWW project as partners within the campaign, where relevant
- Invest in the region – be it improving transport, attractiveness, tourism facilities, supporting SME growth etc.
- Use the brand/messaging
 - Define the corridor as a place to live, work, invest, visit
 - Enable exploration
 - Make easy connections
 - Create stories
 - Keep it real
- Encourage word of mouth about the GWW

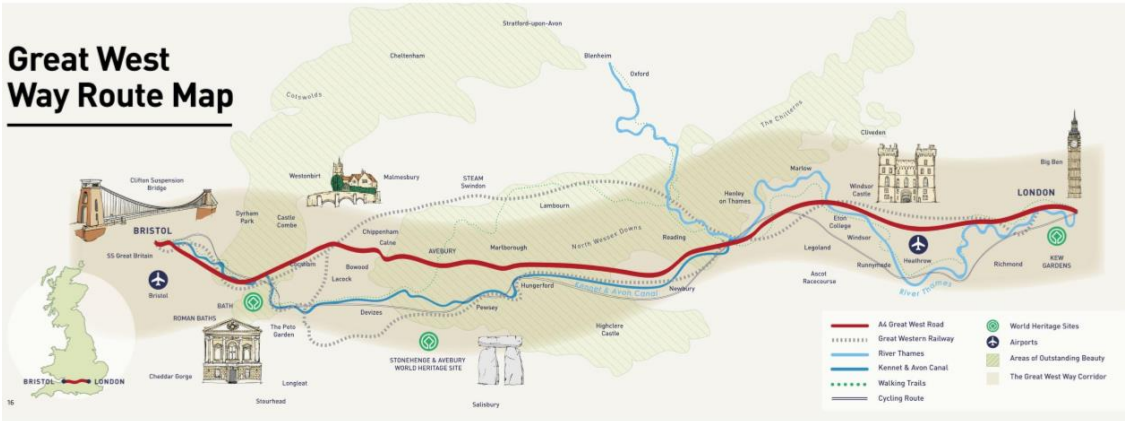
Why do we need a map for them?

- Raising awareness / education – putting the GWW on the map, and showing what the GWW has to offer their product
- Encourage participation / buy in to the GWW as a concept for the region
- To use as a key part of their GWW messaging

3. Background to GWW mapping

Until now, the GWW has used an illustrative map in its communications with stakeholders. This has been well received, and has been designed in such a way to show clearly the journey that the GWW takes.

The GWW is 125 miles long and broadly follows the route of the A4 Great West Road, to a width of approximately 15 miles.



However, this illustrative map is just that and has been tweaked for simplicity. With the project now beginning to take shape, our mapping needs are more sophisticated, as outlined in the following sections of this document.

4. Request for Quotation – Services Required

VisitWiltshire is seeking quotations to develop a number of mapping solutions as outlined below:

a) Illustrative map

Aim:

To educate, inspire and motivate ALL audiences as to the area covered by the GWW and the main destinations and routes within it.

Requirements:

A basic, but geographically representative map, similar to the one we have been using to date, but allowing us to add different layers of information.

This map will need to fulfil the following roles:

1. Offline

A print version, for promotional purposes. A basic background on which to plot various itineraries, activities or themes e.g. a food and drink map, a history and heritage map, a heritage touring map. This should be suitable for inclusion in brochures, on posters, direct mail etc. (exact activity TBC).

2. Online

The artwork should be such that the map can be easily converted to be used on our website (in development) and that consumers can click to add different levels of information / themes and click through to deeper level pages or to partner pages from that.

The map should:

- be geographically representative
- place the GWW in relation to England as a whole
- work with the idea of **layers** – so the same base map can carry different themed information
- include major tourist towns and cities, points of interest, roads, canal/river, train line, cycle and walking routes, airports, AONBs, World Heritage Sites etc.
- be easily integrated into the GWW website (once developed)
- be engaging, informative, and encourage enthusiasm - not all our audiences know enough about the destination to just pick a place to click on / visit without us giving them a reason to do so

b) Detailed functional map

Aim:

To serve as a training tool for the overseas trade, and a practical tool for visitors to the area.

Requirements:

A detailed print ready map of the GWW, with space on the reverse for further product information / city maps (as required), suitable to be produced as a fold up (to DL or similar) sized printed map

The map should:

- be geographically representative
- place the GWW in relation to England as a whole
- include tourist towns and cities, points of interest, roads, canal/river, train line, airports, cycle and walking routes, AONB, World Heritage Sites etc. – to the extent that it can be used to **plan a journey** or navigate along the route **at a top level**
- be engaging, informative, and encourage enthusiasm - not all our audiences know enough about the destination to just pick a place to click on / visit without us giving them a reason to do so

c) OS map

Aim:

To serve as a detailed practical tool (in particular for overseas trade and end consumers) for planning a journey along the Great West Way.

Requirements:

Recommendations for an OS map of the GWW, with space on the reverse for further product information (as required), suitable to be produced as a fold up (to DL or similar) sized printed map

The map should:

- place the GWW in relation to England as a whole
- be of **OS standard**, including information required for a specialist cycling / walking holiday or similar

Summary of activities to be delivered:

This project will:

- ⇒ Provide flexible mapping solutions (both illustrative and functional) – allowing us to meet the information needs of our different audiences, and allowing different layers of information on each version of the map
- ⇒ Provide finished artwork, but in a format that we can be edited by the creative agency or an independent designer.
- ⇒ Establish the GWW as a point on the map and define it in practical / visual terms – for all our audiences
- ⇒ Encourage the support of UK product and our wider stakeholder audience
- ⇒ Encourage overseas trade to feature the GWW
- ⇒ Provide the media with the necessary tools to promote the GWW
- ⇒ Assist the end consumer with their holiday inspiration, planning and route navigation during the holiday itself
- ⇒ Allow for translation into German and Dutch

The proposal should:

- ⇒ Support the Great West Way 'England Concentrated' brand idea, value proposition and messaging – in particular, the idea that the GWW is multi-modal in nature, and that it is as much about the journey as it is the destination
- ⇒ Encourage the participation in the Great West Way by UK stakeholders, and encourage take up of the GWW as a concept by overseas audiences
- ⇒ Give consideration to how we can work most effectively – including how any online mapping will fit within our website
- ⇒ Be focused primarily on developing mapping solutions for target international markets, while staying relevant for the domestic market.
- ⇒ Give examples of relevant case studies and experience, as applicable

5. Timescale

Work is expected to commence as soon as possible after appointment.

6. 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
Industry Engagement / Recruitment	10	1
Understanding of mapping requirements and outputs	10	1
Impact against targets	10	3
Creativity / innovative approach	10	1
Overall presentation	10	1
Value for money	10	2

7. Responding to the Quotation

Your Quotation should include the following:

Budget

We welcome submissions based on the costs that you identify, rather than committing to a budget for the mapping project as whole at this stage. We understand that developing maps may involve paying for map files in addition to the design involved.

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.

Translation costs need not be included, but the cost of inputting these translations should be.

Specific print costs for a DL functional map need not be included.

Additional costs should be clearly stated.

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.

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 sarahberryman@visitwiltshire.co.uk
- 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 5th February
 - Interviews (if required) expected to be in Salisbury w/c 12th February