



## **Request for Quotation**

### **Develop, Build and Support a Best in Class Website for the Great West Way**

Issue Date: 2 October 2017

Return Date: 27 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](http://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, Bath, Bristol 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.

## **Elevator Pitch**

### **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](https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/discover_england_fund_years_23_hi_res.pdf)

### **Overall Great West Way 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, e.g. 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:-

- Development of a Visual Identity and Brand Guidelines
- Wayfinding solution

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**

### **Summary of activities to be delivered:**

VisitWiltshire are seeking quotations for the supply of a best in class Great West Way website, for consumer and business audiences (trade, industry, media), an itinerary planner and comprehensive hosting and support.

This project includes:

- Development, build, hosting and supporting of a Great West Way website and any other recommended digital solutions

To achieve this, we will be looking for a developer who can provide:

- A commitment to best practice in accessibility, statistics, search engine optimisation, social media and user generated content integration, and back-end functionality.
- A solution that can be managed developed and sustained by VisitWiltshire.
- An automated system that has ability to pull content / products from the destination and industry websites that are geographically situated along the Great West Way.
- To align with destination websites along the route.
- A system which is as flexible and future-proof as possible, which will enable additional functionality to be incorporated at a later date.
- An excellent understanding of site search facilities.
- A cost effective, best value solution.
- A professional, innovative and creative approach
- The ability to work to a schedule and budget
- A solution that includes innovative new functionality to help position the new website as a leading route resource.

- A solution that gives maximum flexibility for integrating with other Great West Way technology,

### **3. Overview**

#### **Objectives of the Website**

To create an inspiring consumer facing website to inspire visits to the Great West Way that allows visitors to research, plan and / or book either individual component of a visit or whole itineraries.

- Enable content and images to be updated by individual businesses (subject to editorial control)
- Provide saleable product (bedroom bookings, tickets) through connected third party systems, API or other means. This should include provision for commissionable product.
- Provide a content management solution that enables the creation of pages through templates that can be managed and produced by VisitWiltshire
- Can integrate with other travel and destination websites, drawing business content and data, along the Great West Way route
- Is cost effective and provides value for money
- Is flexible and future proof
- Maximises opportunities for income generation to contribute to the programme's 20% cash match funding objective.

#### **Essential**

- Excellent SEO, management reporting and analytics
- Easy to update content - provision of blog, social media integration.
- Innovative use of film and images
- Advertising and commercial opportunities
- Comprehensive structure and site searches
- Consumer database and CRM solution
- Itinerary planner
- Mechanism for highlighting and promoting bookable product
- Innovative design, navigation and mapping solutions
- Secure trading
- Multi descriptions for individual businesses to allow for translated content and ability to upload promotions
- Resilient and secure hosting (24\*7)
- Help desk support and account management
- Service level agreement
- Value for money

### **4. Design**

Design should be included in this quote. The site needs to be fully responsive. Functionality and design should reflect the Great West Way brand positioning. This project will be running

alongside a branding /visual identity development brief which will influence the design and look of the website. In the future there may be a need separate channel sites.

## **5. Requirements**

We are looking for a stable, creative, established platform. The system should be capable of being configured / developed within the platform to enable “personalisation” for the Great West Way.

Our aims of this project are:

- Produce a route website development plan that is creative, innovative, forward thinking and that will result in gaining increased market share
- Create memorable distinction and customer recognition
- Be best in class for route websites

We require:

- 99% or better uptime of the management system and supported websites
- Excellent customer service
- Unlimited user licences
- Service / help desk offering 2 hour (or better) response for high priority failures in either the management system or hosting
- To have access to our source code and the right to use it for our own purposes

The System should enable:

- User / configuration management
- Multiple / concurrent users with unique access rights.
- Secure ecommerce integration
- Responsive display for multiple platforms (tablet, smartphone, superscreen)
- Full audit trail and reporting

## **Consultation & Engagement**

As part of the website development project at various stages we will require consultation from a wide range of private and public sector partners and stakeholders

### **Timescale**

Work is expected to commence as soon as possible after appointment. This must be finished by June 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) Presentation – to the Great West Way Steering Group and two other groups.
- e) Examples of design, creative solutions and campaign /implementation ideas which reflect the agreed identity.

### **Indicative budget**

The indicative budget for the whole website development including content is £80,000 (excl VAT). There may be additional budget for game changing ideas. A separate RFQ and budget has been set for wayfinding solutions and brand development.

### **RESPONDING TO THE QUOTATION**

Your Quotation should include the following:

#### **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 3<sup>rd</sup> 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 your Company and its evolution.
- An overview of the range of services that the company supports.
- Summary of relevant experience the company/consultants have.
- Details of relevant international experience.
- Details of your Great West Way route and product knowledge.
- Biographies of the key staff/contractors that you are proposing to commit to this contract should it be awarded to your company.
- The Company names, contact names and contact details of referees from whom references may be sought.

#### **Methodology**

Please provide methodology details that describe, in some detail, the work methodology that the selected staff/contractors you will use to carry out the work. This should include:

- Details about how you would go about undertaking the work
- How you'd achieve project objectives
- Processes through which you would ensure that key stakeholders are involved.
- What added value you would bring to this
- Describe how the outputs of this work will be presented and provide a breakdown of how they intend to schedule the identified tasks.

#### **Your assumptions in preparing the quote**

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

#### **Project Plan**

Please submit a detailed proposed project plan.

The successful applicant will be expected to seek synergies wherever possible with other Discover England Fund projects.

### **Costs**

Detailed costs for deliver activity included in this plan 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/contractors involved with the project and total time costs for each element of the project.

### **Any proposed added value**

Please supply information on any proposed additional value that you will bring to this project and the activities and the overall programme.

### **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](mailto:fionaerrington@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 60 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 VisitWiltshire / Great West Way panel.
- The contract will be subject to VisitWiltshire's standard terms and conditions.
- Timetable:
  - Quotations received by 27 October 2017
  - Interview in Salisbury 2 and 3 November
  - Work begins as soon as possible after that

### **Selection Criteria and Weighting**

Quotations will be evaluated against the following criteria:

<b>Area of Evaluation</b>	<b>Score</b>	<b>Weighting</b>
Understanding of operating environment and place	10	2
Relevant experience / track record	10	2
Project plan	10	1



Technical ability	10	2
Understanding of requirements and outputs	10	1
Impact against targets	10	3
Creativity / innovative approach	10	1
Overall presentation	10	1
Value for money	10	2