

Causeway Coast and Glens Borough Council

To: Leisure & Development Committee

Appointment of 3rd Party Provider of Tourism Marketing Services

14th April 2015

For Decision

7.0 Report to Committee

Linkage to Interim Corporate Plan	
Strategic Themes	Transition and Transformation Prosperity.
Objective	Secure the area as NI's premier tourist destination.
Lead Officer	Richard Baker – Director of Leisure & Development Peter Thompson - Tourism Manager
Cost: (If applicable)	£100,000

The purpose of this report is to seek approval of Members to appoint AGS Ireland for the provision of overseas marketing services.

7.1 Background

Following procedures detailed in the Funding Policy (Causeway Coast & Glens Borough Council), approval has been given for officers to procure an experienced operator to assist the Council's tourism team with marketing initiatives which promote the new Causeway Coast and Glens District Council area as a holiday destination. This is to specifically target the non-domestic market, and communicate what the area has to offer the holidaymaker/visitor, with regard to accommodation, activities, events, attractions and other tourism related products.

Key objectives for delivery include:

- To create a marketing campaign for the key target markets that raises awareness of the offering and promotes the area as a holiday destination.
- To increase the number of non-domestic visitors, bed nights and expenditure to the area.
- To align the Causeway Coast and Glens Council area overseas marketing campaign with the activity plans of Tourism Northern Ireland and Tourism Ireland. Additionally, it will complement the Council's marketing efforts to the Northern Ireland market and where relevant and beneficial, with the neighbouring Councils.
- To support the Causeway Coast and Glens Council area's brand values, as a vibrant, relaxing and beautiful destination, appealing to key target markets. It will build on the area's international reputation for awe-inspiring rural and coastal scenery along with a strong sense of history and welcoming people.
- To identify a mechanism to monitor and measure the effectiveness of the campaigns.
- To identify and develop best fit brands for promotion to specific market segments.

7.2 Procurement Process

The procurement process for this appointment involved public advertisement in the Belfast Telegraph, Irish News and E-Sourcing and expressions of interest were sought, with a number of

companies responding. The terms of reference were issued, (Annex A) and four companies responded. The submission deadline was 3rd March 2015.

The following companies submitted documentation:

- ☐ AGS Ireland
- ☐ Digital Dialog Ltd
- ☐ Powell Destination Marketing
- ☐ Rumour Mill PR

The selection panel made up of Valerie Richmond (Limavady Borough Council), Peter Thompson (Coleraine Borough Council), Kerrie McGonigle (Moyle District Council), Liz Johnston (Ballymoney Borough Council) and Eileen Magee (Limavady Borough Council), convened to assess these on 4th March 2015. Robin Brown (Procurement Officer, Causeway Coast & Glens District Council), was also in attendance for procurement advice.

Summary

Organisation	Score	Rank
AGS Ireland	77.6	1st
Digital Dialog Ltd	73.065	2nd
Powell Destination Marketing	71.99	3rd
Rumour Mill PR	No Score Returned – did not meet experience criteria required.	

7.3 Recommendation

It is recommended that Council approves:

Appointment of AGS Ireland as the Causeway Coast & Glens Council's preferred candidate for the provision of overseas marketing services, subject to clarification of all requested information and agreement on 'the terms and conditions of contract'. This appointment would be for a 12 month period commencing on 1st June 2015.

Invitation to Tender for

Provision of Tourism Marketing Services

February 2015

PLEASE NOTE:

Causeway Coast and Glens Council will evaluate tenders received on the basis of the following criteria:

- Selection criteria (pass/fail)
- Award criteria (scored)

Only tenderers who pass all the selection criteria will have their bid considered against the award criteria.

3 hard copies of the **Stage 1 Matrix** and 3 hard copies of the full tender document must be returned by **4pm on Tuesday 3rd March 2015**

Organisations must submit a tender document limited to 20 pages excluding Terms of Reference and CVs.

Contract effective from 1st April 2015 to 31st March 2016.

Introduction

The Review of Public Administration (RPA) was the first major examination of public services in Northern Ireland for over 30 years. The number of councils in Northern Ireland will reduce from 26 to 11 in April 2015.

Under Local Government Reform (LGR) the cluster of Ballymoney, Coleraine, Limavady and Moyle Councils will form the new Causeway Coast and Glens District Council from April 2015. The preparation of a Destination Management Strategy is being administered by the Leisure & Development Transition Management Team made up from the four cluster councils. The new council is in a “shadow” form and is operating concurrently with the four existing Councils.

The Causeway Coast & Glens District Council seeks proposals from suitably experienced organisations to deliver a marketing initiative for the area.

The area extends from the Roe Valley eastwards to the Glens of Antrim. Much of the area has a coastal fringe and a rich, agricultural countryside. Tourism plays a key role in the development of the local economy within the new Council and is one of Northern Ireland’s most important tourism destinations.

Tourism in the new Council will have responsibility for the implementation of Marketing, Tourism Development/Regeneration, Visitor Servicing, Events and Business Support. It will also have a responsibility for the promotion of Outdoor Recreation.

Recognising the value of tourism to the wider area, Causeway Coast & Glens District Council wish to procure specialist services for marketing the area as a visitor destination, to selected markets and market segments outside of Northern Ireland. A service level agreement currently exists with the Causeway Coast & Glens Tourism Area Partnership for overseas marketing. To date this has been on the basis of a wider region which comprises the 4 cluster councils along with Ballymena and Larne council areas. However, this agreement expires on the 31st of March 2015 and a new arrangement for services is required to be in place from this date for the Causeway Coast and Glens Council area.

Scope of Works

The Causeway Coast & Glens District Council wishes to appoint an experienced operator to help deliver marketing initiatives which promote the new Causeway Coast and Glens Council area as a holiday destination to the non domestic market, and communicate what the area has to offer the holidaymaker/visitor, with regard to accommodation, activities, events, attractions and other tourism related products.

Engagement with markets within Northern Ireland will be retained within Council and 'in house' activity will concentrate its marketing activities on.

- The traditional main stay holiday sector.
- The short break sector
- Events that promote short break stays
- Niche activities/interests that promote short break stays e.g. outdoor activities such as surfing, golf, angling and adventure sports, and extend the visitor season.

Marketing Brief for tenderer

The purpose of the operator services is to assist in delivering on a series of destination marketing objectives:

- Key target markets for communication and conversion include the 'Culturally Curious' and 'Great Escapers' from Great Britain, Germany, France and North America.
- To create a marketing campaign for the key target markets that raises awareness of the offering and promotes the area as a holiday destination.
- To increase the number of non-domestic visitors, bed nights and expenditure to the area.
- To align the Causeway Coast and Glens Council area campaign with the activity plans of NITB and Tourism Ireland, and if relevant and beneficial with the neighbouring Councils.
- To support the Causeway Coast and Glens Council area brand values, as a vibrant, relaxing and beautiful destination, appealing to key target markets. Build on the area's international reputation for awe-inspiring rural and coastal scenery along with a strong sense of history /welcoming people.
- To identify a mechanism to monitor and measure the effectiveness of the campaigns.
- To identify and develop best fit brands for promotion to specific market segments.

Services required

To support these objectives the following services must be delivered

Activity	Description																														
Creative & campaign Concepts	A series of creative concepts that support the campaign brief and build upon the Causeway Coast and Glens Council area brand and values. This campaign will build upon the existing resources while creating a strong invitational message during the shoulder season.																														
Marketing Campaign schedule	Produce a campaign schedule that provides value for money and demonstrates a reach into the target markets using a range of media.																														
E-Media	The campaign must be supported by a dedicated e-marketing programme that improves the social media and e-marketing connections for the Causeway Coast and Glens Council area and achieves an increased database of consumers and stakeholders for refined target marketing purposes.																														
PR Support & Familiarisation Trips	The campaign should include a media engagement programme that enables Council's marketing team to maximise connections with journalists.																														
Consumer and Trade Promotions	<table border="0"> <tr> <td>NITB Workshops</td> <td>Meet the Buyer (TBC)</td> </tr> <tr> <td>June 2015</td> <td>Royal Highland Show, Edinburgh</td> </tr> <tr> <td>July/Aug 2015</td> <td>CLA Game Fair, Leeds</td> </tr> <tr> <td>September 2015</td> <td>Goodwood Revival (Car touring interests)</td> </tr> <tr> <td>September 2015</td> <td>Flavours of Ireland</td> </tr> <tr> <td>November 2015</td> <td>World Travel market, London.</td> </tr> <tr> <td>November 2015</td> <td>Motorbike Show, NEC Birmingham</td> </tr> <tr> <td>November 2015</td> <td>Classic Car Show, NEC Birmingham</td> </tr> <tr> <td>January 2016</td> <td>Celtic Connections, Glasgow</td> </tr> <tr> <td>January 2016</td> <td>Excursion Groups Travel Show</td> </tr> <tr> <td>March 2016</td> <td>Best of Britain and Ireland, Birmingham</td> </tr> <tr> <td>23rd April 15</td> <td>Irish Travel Trade Show, Dublin</td> </tr> <tr> <td>16th – 18th Oct 15</td> <td>Over 50's Show, Dublin</td> </tr> <tr> <td>January 16</td> <td>Holiday World, Dublin</td> </tr> <tr> <td>TBC</td> <td>Tourism Ireland Workshops</td> </tr> </table>	NITB Workshops	Meet the Buyer (TBC)	June 2015	Royal Highland Show, Edinburgh	July/Aug 2015	CLA Game Fair, Leeds	September 2015	Goodwood Revival (Car touring interests)	September 2015	Flavours of Ireland	November 2015	World Travel market, London.	November 2015	Motorbike Show, NEC Birmingham	November 2015	Classic Car Show, NEC Birmingham	January 2016	Celtic Connections, Glasgow	January 2016	Excursion Groups Travel Show	March 2016	Best of Britain and Ireland, Birmingham	23 rd April 15	Irish Travel Trade Show, Dublin	16 th – 18 th Oct 15	Over 50's Show, Dublin	January 16	Holiday World, Dublin	TBC	Tourism Ireland Workshops
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Market Research/ information and development of MIS.	The management of the campaign should include the collection/collation of market research and information required to develop a dedicated marketing information system.																														
Innovation	The Causeway Coast and Glens Council area is known as a popular coastal touring destination and to support this, with a growing activity base, there is now an opportunity to create individual and unique promotional opportunities throughout the campaign.																														
Budget	The allocated recommended budget for this activity is £100,000.																														

Companies will be required to demonstrate:

- An understanding of the Causeway Coast and Glens Council area brand and the opportunity that exists for business growth for tourism,
- A methodology for campaign development that builds upon the Causeway Coast and Glens Council area brand values,
- A campaign approach that shows innovation and opportunity to reach new audiences,
- The campaign must demonstrate best value for money with a maximum reach for the investment,
- Competitive production and management costs,
- An ability to work in partnership with local tourism destination stakeholders.
- Develop a framework for measurement and evaluation of campaign objectives.

Selection Criteria

1. Insurance

Tenderers are requested to attach a copy of their current insurance certificate(s) as evidence of their insurance cover.

Professional Indemnity Insurance		
Professional indemnity insurance for not less than £250,000, for all activities of a professional nature with a limit of indemnity of not less than that specified below in GBP for each and every claim.		
Lead Consultant to enter insurance values currently held in the appropriate row:		
Role	Insurance value	
	Required	Currently held
Professional Indemnity Insurance	£250,000	£

2. Experience

- 1 The lead team member (must be a named individual) must have the following experience:
 - The lead team member should also complete Matrix 1.
 - Additional team members should also complete copies of Matrix 1.

- 2 Experience on at least three projects (individual project costs over £20,000) in the last three years, one of which must have been specific to the marketing of a tourism destination. (Maximum 8,000 characters)

[Please enter text here - 8,000 characters max]

Project matrix – please fill in the relevant experience information below (This matrix will be used at the selection stage to identify whether team members have the required experience)

Lead Team Member Name & Role in Tendered Project:						
Project Number	Dates of project (Completed projects only)	Name & description of project	Value of contract for project	Team member's role in project	Outcomes of project	Referees for project
1	Start date:					
	End date:					
2	Start date:					
	End date:					
3	Start date:					
	End date:					

Award Criteria

1. Quality (80 Marks Available)

1.1 Understanding of Client's Requirements (32 marks available).

Tenderers must demonstrate a full understanding of the client's requirements as outlined in this Terms of Reference/Scope of Works.

Assessment	Score	Interpretation
Excellent	5	Provides a comprehensive and clear understanding of the council's requirements, its procurement approach, expectation from the terms of reference document and details necessary documentation required to allow the management of the contract. The marketing teams have detailed the roles and responsibilities and demonstrated an excellent approach required for successful project delivery.
Good	4	Provides a substantial and clear understanding of the council's requirements, its procurement approach, expectation from the terms of reference document and details necessary documentation required to allow the management of the contract. The marketing teams have detailed the roles and responsibilities and demonstrated a good approach required for successful project delivery.
Satisfactory	3	Provides an adequate and clear understanding of the council's requirements, its procurement approach, expectation from the terms of reference document and details necessary documentation required to allow the management of the contract. The marketing teams have detailed the roles and responsibilities and demonstrated an adequate approach required for successful project delivery.
Reservations	2	Provides a limited and unclear understanding of the council's requirements, its procurement approach, expectation from the terms of reference document and details necessary documentation required to allow the management of the contract. The marketing teams have not detailed the roles and responsibilities and have demonstrated a limited approach required for successful project delivery.
Poor	1	Provides an inadequate and unclear understanding of the council's requirements, its procurement approach, expectation from the terms of reference document and details necessary documentation required to allow the management of the contract. The marketing teams have

		not detailed the roles and responsibilities and demonstrated an inadequate approach required for successful project delivery.
Unacceptable	0	No response or unacceptable information provided.

1.2 Creative Approach (48 marks available)

The tenderer is asked to make a submission to Causeway Coast & Glens District Council, for assessment by a panel, as part of the competitive process to secure the provision of the marketing services.

Campaign Submission:

For the purpose of selection only, you have been asked to develop a marketing campaign demonstrating the methodology / approach and evaluation methods. The following scenario is your brief for further development.

Objective: To promote the Causeway Coast and Glens Council area to the Great Britain Market

Duration: 1st April 2015 – 31st March 2016

Target Markets: Key target market segments for communication and conversion include the 'Culturally Curious' and 'Great Escapers' from Great Britain

Budget: A maximum limit of £100,000

The tenderer should:

1. Provide a current analysis on the market and its future potential.
2. Detail the methods to be used to locate the target markets. This may include profiling and geographical locators.
3. Define SMART objectives and KPIs for the campaign.
4. Devise a full marketing and promotional campaign using a range of media platforms with an outline of the creative approach.
5. Outline your methodology for campaign development,
6. Provide proposals for added value through working in partnership with the tourism sector
7. Provide detailed costs and breakdown for management, production and implementation including hourly management rates.
8. Demonstrate a robust evaluation framework to monitor and evaluate the effectiveness of the campaign.

Assessment	Score	Interpretation
Excellent	5	Provides comprehensive details of the campaign proposal, showing the reporting structure, cost effective proposals, creative approach, a clear understanding of the target markets, implementation of plans and proposals and how the campaign is monitored for effectiveness.
Good	4	Provides substantial details of the campaign proposal, showing the reporting structure, cost effective proposals, creative approach, a clear understanding of the target markets, implementation of plans and proposals and how the campaign is monitored for effectiveness.
Satisfactory	3	Provides comprehensive details of the campaign proposal, showing the reporting structure, cost effective proposals, creative approach, a clear understanding of the target markets, implementation of plans and proposals and how the campaign is monitored for effectiveness.
Reservations	2	Provides limited details of the campaign proposal, showing the reporting structure, cost effective proposals, creative approach, limited understanding of the target markets, unclear implementation of plans and proposals and limited details of how the campaign is monitored for effectiveness.
Poor	1	Provides inadequate and unclear details of the campaign proposal, showing the reporting structure, cost effective proposals, creative approach, no clear understanding of the target markets, unclear implementation of plans and proposals and inadequate details on how the campaign is monitored for effectiveness.
Unacceptable	0	No response or unacceptable information provided.

The score achieved in section 1.1 above will be multiplied by 6.4 to generate a total number of marks out of a maximum of 32.

The score achieved in section 1.2 above will be multiplied by 9.6 to generate a total number of marks out of a maximum of 48.

Both marks achieved in sections 1.1 and 1.2 will be added together to generate a total score for the quality section out of a maximum of 80.

2. Cost (20 Marks Available)

2.1 Project Delivery costs (16 Marks Available)

Tenderers should complete the following adding a provisional sum of 100 hours x hourly rate:

	£ Actual
Total Project management costs including administration and overheads	
Media costs	
Design, operational, equipment and creative costs.	
Costs for payment to 3 rd parties	
Total project delivery costs	

2.2: Hourly Rate Provision (4 Marks Available)

Total provisional sum of 100 hours x hourly rate for project management.	£
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In evaluating the quotation price submitted for both 2.1 and 2.2 above the following method will be used to calculate the Price Score.

Formula for scoring cost:

Project Delivery costs

$\frac{\text{Lowest Quotation Price}}{\text{Other Price Quotation}} \times 16$

Hourly Rate Provision

$\frac{\text{Lowest Quotation Price}}{\text{Other Price Quotation}} \times 4$

The scores achieved by the bidder above will be added together to give a total score out of 20. All other bids will receive a lower score

proportionate to their pricing in accordance with the formulae set out above.

Submission of Tender

Submissions should be in a sealed envelope marked on the outside

Advertising Tenderer: CC&G/AA/101/13'

bearing no name or other distinguishing matter or mark revealing the identity of the sender and should be returned to:-

**The Causeway Coast & Glens District Council Transition
Management Team
C/O Coleraine Borough Council
66 Portstewart Road
Coleraine
Co Londonderry BT52 1EY**

Stage 1 Matrix must also be completed and returned with the tender submission.

- Tenders sent by post should be sent by recorded delivery. Causeway Coast & Glens District Council will not accept responsibility for postal or delivery delays.
- Tenderers should satisfy themselves that they are able to meet all relevant tender requirements.
- Telephoned, telexed, faxed or e-mailed tenders will **NOT** be accepted

Timescales

Quotations must be submitted on time. **Proposals delivered after the specified day, date and time will NOT be accepted.**

Costs and expenses

Those providing proposals will not be entitled to claim any costs or expenses which may be incurred in preparing their proposal whether or not it is successful unless specifically detailed in the brief.

Period of validity

Prices contained within the proposal must be valid for acceptance for a period of 90 days from the submission date.

Official amendments

If it is necessary for the Council to amend the documentation in any way, prior to receipt, all those who have expressed an interest in quoting for this work will be notified in writing simultaneously. If appropriate, the deadline for receipt will be extended.

Compliance

Submissions must be submitted in accordance with these instructions. Failure to comply will result in rejection.

Payment

Payment terms will be discussed upon award of contract.

Points of Contact

In the case of a technical query, please contact:

Peter Thompson on peter.thompson@colerainebc.gov.uk

Contractual and Other Matters

Procedures

- Envelopes or packages containing tender documents should bear no marks, which would indicate the identity of the tenderer.
- All submissions must be in the English language and any alterations or erasures must be initialled by the signatories.
- Submissions must be fully compliant with the requirements detailed in the tender documentation.
- Causeway Coast & Glens District Council is not obliged to consider or accept alternative offers.
- Those providing tender submissions may also be rejected if the complete information is not given at the time of submission.

The successful tender

The contract will be awarded to the organisation that complies best with the tender requirements. Causeway Coast & Glens District Council is not required to accept the lowest, or any, tender and reserves the right to accept the whole or part of any tender. Causeway Coast & Glens District Council reserves the right to enhance and/or extend the contract after it has been awarded. Should the Council enhance and/or extend the contract resources will be made available to support any enhancements/extensions.

Contract

All work undertaken in connection with the project will be by way of formal contract with Causeway Coast & Glens District Council.

Clarification

Tenderers may seek clarification in relation to this tender competition where they consider any part of the documentation or any other aspect of this procurement process unclear. The deadline for receipt of clarifications is pm on Wednesday 25th February 2015.

“Transfer of Undertaking (Protection of Employment) Regulations 2006 and the Service Provision Change (Protection of Employment) Regulations (Northern Ireland) 2006 (TUPE). Tenderers are advised to seek their own legal advice with regard to the application of the TUPE.”

Format of Response

For uniformity purposes and as an aid to evaluation, tenderers must submit a document with the following information in sections which follow this format:

Tendering organisations must submit a tender document **limited to 20 pages** excluding CVs and Stage 1 Matrix.

Three copies of the tender documentation should be provided; **one unbound** for photocopying. (This includes the selection matrices)

Failure to follow this format will result in submissions being marked as incomplete and therefore rejected.

Changes to Council document

Causeway Coast & Glens District Council shall not accept any alterations to the contents of this document.

Written Acceptance

Acceptance by the Council will only be made by written instruction to the successful Contractor.

Right to Issue Further Instructions

During the tendering period, the Council reserves the right to make changes to the Contract Documentation, which changes shall be accepted by the tenderer without reservation.

Expenses and Losses

The Council shall not be responsible for, or pay for, any expenses or losses that may be incurred by any tenderer in preparing their tender proposals.

Preparation of tender

It is the responsibility of prospective tenderers to obtain for themselves, at their own expense, any additional information necessary for the preparation of their tender.

Confidential Information

The Bidder agrees to keep confidential at all times the contents of this tender document and the Invitation to Tender and all information which has either been designated as confidential by the Authority in writing or that ought to be considered confidential including commercially sensitive information, information which relates to the business and affairs of the Authority (and its suppliers,

service providers, agents, professional advisers and representatives) and all information which the Bidder receives or obtains as a result of its involvement in the Procurement.

Award of Tender

The Council reserves the right not to accept the lowest or any Tender under this process.

Copyright & Intellectual Property

The copyright of all text, intellectual property and other materials produced by the successful Contractor shall remain with the Council.

Equality – Section 75 and Schedule 9 of the Northern Ireland Act 1998

Contractors should be aware that the Council is required, in carrying out their functions, to have due regard to the need to promote equality of opportunity:

- Between persons of different religious belief, political opinion,
- Racial group, age, marital status or sexual orientation;
- Between men and women generally;
- Between persons with a disability and persons without; and
- Between persons with dependants and persons without.

In addition, without prejudice to their obligations above, the Council shall in carrying out all its functions, powers and duties relating to Northern Ireland, have regard to the desirability of promoting good relations between persons of different religious belief, political opinion or racial group.