



Looe Tourism PR and Marketing 2021 tender

Introduction and Background

1. Looe is an historic settlement with everything it takes to be a classic Cornish coastal town: fishing harbour, railway branch-line, pier, beach, and narrow streets with a huddle of quaint cottages, interesting shops, and good places to eat and drink. Today, the main forms of income and employment for the town is tourism, the fishing industry and the provision of services to the local community.

You are invited to submit a tender for the marketing and PR services required as outlined below.

Overview

We have recently launched a new official destination website for our beautiful seaside town in Southeast Cornwall, www.visitlooe.co.uk

This site is owned and managed by Looe Town Council and, as it was launched during the pre-election period, the site was softly launched so it could be a resource to visitors and potential visitors as lockdown restrictions began to ease.

We have an in-house marketing resource, but current workloads have not enabled us to give Visit Looe the launch or promotion it deserves. We are looking to engage PR and digital marketing skills to deliver the following:

Requirements

- Plan and deliver a Visit Looe virtual launch event.
Timescale: to be delivered within 4 weeks of commissioning

In addition to all of the businesses currently listed on our website we would like to invite visitor attractions across Cornwall and Devon along with industry partners and key stakeholders such as visit Cornwall and Visit Britain. Proposed budget: £ 2k

- Plan and deliver a digital marketing campaign including content and forward planning for 2021/2022.
Timescale: to be delivered within 3 months

We have existing Visit Looe Facebook and Instagram channels that can be used to share photos and video to bring our town into the homes of new, repeat and potential customers. We would like you to also identify social media partners that can share our content for extended targeted reach, identify other websites that we could use as advertising channels and include Google Ads. Proposed budget £ 2k



- Other promotional ideas.

We welcome other promotional ideas that will support our aim of raising the profile of Looe as a destination of choice. Budget is limited (less than £2K) but we would be happy to work with a partner or sponsor if your ideas are innovative and reflect our brand.

These should include the development of Press Releases for non-digital media and the identification of targeted and relevant media and journalists.

Experience and expertise, conditions of contract, etc

It is expected that the successful consultants will demonstrate previous experience and knowledge from the following work areas:

- Marketing – digital and traditional for destinations.
- PR
- Customer engagement and forward planning

Selection Criteria

We will consider submissions on the basis of a combination of quality, price and proposed turnaround time; We are not committed to accept the lowest or any bid submitted.

All submissions will be judged against the following evaluation criteria:

- Credibility and track record of the bidder
- Price
- Appropriateness of methodology and timescales

Copyright and ownership

Copyright, and all rights in the nature of copyrights, in the material produced in the performance and during the currency of the contract, shall vest in Looe Town Council. Such material shall not be reproduced or disseminated by the consultants for any purpose without the written permission of the Council.

The project work, when completed, will be the property of Looe Town Council, which shall be under no contractual obligation to the company which has carried out the work and the Council will be free to pursue the recommendations in whole or in part as they think fit.



TIMINGS

We require initial concepts to be received by Friday 30th July.
Shortlisting will be on the 2nd August after which shortlisted companies will be invited to present to the Council (virtually) on the 10th August

Proposals should be submitted in writing and returned to the Council offices via email to enquiries@looetowncouncil.gov.uk by 17.00 on 30th July. Late submissions will not be considered.

We aim to notify the successful supplier week commencing 16th August 2021

For further information on this tender, please contact:

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