

Invitation to Quote

Destination Consultant/Consultancy

Duration and fee

7 month contract: Sept 2024 – March 2025

Fee: £22,500 (£450-£530 per day)

Working to: Vice-Chair on behalf of Dundee Tourism Leadership Group

1. Role profile:

We are looking for an experienced tourism consultant with a demonstrable track record of growing the visitor economy and building a destination from the ground up to a now renowned UK city break destination.

Working to the Dundee Tourism Leadership Group, the consultant will refine the developing Tourism Strategy that has been developed collaboratively with key stakeholders and in line with local, regional and national strategies which encourage people to visit and explore the local area.

Our overarching mission within the 5-year strategy, is to become Europe's best emerging city break destination, in readiness for the opening of Eden Project Dundee.

This role will provide the essential external perspective required to help us grow the visitor economy and ensure our approach aligns with inter/national best practice, ahead of the strategy being put before the Inclusive Economic Growth and Strategic Leadership Group for formal approval in November 2024.

This consultancy is funded by Dundee City Council's UK Shared Prosperity Fund allocation, funded by UK Government. The consultant will work to the Dundee Tourism Leadership Group (TLG), recruited and managed by one of the TLG partners, Design Dundee Ltd (DDL).

2. The brief:

- Refine the developing **Tourism Strategy**, providing essential external perspective and specialist destination development knowledge, to ensure we are set up for success in achieving visitor growth targets.
- Based on agreed strategy, develop associated **5-year action plan** including 5-year **growth forecast** to identify the unique role the city can play in Scotland's tourism eco-system
- Create a 5-year **action plan** to deliver on the above
- Provide expert guidance in developing the city tourism offer in line with **consumer demand, insights and trends**, identifying gaps in provision
- Provide a framework to ensure **long-term financial sustainability** for the sector and any developing destination team.
- Provide expert guidance on the critical **balance of volume and value** as a developing destination while **aligning with national and regional tourism strategies**

- Ensure developing strategy is underpinned by a **sustainable approach to tourism** development and aligns with Scotland's Destination Net Zero Action Plan

3. The consultant/cy

We are looking for demonstrable knowledge and experience of:

- Track record of destination delivery from the ground up to a now renowned UK city break destination, with clear evidence of growing the visitor economy
- Tourism market forecasting and business planning
- Successful scalable integrated marketing campaigns that drive volume footfall
- Consumer demand and trends in world-class European city break destinations, and innovative application of this insight
- Scotland's tourism eco-system and associated national strategies and frameworks including Scotland Outlook 2030
- North East Scotland, its unique offer and potential
- Sustainable approach to tourism development including Scotland's Destination Net Zero Action Plan
- Different models of best practice destination management governance in small but ambitious European cities
- Investor and funding landscape to ensure future financial sustainability in a rapidly changing environment

3.1 Consultancy fit

While a perfect match isn't essential, experience of working with developing destinations linked to the following is desirable:

- City of 150-200k residents
- A Unesco-attributed destination, ideally from the Creative City Network
- Culture-led regeneration in a post-industrial city
- Waterfront location

4. Outcomes

As a result of the contract, the consultant will:

- Finalise the **5-year Tourism Strategy 2024-29** for sign off in November 24.
- Create a **5-year action plan** to deliver on the above, including **5-year growth forecast**
- Provide guidance to ensure **marketing plans** are future facing, innovative and fit for promoting one of Europe's leading emerging city break destinations
- Provide a **framework** to ensure **long-term financial sustainability** including securing support for future staffing resource

4.2 In line with UK Government UKSPF S7: *Funding for the development and promotion of wider campaigns which encourage people to visit and explore the local area*, over the 5 year Strategy period, the above activity must directly contribute to the following subsequent outcomes:

- Increased number of visitors to the city, both day visits and overnight stays
- Reduced vacancy rates across the city
- Increased footfall to attractions
- Increased conversion to sale
- Increased number of web searches for the city / what's on in the city

- Increased engagement with core social media channels
- Increased media coverage and media presence
- Increase in positive sentiment across all channels and outlets
- Stronger domain authority

5. Fees / Budget

- The maximum budget for this project is £23,000 (ex VAT).
- This project is [funded by the UK Government through the UK Shared Prosperity Fund. The UK Shared Prosperity Fund is a central pillar of the UK government's Levelling Up Agenda and provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills. For more information, visit <https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>.

6. Duration

The contract will commence on 02 September 2024 and complete on 31 March 2025.

7. Governance

TLG partner organisation Design Dundee Ltd (DDL) is acting as the grant holder for this UKSPF funding, on behalf of the TLG which is currently an unincorporated body.

The Consultant will be managed in the first instance by Design Dundee Ltd. Additionally, to ensure objectives are being met and that the Consultant has the broadest range of support and guidance, they will meet with TLG Action Champions monthly, and report to the TLG quarterly meetings until 31 March 2025.

8. Further information

See attached Appendix 1 **DUNDEE: Our offer, background and relevant information**

9. Submission Requirements

9.1 Commercial and Management Information

The following information is to be supplied with the quotation:

- **Legal entity of proposed contracting party**, including company name, address, and company registration number if applicable
- A **proposal** setting out your response to our brief focusing on the Outcomes listed at Section 4.
- **Three robust case studies** of relevant projects detailing similar work for other clients, including details of:

- i. Brief
 - ii. Approach
 - iii. Impact
 - iv. Results
 - v. Additional funding your consultancy helped secure*
 - vi. Anything you would do differently next time*
 - We are particularly interested in your experience of projects in Scotland, and/or those aligning to the Fit detailed at 3.1 and the UKSPF S7 outcomes listed at 4.2.
 - **A programme for delivery showing key stages**
 - Details of **key personnel** who will work on the project, if not sole Consultant
 - Contact details for three reference clients. Please note that referees will be contacted if shortlisted.
 - Relevant awards and accreditation
 - Your Sustainability Statement
 - Your EDI Policy
 - Pricing information as detailed in Section 9.2
- *Where relevant

9.2 Pricing Information

The following information is to be supplied with the quotation:

- Consultants are asked to set out a breakdown of proposed fees within their proposal, including travel and subsistence expenses where relevant, although these should be kept to a minimum, making use of online meetings where feasible.
- An outline of your performance monitoring process ie dashboards, industry benchmarks etc, for inclusion in funder evaluation and reporting.

All prices quoted should be exclusive of VAT.

- The price for fees should be a fixed sum inclusive of all expenses and other ancillary costs.
- The bidder should also provide a breakdown of any expenses that will be incurred as part of the service. The bidder should clearly identify in their proposal what has been included in their pricing.
- The bidder is to detail any caveats and assumptions that have been included in their pricing.

Please refer to **Ineligible Costs** below, for list of costs that are not eligible for grant funding from UKSPF funds.

10. Criteria for Award of Contract

Consultants will be shortlisted and bids evaluated on the following requirements:

Criteria	Weighting
Strategic understanding of the brief	40%
Relevant skills and experience	40%
Value: rates, discount, service, added value	20%

DDL reserves the right not to accept the lowest quotation, and to reject any or all quotations at its sole discretion.

Selected Bidders will be shortlisted to attend interview and provide a presentation outlining their approach and response to the brief.

11. Implementation Schedule

The following is the proposed timescale and operational milestones:

	2024
Issue Invitation to Quote	23 July
Deadline for Tender Clarifications	31 July
Submission deadline	5pm, 19 Aug
Shortlisted consultants notified	By 22 Aug
Shortlisted consultants to pitch to panel	w/c 26 Aug
Appointment	w/c 26 Aug
Contract commences	w/c 5 Sept
Tourism Strategy approved by DP	Nov 2024
DTAG workshop – Tourism Strategy	w/c 2 Dec
5-year Action Plan complete	w/c 16 Dec
	2025
Staffing resource funding plan complete	w/c 03 Feb
DTAG workshop – 25/6 Business Plan	w/c 03 March
Contract complete	31 March

UKSPF Funds: Ineligible Costs

The following costs are not eligible for grant funding from UKSPF funds, and therefore will not be covered by this contract:

- paid for lobbying, entertaining, petitioning or challenging decisions, which means using the Fund to lobby (via an external firm or in-house staff) in order to undertake activities intended to influence or attempt to influence Parliament, government or political activity including the receipt of UKSPF funding; or attempting to influence legislative or regulatory action
- payments for activities of a party political or exclusively religious nature
- VAT reclaimable from HMRC
- gifts, or payments for gifts or donations
- statutory fines, criminal fines or penalties
- payments for works or activities which the lead local authority, project deliverer, end beneficiary, or any member of their partnership has a statutory duty to undertake, or that are fully funded by other sources
- contingencies and contingent liabilities
- dividends
- bad debts, costs resulting from the deferral of payments to creditors, or winding up a company
- expenses in respect of litigation, unfair dismissal or other compensation

- costs incurred by individuals in setting up and contributing towards private pension schemes