



Marketing Contract Tender Specification

1. Executive Summary

Seaton Town Council is looking to commission an individual or a firm to provide a marketing and promotion service for a three-year contract, commencing 1st January 2018.

The contract value would be between £15,000 to £20,000 per annum.

In addition to the contract there would be a marketing budget of £3,000 to £5,000 per annum to spend on advertising.

If you are interested in tendering for this contract we would like you to present the Council with your ideas on how you would meet the criteria set out in section 4 of this document and to give your ideas on how you would operate the contract e.g. how many hours a week would you envisage.

2. Information about Seaton

Seaton is a town on the up and has been developed significantly over the last few years.

Seaton is the primary gateway to the Jurassic Coast which is a World Heritage site.

East Devon District Council's Local Plan 2013-2031 lists the vision for Seaton as:

Our vision for Seaton is one of:

Placing emphasis on securing regeneration area development with additional employment provision in the town. Longer term growth of tourism, especially green tourism, is a fundamental objective to be promoted and we will seek to enhance the social and community facilities of the town. The Axe wetlands, Dorset and East Devon Coast World Heritage Site (Jurassic Coast) and surrounding exceptional coastline will be key environmental assets that will be integral to the future success of the town.

Some of the key developments in Seaton are:

- A brand new Seaton Jurassic Centre opened in 2016 and this has brought in thousands of visitors to Seaton.
- Seaton Tramway is currently being developed with a state of the art, multi-million pound terminal opening in Spring 2018
- Premier Inn is opening a hotel in Seaton and this is due to open in early 2018
- A large Tesco store opened approximately 6 years ago (situated behind Seaton Tramway)
- Housing developments near Tesco, Seaton Quays (near the harbour), Fosseyway Court and Seaton Heights
- A scheme to enhance the seafront has been approved by East Devon District Council and the Town Council is now working on getting the funding to deliver the project
- Seaton Moorings which is at the stage of a feasibility study into the provision of a deep-water harbour for the town
- Seaton Beach Management Plan, which is a plan being developed to prevent coastal erosion and flooding for the next 100 years.
- An adventure play area near the Seaton Jurassic centre and a new adventure golf course in Seaford Gardens
- Investment in the town centre including a new gym (operated by Leisure East Devon)
- Seaton Wetlands has recently been awarded with a Green Flag award

Much of this development is on the periphery of the Town Centre. This means that footfall into the town centre has suffered somewhat in the last couple of years. What the Town Council is trying to do is to encourage people visiting attractions such as Seaton Jurassic and the Tramway to go into the town centre and to use the local shops and facilities.

The Council is currently investigating joining the Tour de Coast scheme meaning that this could attract a significant number of new visitors into the Town.

3. Background to the Contract

Seaton Town Council actively promotes the town with the objective of bringing more people into the town. To this end the Council appointed a Marketing and Events contractor in 2012.

The contract has delivered a number of outcomes for Seaton over the last 5 years, with highlights including:

The development of a town brand and logo

A town brand and logo has been created and can be found below and on the www.seatondevon.org website



There are five sub brands as follows:

- *Seaton Naturally (Natural Seaton)*
- *Here Forever so much to Discover (Historical Seaton)*
- *All the Right Ingredients (Food brand)*
- *Making Brighter Days (Cultural Seaton)*
- *Home of Outdoor Adventure (Outdoor/Sporty Seaton)*

Over the last 5 years the focus has been on marketing and promoting the sub brands of Natural Seaton and Outdoor/Sporty Seaton. The focus on these areas has been developing Seaton as a destination for green tourism. This has included developing joined up marketing and promotion with local tourism partners. In terms of Outdoor/Sporty Seaton there have been a number of events that have taken place and the annual Grizzly takes place in March each year. The Cycle Fest has also taken off since its introduction in 2016 and is now attracting national attention.

In terms of the other brands these have not really been developed over the last 5 years. Historical Seaton – we have the Seaton Museum
Food Brand – we have a monthly street food market during the summer months called Eats Boutique
Cultural Seaton – we have both Artisan Markets and Art@Jubilee Markets once a month during the summer months. We have the Seaton and District Art Society who hold art exhibitions, Seaton Gateway who offer regular cultural productions, local choirs and the Testudo Players who regularly put on shows and performances.

Events

A calendar of events takes place each year and for 2017 this has included:

- The Big Clean – volunteers coming together to clean up rubbish from the seafront and town centre
- Grizzly – Multi-terrain running event organised by the Axe Valley runners which attracts people from all over the world
- Artisan Markets – Arts and craft market held on the first Saturday of the month during the months of March to September and then two in December
- Art@Jubilee – outdoor art show held in Jubilee Gardens once a month during the summer months

- Cycle Fest – weekend event on the first weekend in July. This year there was a vintage day on the Saturday and the racing took place on the Sunday. This is gathering momentum and has attracted national attention.
- Natural Seaton Festival – organised by the Seaton Visitor Centre Trust and held once a year in July
- Seaton Air Ambulance Week which takes place in July
- Town Crier Competition – town criers from around the country competing, once a year in August
- Seaton Carnival – which starts the Saturday after the bank holiday in August and is the first illuminated carnival on the East Devon carnival circuit.
- Christmas – Christmas light switch on event on 1st December

Whilst the Council would not be wanting the contractor to be organising events, there is an expectation that the Marketing contractor will work closely with the Events Officer to ensure that all future events are marketed and promoted effectively.

Website and social media

The www.SeatonDevon.org website was developed and set up in the last few years and is regularly visited by people wanting to find out what is happening in Seaton. It is the key place for obtaining information about Seaton.

A Twitter feed and Facebook links to the website. There are also Facebook and Twitter accounts for the Artisan Market, Art@Jubilee and the Cycle Fest.

Develop communications with local press to achieve regular and positive media coverage of activities and projects in Seaton

The current contractor has built up good working relationships with the local press and got them involved and interested in what is going on in Seaton.

4. Tender details

We are looking for the contractor to deliver the following:

To further develop marketing and branding for Seaton.

The Council is looking for the focus to continue with the marketing and promotion of the sub brands of Natural Seaton and Outdoor/Sporty Seaton.

We are looking for the contract to include developing the relationships with key tourism partners to actively market and promote what Seaton has to offer in a joined-up way. Partners include:

- The Wetlands - nearly 4km of level trails and boardwalk through beautiful marshland and reed beds alongside the river Axe, home to an abundance of wildlife
- Seaton Tramway - operates narrow gauge heritage trams between Seaton, Colyford and Colyton in East Devon's glorious Axe Valley, travelling alongside the River Axe estuary through two nature reserves and giving an unrivalled view of the abundant wading bird life.
- Seaton Jurassic – is visitor centre for Seaton which takes visitors back to the Jurassic World 200 million years ago and focuses on the Jurassic Coast history
- Tourist Information Centre – this is co-located within the Seaton Jurassic Centre and is the main place for residents and visitors to get up to date information and leaflets about where to visit and what is happening in the area
- Jurassic Coast Trust – is the independent charity responsible for managing the Jurassic Coast World Heritage Site.
- Leisure East Devon - A charitable trust managing leisure and entertainment facilities and parks throughout East Devon. In Seaton they manage the fitness centre including a gym, Jurassic Adventure golf course in Seafield Gardens and Seaton Community swimming pool.

As we have listed above the Grizzly and Cycle Fest are successes but there is so much more to market and promote in terms of the Outdoor/Sporty Seaton brand.

We would like to see further work done on this brand to include the South West Coast Path, Cycle Fest, Park Run, Grizzly and water sports such as sailing, canoeing, paddle boarding and kayaking. The Council supports the principle of increasing water-based activities as part of the town's 'Year-round Adventure' branding.

We are also interested in hearing your ideas for developing the remaining three sub brands, but the primary focus must be the Natural Seaton and Outdoor/Sporty Seaton sub brands.

We are also keen to hear your thoughts on how you would market Seaton holistically, and in a joined up way, to include all of the great things that we have on offer.

As mentioned the Council would not be wanting the contractor to be organising events, but there is an expectation that the Marketing contractor will work closely with the Events Officer to ensure that all future events are marketed and promoted effectively.

To review and develop the website and social media engagement

Work with the website provider to ensure that the main information source i.e. www.SeatonDevon.org is both relevant and kept up to date. We would also be looking for your thoughts on how the website can be developed and improved further. We will be looking for the contractor to ensure that there is a link between the SeatonDevon website and the Tourist Information Centre website as both of these sources provide valuable information.

The Council also subscribes to the VisitDevon website so we would be wanting the contractor to be the key point of contact with VisitDevon and ensuring that the information provided to them is kept relevant and up to date.

The Council has recently commissioned a Youth Blogger to produce blogs to go on the website and these will start shortly.

We are also interested to hear your views on social media and whether Twitter and Facebook are still the best platforms to use or whether we should be focusing on other platforms such as Instagram, Pinterest, Snapchat, etc. The Council is fairly new to social media so we are looking for a contractor to be able to assist us with developing this further.

The Council is looking to increase the number of hits that it is getting on its website and social media. Please see below the section on Communications and Media Strategy.

Update and promote the new Seaton App

The Council has appointed a local business to produce a Seaton App. The idea being to enable residents and visitors to have the information as to what is happening in Seaton at their fingertips.

As part of the contract we would be looking for you to work with the App developer to deliver the App and once it goes live to ensure that the information on the App is relevant and up to date.

The biggest role for the contractor will be to get the message out to people about the App so that it is well publicised.

Maintain communications with all media to ensure regular and positive media coverage of the town and its events

As outlined above we will be looking for you to continue the good working relationships built up with the local press. We would like to hear your thoughts on how you would do this.

There will be an advertising budget available of between £3,000 to £5,000 per annum to cover the costs. Please see below the section on Communications and Media Strategy.

Produce a Communication and Media Strategy

The successful contractor will be expected to produce a communication and media strategy outlining how the council can increase its online presence and getting the message out locally, nationally and globally. There is also an expectation that this would include details of:

- What will be marketed and promoted
- When it will be marketed and promoted
- Which communication medium would be used – this will include details of advertising as well as website and social media
- Where you would advertise if going down the route of traditional print advertising

- How you will build up Seaton's profile locally, nationally and globally

To establish a network of local organisations, businesses, charities, tourism providers and other key members for future engagement

As mentioned earlier in the document, the current contractor has worked closely with relevant partners in Seaton. There is an expectation that this will continue.

We would like to hear your thoughts on how you would work with local organisations, businesses, charities, tourism providers and other key stakeholders and how you would establish a network of these various organisations.

5. Timetable

We are looking for the contract to commence from 1st January 2018.

Council meeting on 4th December 2017 for a decision

Shortlisted contractors to be invited to do a presentation to the Council w/c 20th November 2017

Expressions of interest with proposals by 12 noon on Monday 13th November 2017

6. Contract

Once the contractor has been approved the contract will be drawn up. It will include a break clause of 3 months notice from either side.

The Contract will contain mutually agreed Performance Indicators and requirements for regular progress reporting.

There will also be an expectation of there being regular meetings between the Contractor and the Town Clerk.