



**Invitation to Quote
For
Project Manager – ‘Sound of the North-east’
Aberdeen & Aberdeenshire Tourism Company Limited
T/A VisitAberdeenshire
September 2019**

1. INTRODUCTION

Aberdeen & Aberdeenshire Tourism Company Limited T/A VisitAberdeenshire (VA) is the officially recognised Destination Management and Marketing Organisation (DMMO) for Aberdeen & Aberdeenshire.

VA:

- promotes fantastic visitor experiences in North-east Scotland to targeted audiences in the UK and overseas
- works to grow the visitor economy through initiatives that help tourism businesses to understand, and meet demand from, an ever-changing market
- leads and supports bids for targeted business events and works with partners across the region to deliver a great delegate welcome

2. PROJECT BACKGROUND

2019 is and 2020 will be an exciting year for Aberdeen and Aberdeenshire with a number of high-investment projects being completed, including the re-opening of Aberdeen Art Gallery and the opening of the highly anticipated new events venue, P&J Live. Embodied in new and revitalised experiences of national significance that help define Scotland's cultural heritage, extensive PR activity is being carried out to capture the 'moment' for the region throughout 2019.

This cultural renaissance of North-east Scotland in 2019 provides a significant hook for a culture themed campaign in spring 2020. The timing for a campaign with a strong call to action could not be better following the preliminary work in 2019 to help establish awareness of the cultural scene. To be truly memorable, VA aims to fortify the call to action with a strong, new combination of both acoustic and visual dimensions.

With funding support from VisitScotland Growth Fund, VA's next step is to produce inspiring and engaging content for a cultural campaign that will be run in conjunction with private sector partners in early 2020. VA will commission new photography and videography, and, **for the first time, VA will also commission music to become the 'sound of the north-east'. The plan is to promote the music**

commission as a competition to attract local talent. Both the audio and visual assets will not only be available to the partners to use in the campaign and in their future marketing activity, but also by wider industry and stakeholders to assist them in positively promoting their business and the region as a visitor destination.

VisitAberdeenshire is looking to contract a **Project Manager** to plan and implement the music related aspects of the VisitScotland Growth Fund project as the first phase of the project.

3. PROCUREMENT SCOPE / SPECIFICATION

To ensure best value, VisitAberdeenshire is inviting quotes from suitably skilled and experienced **Project Managers** to plan and implement the music competition aspect of the project.

Project Scope

Proposals should address, but not be limited by, the following key project components:

- Competition – to coordinate and manage a competition to search for musician(s) to develop the sound of North-east Scotland (working with VA's own in-house PR Manager)
- Production – to liaise with the winners, arrange studio time and book producer(s) ensuring music is produced in accordance with VA's requirements

Key deliverables:

- Attend a project discovery meeting with VisitAberdeenshire
- Deliver a project timeline and plan
- Work with the VA team to devise the competition guidelines brief for the music commission including the methodology for the competition
- Liaise with key music/creative partners including (but not limited to) SCAT, HUFT and UoA
- Ensure all legal requirements are in place to guarantee VA's ownership rights
- Launch the music competition liaising with key industry and media partners (alongside VA's PR Manager)
- Act as the point of contact for all enquiries
- Collate and review competition entries ensuring they meet the criteria
- Present suitable entrants to VisitAberdeenshire and assist with the judging process
- Liaise with the winner(s), project partners and media to announce the outcome of the competition
- Fully manage the music production including booking studio time and producer(s)
- Ensure music files are made available to VA to upload to the Media Room
- Meet the firm deadline of Friday 6th December for the project to be completed
- Remain in regular contact with VA (ideally working from the VA office at least a half day a week) and provide progress updates/reports

Budget

The budget for the Project Manager contract is no more than £3,000. Additional budget is in place to cover legal advice and music production (studio time and producer).

Supporting Material

Upon receiving Note of Interest, VisitAberdeenshire will provide:

- Growth Fund application and relevant supporting documents
- Aberdeen & Aberdeenshire Destination Strategy
- VisitAberdeenshire Business Plan
- VisitScotland segmentation models
- VisitAberdeenshire's insights dashboard

Upon appointment, VisitAberdeenshire will provide further supporting material, to include:

- Destination Brand Proposition (inc research findings)
- 'Made in Aberdeenshire' creative toolkit

4. PROCUREMENT PROCEDURE & DELIVERY REQUIREMENTS

VisitAberdeenshire are issuing an invitation to quote based on the following timeline:

The ITQ will be issued on	Tuesday 10 th September 2019
Note of Interest to be with VA by	Tuesday 17 th September 2019 (9am)
Last date for questions will be	Thursday 19 th September 2019 (12 Noon)
Quotations should be submitted by	Monday 23 rd September 2019 (9am)
Project Manager will be appointed by	Friday 27 th September 2019
Initial project meeting between VA and the successful Project Manager	TBC – W/C 30 th September
Work Period – 10 weeks	Monday 30 th September to Friday 6 th December 2019
Project concluded by	Friday 6 th December 2019
Close out meeting by	Friday 6 th December 2019

To respond to this request, please send a written proposal by **9am on Monday 23rd September 2019** with your electronic submission to include:

- description of how you propose to deliver the project (the earlier Project Scope section should inform this narrative);
- an outline of the team who will be responsible for the project, including details of any third-party sub-contractors;
- a summary of previous similar work;
- contact details of at least two relevant referees where similar work has been undertaken;
- detailed costs as per the framework

Note of interest, any questions relating to the brief, and quotes should be submitted by email to Nikki Morris-Laing, Head of Marketing, nikki.morris-laing@visitabdn.com.

5. LEGAL & CONTRACTUAL

Any contract to follow from this procurement process will be between Aberdeen & Aberdeenshire Tourism Company Limited (T/A VisitAberdeenshire) and the successful tenderer. This procurement and the legal form of any contract to follow therefrom will be in accordance with this Invitation to Quote, and shall be governed by the Law of Scotland, and Aberdeen & Aberdeenshire Tourism Company Limited (T/A VisitAberdeenshire) standard terms and conditions of business, (which will be supplied).

Tenderers must ensure that they are fully aware of all relevant statutory, regulatory and other requirements and should seek necessary advice before submitting a response.

The contract to follow from this procurement process shall continue for the period identified in the tender, however Aberdeen & Aberdeenshire Tourism Company Limited reserves the right to terminate the contract prior to the expiry of the Term in certain situations in accordance with this Invitation to Quote. In particular, Aberdeen & Aberdeenshire Tourism Company Limited shall be entitled to terminate the contract prior to the expiry of the Term if, in its sole discretion, it considers that the selected tenderer is not performing the contract in a satisfactory manner (including without limitation poor performance and progress on the part of the selected tenderer). For the avoidance of doubt, the continuation of the contract for the full Term shall be dependent on the satisfactory performance of the contract by the selected tenderer, which shall be determined at Aberdeen & Aberdeenshire Tourism Company Limited sole discretion.