

Aberdeen & Aberdeenshire Tourism Company Limited

T/A



VisitAberdeenshire

**Invitation to Quote
For
Provenance Festival 2024 Project Management
Aberdeen & Aberdeenshire Tourism Company Limited
March 2024**

Aberdeen & Aberdeenshire Tourism Company Limited (VisitAberdeenshire)
c/o P&J Live, East Burn Road, Stoneywood, Aberdeen AB21 9FX

1. INTRODUCTION

VisitAberdeenshire is the recognised destination organisation and lead body for tourism serving Aberdeen and Aberdeenshire. VisitAberdeenshire's core purpose is to drive demand to visit Aberdeen and Aberdeenshire, and support businesses to develop and to meet that demand, reflected in a remit that embraces both destination marketing and destination development.

VisitAberdeenshire's vision is to be the leading destination organisation in Scotland, increasingly recognised for growing the visitor economy through bold, dynamic initiatives.

VisitAberdeenshire is a not-for-profit company limited by guarantee; transparent, accountable to its stakeholders and reinvesting any trading surplus in the destination tourism offer. VisitAberdeenshire is open and inclusive in its approach, inviting all those with an interest in tourism to be part of their activities and communications network. It is engaged with all parts of the industry and across the region.

VisitAberdeenshire's activity is shaped around three core areas, all of which are informed by customer, market and industry insight. In support of these disciplines VisitAberdeenshire has established a flexible, knowledgeable and professional [team](#).

- [Local business and destination focus](#) - to support tourism development through business engagement programmes that address business challenges, and support sector opportunities.
- [Short term market focus](#) - to drive demand for local tourism experiences through promotion to targeted consumer audiences in the UK
- [Mid to long term market focus](#) - to secure a pipeline of new business for future years from UK and inbound travel trade intermediaries and from business event organisers.

Tourism is one of the engine rooms of the Scottish economy. At its heart, this is a sector that inspires people to enrich their lives by exploring a world beyond their own backyard, and importantly, it enriches the livelihoods of those who serve them across a diverse range of businesses. The stark impact of COVID-19 on the local visitor economy, and the current economic environment presents a significant challenge for businesses across the sector. The launch of a refreshed tourism strategy in summer 2022; "[Destination Aberdeen & Aberdeenshire, Framework for Growth 2022-2030](#)" provides basis to address these challenges, and to take advantage of market opportunities.

Aberdeen and Aberdeenshire offer fantastic tourism experiences to its visitors, including 263 castles forming part of the longest castle trail in Europe, some 50 golf courses, a host of museums, nine National Trust for Scotland properties, an emerging adventure tourism offer, many gardens and buildings of interest, unique preserved fishing villages, and one of the 10 best coastlines in the world as rated by National Geographic.

2. PROJECT BACKGROUND

North-east Scotland has the ingredients to create a world-class gourmet food and drink festival, highlighting the region's quality products and attracting more visitors. Food tourism celebrates regionality, provenance and authentic experiences and bolsters the visitor economy. With sustainability now at the forefront of everyone's minds, it is essential to show visitors the full provenance story, from field to fork and grain to glass. The region has high-value signature food and drink products with great heritage behind them. Combined with the region's offering of established visitor attractions and experiences, which draw international audiences, and the high-quality hotel accommodation, these strengths provide great potential for food tourism experiences in Aberdeen and Aberdeenshire.

The Provenance Festival concept was developed by Opportunity North East (ONE) and piloted in 2021 with the aim of drawing on the strengths of North East Scotland, differentiating itself from other festivals and areas, matching leading trends in visitor interests by giving visitors an insight into real F&D production, seeing behind the scenes, and integrating sustainability throughout. It ran for 10-days between 24 September and 3 October, resulting in 25 businesses offering 115 events in total.

In 2022, the festival took place across 10 days from 30 September to 9 October, resulting in 37 businesses delivering over 80 events in total.

In 2023 VisitAberdeenshire delivered the festival for the first time, in collaboration with ONE. The festival took place from 29 September to 7 October, with 60 businesses delivering over 100 events across the city and shire.

The 2023 festival was intended to be a year of consolidation, with a view to growing in 2024. However the business participation rate exceed the target set by 50% there was a 62% increase in participating businesses from 2022.

There is a Provenance Festival website and social media channels in place to support the dedicated PR and marketing campaign activity. VisitAberdeenshire managed the 2023 promotional activity.

The Provenance Festival will return in 2024 (dates TBC), and will be delivered again by VisitAberdeenshire in partnership with ONE.

It is anticipated that 70 businesses will participate and will host around 100+ events in total, across the 10-day festival. These shall include:

- Those who can host their own events or experiences – either existing or introducing it for the festival
- Those who have a story to tell about how food and drink are produced, its heritage, provenance, innovation, technology, people.
- Those who can create or have hands-on experiences – learning, making, tasting, doing.
- Hospitality/Fringe businesses including hotels, restaurants, tour guides, those providing dining experiences, tastings, talks and guided walks where local food and drink are at the heart of the experience, particularly where there is collaboration with a producer. **Such collaborations are seen as key to growing the festival, especially where practicalities may prevent a producer from opening their own doors to the public.**

Drawing on learnings from years one to three, a Project Manager is sought to implement delivery of the festival.

In addition, VisitAberdeenshire has been awarded UK Shared Prosperity Funding via Aberdeenshire Council to provide a programme of tailored business advice and support for a cohort of Aberdeenshire based businesses, with the aim of encouraging rural business diversity and innovation. Part of this support will include a Learning Journey for up to eight participants, to another destination in the UK delivering a food festival, during May 2024. The ambition is that this activity will support local producers to enhance and develop their visitor experience for the Provenance Festival 2024, and better articulate their sustainability story.

A dedicated Project Manager will be contracted to deliver the Learning Journey, however, ideally the successful Festival Project Manager will attend the Learning Journey, to help apply any relevant learnings to the delivery of Provenance Festival 2024. The provisional dates for the proposed learning journey are 14-17 May 2024.

3. PROCUREMENT SCOPE / SPECIFICATION

To ensure best value, VisitAberdeenshire (VA) is seeking quotes from a suitably qualified contractor to project manage and deliver the Provenance Festival 2024, which will run for 10 days in September / October (exact dates TBC), and to oversee the festival website which details all festival events and information.

The appointed Project Manager will be the main point of contact for participating businesses, other contractors, and partners. The appointed contractor will be required to:

- Attend Learning Journey 14-17 May 2024.
- Recruit producers and fringe businesses, obtain their event details to populate the platform and inform the marketing campaign.
- Work with teams at both ONE and VisitAberdeenshire on the 2024 Festival promotion.
- Manage the event website to ensure that events are listed in a timely fashion and that functionality is maintained.
- Work within a budget for website updates, design, and print.

Key tasks

- Hold an initial planning meeting with VA Project Manager, and, as appropriate, the lead contact at Opportunity North East to agree steps and timing.
- Approach agreed potential participants to secure their involvement. Obtain event details, images and links in order to populate website and inform relevant VisitAberdeenshire and Opportunity North East contacts of content.
- Be the main point of contact throughout the implementation of the festival and have overall responsibility for the festival delivery.
- Design and purchase any printed material in accordance with ONE and VA guidelines.
- Input to communication planning by VisitAberdeenshire and ONE.
- Organise a participant training day. VisitAberdeenshire will contract additional specialist contributors to this session as required.
- By end of October 2024, provide a feedback report with observations and key learnings.
- The contractor must operate in accordance with GDPR guidelines.

The Project Manager will take on recruitment from Contract Award and VisitAberdeenshire will share details of businesses who have confirmed an expression of interest to be contacted to the appointed Project Manager. Please note that VisitAberdeenshire's marketing and communications team will implement the promotional campaign. The Project Manager will help to inform this activity.

Key milestones

- Festival Project Manager recruited
- Learning Journey
- Recruitment of businesses begins
- Website population
- Design applied to all material. Confirmation and uploading of events.
- Promotional campaign runs, led by VisitAberdeenshire
- Participant training day.
- Festival is live. Continued promotion.
- Survey and review.
- Final report with learnings and recommendations.

Budget

We envisage the Project Management fee to be in the region of £11,000 (incl vat); plus an allocated budget for print and promotional materials.

Supporting Material

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

- Evaluation Report for 2023 Provenance Festival
- Details of any businesses who have submitted a note of interest

4. PROCUREMENT PROCEDURE & DELIVERY REQUIREMENTS

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

The ITQ will be issued by	14 March 2024
Note of Interest to be with VA by	21 March 2024
Last date for questions will be	26 March 2024
Quotations should be submitted by	5 April 2024
Company/Consultant will be appointed by	15 April 2024
Initial project meeting between VA and the successful Company/Consultant	w/c 22 April 2024
Work Period	April – October 2024
Project concluded by	31 October 2024
Close out meeting on	w/c 4 November 2024

To respond to this request, please send a written proposal by 5pm on 5 April 2024 with your electronic submission to include:

- Your approach to the design and delivery of the project.
- Confirmation that you are able to attend the Learning Journey.
- A brief summary of previous experience of providing Project Management services.
- A simple schedule of the responsibilities of each named individual.
- Outline your approach to Data Protection in accordance with GDPR and PECR.
- Include all expenses incurred by contractor (admin costs, travel etc).
- A completed pricing schedule on the ITQ Quote Template provided. Costs must show whether they are exclusive or inclusive of VAT.

- A completed ITQ Declaration Letter.

Proposals should be submitted electronically to Millie Clarke, millie.clarke@visitabdn.com by 5pm on 5 April 2024.

Any questions relating to the ItQ should be submitted in writing to Millie Clarke, Head of Tourism Development, millie.clarke@visitabdn.com. The last date for questions is by 26 March 2024.

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.