



Promote Nairn – Nairn Annual Events Programme

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1. Introduction and Background

Nairn BID has over 280 business members. With a vision to 'Define Nairn's Future' it is a collaborative organisation aimed at adding value to Nairn's economy.

Nairn is renowned around the world for its beautiful sandy beaches which are regularly highly rated on Trip Advisor. In days gone by, Nairn was a hugely popular seaside destination – and still offers a wonderful base for the traditional family holiday. The area benefits from its own micro-climate and is one of the drier and sunnier parts of Scotland. Nairn is situated on the beautiful Moray coast, around 16 miles east of Inverness. 10 miles across the Firth is the mysterious Black Isle and to the east are the Moray towns of Forres and Elgin.

The area has a long and fascinating history with nearby Brodie Castle, Cawdor Castle, Culloden Battlefield, Loch Ness, Urquhart Castle, Fort George and Clava Cairns – arguably one of the best-preserved Neolithic burial chambers in Scotland. Nairn is the perfect base for exploring the Scottish Highlands. It is well connected by bus, train and air.

In its heyday as a Victorian "spa town" it became known as "the Brighton of the North". These days, it is perhaps better known for its two championship golf courses – with another just 7 miles away. The Nairn clubs are on the "must play" lists of golfers the world over.

With a strong community spirit, Nairn has a bright future.

2. Project Summary

In line with Nairn BID 5-year business plan, the brief is to develop the existing annual events calendar, delivering co-ordinated events throughout the year, from conception to delivery, in line with available budget and confirmed requirements. In year 1, Nairn BID established 3 successful (annual) events (Taste of Nairn, Wheels of Nairn and the 12 Hours of Christmas) and BID is looking to enhance this programme.

3. Project Objectives

The main objectives are to:

- Encourage people in and outside of Nairn to visit Nairn
- Extend the tourist season
- Increase footfall throughout the year
- Increase spend within the town

- Promote local businesses
- Support local businesses by working together to show what can be achieved
- Promote Nairn as a must-visit destination and put the town firmly on the events map
- Increase awareness of events in Nairn
- Develop social media and digital channels

4. Target Audience and Segmentation

You will need to identify key audience segments and use them to drive your promotional strategy, developing a strong brand and positioning in the events market. The primary aim is to develop an events programme which will deliver Nairn BID's key goals:

- To build Nairn's reputation as a desirable place to visit and shop and as a vibrant town with wonderful beaches, seafront & environment
- Support and develop a year-round programme of great events that generate ROI to local business
- To market the town to a local, regional, national and international audience
- To improve the economic opportunities for the businesses in the town and surrounding area
- To increase footfall, spend and to extend the tourist season
- To provide visitors with an infrastructure of great signage, orientation and better understanding of what the area has to offer
- To work with and support individual sectors
- To improve business relationships with each other, the local authority and the community
- To give business a strong, unified voice
- To support local voluntary groups whose aims align with the BID

5. Tender Evaluation Criteria

All bidding agencies will be assessed against the same set of evaluation criteria as detailed below, all of which are mandatory requirements.

Evaluation criteria	Sub criteria	Method of assessment
Experience	• The proven ability of the agency to work with and alongside multi clients, teams, stakeholders and agencies. • The proven capacity of the agency to deliver a number of events simultaneously. • The agency's ability to react quickly and to deliver activities as defined within this ITT at short notice and within a short timescale. • A proven track record of auditing, recommending and delivering change which delivered quantifiable improvements in terms of quality improvements, flexibility and return on investment. • The proven capacity and experience to identify, implement and develop evaluation measurement.	Project Proposal CVs Case Studies
Suitability of response	• The agency's H&S policy, all risk insurance cover and emergency planning. • The quality of the agency's offer proposal including concepts, visuals and method statements. • The agency's transparency in providing details of what will be completed in-house and what will be delivered via sub-contract suppliers. • The agency's method statement for the delivery of the events. • The agency's financial transparency in terms of fee proposal, profit margin and itemised budget.	Project Proposal Project Budget

	• The agency's creative capacity and their ability to provide innovative offers on how to improve the quality and efficiency of the assets and output. • The agency's IT capability and experience to delivering the requirements as set out in this tender. • The agency's recommendations on delivering a 2-5 year event management strategy to guarantee quality, creativity, maximum effect and return on investment and create combined opportunities where possible.	
Value for money* and Evaluation Methodology	• Competitive rates • Well thought through cost effective solutions • The value that will be added by the contracted agency. • The agency's recommendations for potential partnership or sponsorship opportunities. • The agency's recommendations on an evaluation methodology including indicating KPI's to evaluate against the key aims of BID; raise awareness, engagement, outreach and development.	Project Budget + Project proposal

*Whilst there is every intention that the contracting of this programme will achieve economies, the selection will be based on best value for money rather than simply the lowest bidder.

6. Timescales

16 th January 2020	Invitation to Tender (ITT) circulated to agencies, members and website
24 th January 2020	Tender submissions to be sent by email by 5pm
30 th January 2020	Successful agency notified
4 th February 2020	First agency/client meeting
5 th February 2020	Appointed agency starts programme

7. Budget

The total planned events budget for 2019/2020 (YEAR 2) is circa. £20,000 of which the Nairn BID Board has approved monies to the end of this financial year (i.e. 30 September 2020). These figures include agency fees.

Bidding agencies are advised to present offers based on the information provided within this ITT and previous experience of delivering similar projects. Total fees must be shown in the budget.

Any/all invoices and receipts may be requested for auditing purposes and should be provided when requested; this will include any third-party suppliers you contract. A full breakdown for travel and subsistence should be included in your budget.

Payment terms will be agreed with the winning agency when the contract is awarded.

8. Other Considerations

Creative consideration; The appointed agency will need to fully adopt any existing corporate brands together (i.e. Nairn BID, Taste of Nairn, Wheels of Nairn) with the campaign style guidelines implemented.

It is recognised that this tender might require you to subcontract different partners to deliver a quality and robust offer. These partnerships should be clearly identified in your tender documentation and you, as the agency on the Promote Nairn Annual Events Programme, will be the lead partner.

9. Contractual Information

The contract will come into effect from 1st February 2020 and will run until 31st January 2021.

Nairn BID reserves the right to offer an extension to this contract if agreed by all parties. Any extension offered, will take place after a quality evaluation has been completed by Nairn BID.

Nairn BID reserves the right to postpone and/or where necessary terminate part(s) or all of this contract without notice after receipt of intentions in writing.

In order to facilitate the comparison of tenders, the price quoted against this specification must be computed in strict accordance with the definitions herein. No correspondence will be undertaken by bidding agencies who feel they have included or excluded activities that have been interpreted or misinterpreted.

10. ITT Requirements

To be considered for this ITT you will need to provide the following information:

- One hard copy of the proposal and an electronic copy by email or file transfer
- Project Evaluation Plan
- Project Timing Plan which outlines key decision milestones
- Two relevant case studies
- CVs highlighting relevant experience of proposed account team
- Credentials of all subcontractors
- Fully costed budget

The successful agency will be appointed on the basis of the information and the offer provided. Tenders may be rejected if the complete information called for is not provided at the time of tendering.

Bidding agencies should note that returned proposals that are received after the deadline may not be considered.

11. Contact

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