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**WIGTOWN FESTIVAL COMPANY**

**INVITATION TO TENDER**

**Contract for the Delivery of Literary Tourism Product Innovation Programme**

**(This project is funded by Interreg Northern Periphery and Arctic Programme**

**and is subject to funding)**

**CLOSING DATE FOR RECEIPT OF TENDERS: Wednesday 4th March at 12 noon**

**Tenders to be returned to:**

**Isla Rosser-Owen**

**Cultural Producer**

**Wigtown Festival Company**

**11 North Main Street**

**Wigtown DG8 9HN**

**or email: isla@wigtownbookfestival.com**

**Tel: 01988 402036**

[**WIGTOWN FESTIVAL COMPANY**](http://www.wigtownbookfestival.com/)

**Contract for delivery Literary Tourism Product Innovation Programme**

**1. Introduction**

Wigtown Festival Company is the organisation behind Wigtown Book Festival and a number of year-round development activities across Dumfries and Galloway. The ten-day Wigtown Book Festival is Scotland’s largest rural book festival and one of the UK's best-loved literary events, with more than 250 events and activities for all ages, including music, theatre, food and visual arts.

The festival, which has won a Scottish Power Foundation Award for Community Engagement, Sunday Herald Scottish Culture Awards 2018 Cultural Event of the Year, Thistle Award for Tourism, the Arts & Business (Scotland) Community Award and a Creative Places Award, welcomes writers from far and wide. It also celebrates the rich history and landscape of Galloway.

In 2007, Wigtown Book Festival became a charity. It is run by a small professional staff assisted by more than 100 volunteers.

**2. Background to the project**

Spot-lit aims to grow the literary tourism sector in the [NPA region](http://www.interreg-npa.eu) by supporting the organisations and businesses in this culturally-rich region to grow, collaborate and better engage audiences together. The project started in March 2019 and run until September 2021.

The partner countries participating in this project include:

* Western Development Commission (Ireland)
* ICBAN (Northern Ireland)
* Arts Over Borders (Northern Ireland)
* Wigtown Festival Company (Scotland)
* Regional Council of Kainuu (Finland)
* Lapland University of Applied Sciences (Finland)
* Kajaani University of Applied Sciences (Finland)
* Unesco City of Literature Reykjavik (Iceland) – Associate Partner
* Unesco City of Literature Edinburgh (Scotland) - Associate Partner

The Spot-lit project encompasses areas that have a wealth of Literary Tourism potential, but which are impacted by the common challenges faced by the Northern Periphery and Arctic (NPA) region: The project area’s economy is highly dependent on SMEs, e.g. in Northern Ireland SMEs and self-employment provide 75% of employment and 75% of turnover in NI’s private sector (DETI, Quarterly Employment Survey, March 2014). In Kainuu region 64% are employed by SMEs and 60% in Lapland.

High dependence on SMEs results in independent and fragmented action, marketing and product development/placement at local level. This challenges the creation of an integrated offering, availing of literary and cultural tourism assets and presents barriers to securing regional interest in sectoral growth by national tourism bodies and is typified by a lack of transnational cooperation/marketing. The sector is challenged in having sufficient skills base and capacity within SMEs to avail of new technologies and enable development of digital solutions for product creation/marketing. The sector also suffers from long distances to market, creating barriers for visitors and barriers for SME growth. The lack of a coherent literary tourism product of scale and consistent quality of experience, impacts on the ability of the region to appeal to emerging markets, e.g. in Asia.

There is a need to consider place-based opportunities in a new way which looks beyond the natural landscape and provides appeal based on cultural/literary assets to broaden interest in the region. The project therefore proposes to:

* Engage and invest in skills development and clustering of SMEs, thereby ensuring a more sustainable transnational economy.
* Ensure creation of new products/services which increase the Literary Tourism potential and visibility of the region.
* Share best practice and co-ordinate action with key stakeholders on a transnational basis.

The project will directly contribute to the results sought by the NPA programme by using the common place-based asset of literary resources to cluster economic activity across the region in a manner that will generate more vibrant, economically active and sustainable communities.

The project actively seeks to stimulate SME activity, generating increased capacity and interest in entrepreneurship in the Literary Tourism sector. The project follows a logical 4 step development process to maximise economic impacts:

1. Testing new models of developing the Literary Tourism sector and engaging SMEs with the sector. The development of the framework models will facilitate the transfer of knowledge on a transnational basis and harnesses innovation to ensure investment within the sector maximises the positive impact on the regional economy, thereby capturing the unique growth potential of Literary tourism through literary heritage and related assets in a resource-efficient way.
2. Development and delivery of a business development programme with incubator support for the development of new products and services will expand the capacity of businesses in entrepreneurship. The spin-off benefits to the local economy will include the stimulation of new business, enabling the growth of existing business and encouraging businesses who have not traditionally engaged with or seen opportunities in cultural tourism to become actively engaged in the provision of complementary services and products. By developing conceptually integrated cultural tourism products and services on a transnational basis, the project will deliver greater economic impact than projects developed in national isolation.
3. Facilitate the development of a digital platform and associated mobile iOS and Android applications to enable the clustering of businesses around place-based cultural tourism assets on a transnational basis. The increased capacity and skillset within the sector, along with enhanced visibility using this intelligent digital marketing, will enable the region to market itself more effectively to the culturally motivated visitor across Europe and emerging markets such as Asia, thereby overcoming barriers to expansion beyond existing local markets.
4. Develop a “Best Practice Literary Tourism Business Development Methodology/Guide” capturing the learning and sharing this knowledge across the NPA region, both within and external to the project partnership.

The project will actively communicate, seek input and relay project findings, results and outputs through a newly developed Literary Network, thereby maximising the potential for economic impacts to extend beyond the project area to other NPA regions. In this way the project aims to increase the sustainability of communities within the NPA region using place-based literary tourism assets.

The project will result in a positive contribution to the programme results sought, providing opportunity and facilitating the enhanced capacity of SMEs to act beyond local markets through increased awareness, enhanced visibility and changed attitudes towards the potential of the Literary Tourism sector as an economic driver within the region. The project will achieve this change through:

* The creation of a Literary Tourism focused business support programme, ensuring project partners work together across transnational borders to develop new and innovative solutions which maximise place-based opportunities for encouraging SME growth.
* 4 models for Literary Tourism will be developed and trialled including: - Northern Literary Lands Model (NI); Family LT Model (Scotland); Performance-based LT Model (Republic of Ireland); Digital innovations for growth model (Finland). The development of these innovative literary tourism frameworks will facilitate knowledge transfer of economic development solutions, their practical application, and means by which to maximise their transformative economic impact, from one country to another.
* Engaging 40 SMEs/businesses with the project on a transnational basis, working collaboratively to engage with Literary Tourism and work to produce products/services with transnational appeal. These products/services will be matched to the respective Literary Tourism Model being trialled in that region, thereby providing additional complementary Literary Tourism products and maximising the potential Literary Tourism market within the locality.
* 12 support workshops/sessions delivered to participating businesses/SMEs (3 in each partner region).
* 1 cluster of businesses/SMEs assembled to ensure complementary of literary tourism products and services developed, shared learning and effective transnational marketing, which increases market reach beyond national boundaries.
* A minimum of 20 new literary tourism focused products/services developed, ensuring changed market behaviour and integration of businesses/SME activity within the LT sector.
* Creation of a digital platform to capture and increase visibility of literary tourism products, services and sites, thereby ensuring the use of innovative ICT solutions, e-commerce and social media, to overcome distance to market, maximise the potential of place-based opportunities and ensure consistency in the quality of product and service information on a transnational basis.
* Creation of a Literary Tourism network engaging key stakeholders from across the NPA region thereby ensuring shared learning.
* 1 literary tourism methodology / best practice guide developed, informed by the project which facilitates idea exchange, experiential learning and dissemination of good practice across national boundaries for businesses/SME growth within the LT sector.
* Identification of 1 measure to enable quantification of the financial value of LT, enabling creation of return on investment statements for economic development agencies, thereby maximising the potential of future investment in LT sector growth.

**3. Nature of Requirements**

Wigtown Festival Company is tasked with delivering the business/SME support and engagement element of the project in Dumfries & Galloway. The purpose is to support SMEs to increase market reach beyond local markets through the development and delivery of a Literary Tourism Product Innovation Programme, which will:

* Identify and recruit a minimum of 5 businesses based on application process post workshops (3 workshops have already taken place in 3 different locations: Dumfries, Wigtown and Kirkcudbright)
* Development of a comprehensive Business Support Programme to incorporate soft supports; mentoring advice; product/service development sessions; IPR support and an innovation fund.
* Work with participating businesses to develop 5 new innovative and market-ready literary tourism focused products and services. The new ‘products’ will range in size and approach depending on the particular pilot in each partner area.

The work package will implement a number of activities to support professional development, knowledge transfer, product and service co-creation, innovation and improved business processes across the sector to achieve greater market reach beyond local markets. It will support young emerging creative talent as well as more established micro-enterprises, SMEs/businesses, social enterprises. The project will also ensure representation and involvement from indigenous groups/women.

**3.1 Specific Requirements:**

Wigtown Festival Company (WFC) is seeking the assistance of a suitably qualified organisation or individual to:

* Develop and deliver a 12 month Literary Tourism Product Innovation Programme for SMEs to develop specific LT products and services. A toolkit has already been developed, which will act as a framework for the delivery of workshops (which includes themes/topics and detailed curriculum) and this will be provided to the chosen contractor. Given that participants will be self-employed, the programme is not intended to be full time but delivered on a flexible basis and will break during summer months and other holidays. The structure and format of the Literary Tourism Product Innovation Programme can be decided when the needs of the chosen businesses are identified but should include a mix of group sessions, one-to-ones, learning journals, mentoring, guest lecturers/speakers, field trips, etc. It is expected the programme will begin in March 2020, for completion by January/February 2021. The chosen contractor will be required to provide detailed reports on progress every 3 months to inform WFC of any issues that affect the delivery of the programme as they arise, and to maintain informal contact with WFC between reports.
* Programme framework should include a minimum of: 1 field trip; 5 group workshops; 4 one-to-one sessions per business, tailored to their individual needs; ongoing SME developmental support (email and phone consultations, online advice sessions, review and development of documentation, marketing plans, etc.).

**3.2 Additional Information:**

* It is expected that the chosen contractor manages and supports on an ongoing basis the minimum 5 chosen SMEs and is in regular contact with the WFC contact points regarding delivery of the programme.
* Costs for a minimum of 1 field trip for SMEs should be included in the tender cost (it is expected that this would be an example of best case practice in Literary Tourism in Scotland relevant to the SMEs).
* Venue hire for Literary Tourism Product Innovation Programme should be built into tender costs but where possible we should try to arrange venues free of charge.
* Workshop costs such as materials; research and preparation time; ongoing administrative costs; travel and accommodation; other miscellaneous costs (phone calls, photocopying, etc.) should also be included in the overall fee.
* It is the understanding that the training elements of the Literary Tourism Product Innovation Programme would be VAT exempt, please clearly state and provide information where this is not the case.
* WFC is required to report to the NPA on a 6-monthly basis, therefore you would be required to provide reports to coincide with such deadlines, according to an agreed schedule.
* WFC is currently inviting applications for the programme from participants of the three introductory workshops held in Dumfries, Wigtown and Kirkcudbright, and the call will remain open until 29th February. The applications will be scored and reviewed by an expert panel and a decision will be made by mid March, when we will be in a position to liaise with the chosen contractor regarding the specific needs of the SMEs and begin to further develop the framework in terms of delivery and structure of the programme.
* Costs for delivery of Literary Tourism Product Innovation Programme should include guest speakers, sector experts, specialist mentors if required (but can include free assistance from partner experts).
* This programme will be delivered according to a framework and schedule to be agreed in advance between the contractor and WFC.

**3.3 Timeframe**

WFC expects that the successful provider will commence work by **Monday 16th March 2020** with completion of all work on or before **28th February 2021.**

**3.4 Value of Contract**

The value of this contract is £15,000-£17,000 exclusive of VAT. You must also indicate the value of the contract inclusive of VAT and the rate applicable. Please indicate a cost per hour/day for any additional work that may arise outside of the terms of this contract.

**4. Minimum Technical Competence**

As Wigtown Festival Company is using the open procedure, responders are required to demonstrate that they have sufficient financial and technical competence to be considered for the tender process. Therefore all responders are required to provide details of:

- Organisation details relevant to this invitation to quote, including management structure, manpower levels, skills and experience.

- Details of previous contracts of similar nature, i.e. development of Literary Tourism, managing sectoral development, network and product development in peripheral areas, including client names, description of work, delivery date and contact details for 2 referees.

Responders must provide all the information outlined above.

**5. INSTRUCTIONS TO TENDERERS**

**5.1 Format of Response**

In addition to the response to the requirements outlined above, providers are required to submit the following as part of their proposal:

* Methodology to be employed in completing the assignment.
* CVs of personnel to be employed on the contract with details of their experience and qualifications.
* Details of how the proposed contract will be managed, availability and timeframe for delivery.
* Evidence of expertise and understanding within the organisation relevant to the requirements of this contract.
* Demonstration of ability to address all aspects of the requirements and where appropriate experience of similar activities.
* Miscellaneous charges (phone calls, photocopying, etc.) should be absorbed into the overall fee charged. Please complete, sign and return Annex A with your proposal. (Note: Electronic copies of Annex A which have been signed and scanned are acceptable.)
* WFC is a charitable body and must ensure value for money. Please include in your submission methods which you will employ to keep costs to a minimum.

**5.2 Return of Tender**

Tenders (including all attachments) must be received by **Wednesday 4th March 2020 at 12 noon (GMT).**

Tenders should be returned to Isla Rosser-Owen by email to [isla@wigtownbookfestival.com](mailto:isla@wigtownbookfestival.com) or by post to Wigtown Festival Company, 11 North Main Street, Wigtown DG8 9HN. It is the provider’s responsibility to ensure a quote has been received before the deadline.

**6. Award Criteria and Tender Evaluation**

This contract will be awarded on foot of the most economically advantageous tenders in terms of the following criteria and weightings:

- Qualifications and relevant experience of personnel proposed (33%);

- Understanding of needs and methodology proposed to deliver the contract requirements (33%);

- Ultimate cost for the work proposed to the contracting authority (34%).

Following the initial evaluation of quotes, based on the criteria above, WFC may invite shortlisted candidates for interview. Interviews may be conducted by phone/Skype.

Please note that the contract is expected to commence on Monday 16th March 2020.

**7. Notes to Tenderers**

a. Queries to be submitted before 12 noon on Monday 24th February 2020.

b. WFC will accept no responsibility for any costs incurred in the formulation or presentation of proposals.

c. WFC requires that all information pursuant to this tender process will be treated in the strictest confidence.

d. All work produced by the appointed service provider(s) will be the property of WFC.

e. Prices and rates quoted should be in GBP and exclusive of VAT. VAT rates should be indicated separately.

f. Additional travel costs, where agreed with WFC in advance in writing, will be paid as per applicable civil service rates.

g. Prices and terms quoted should be valid for 12 months from the date of receipt of tenders.

h. Any conflicts of interest must be fully disclosed to WFC.

i. WFC reserves the right to terminate the contract at any time if it feels the work being undertaken by the appointed business is found to be unsatisfactory, without WFC being liable for the full cost.

j. All bidders are required to adhere to all appropriate regulations and guidelines on the collection, storage, transmission and destruction of personal data GDPR.

14th February 2020

Annex A

THIS FORM MUST BE COMPLETED, SIGNED AND RETURNED WITH THE TENDER.

To: Wigtown Festival Company

From:

1. **I/We have examined the tender documentation and hereby offer to provide the services in accordance with the details contained within this tender document.**

Contract for the Delivery of Literary Tourism Product Innovation Programme

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| --- | --- | --- |
| **Consultant** | **Hourly Rate**  **£** | **Daily Rate**  **£** |
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This offer will remain open for acceptance by you for a period of 12 months from the date of deadline for submission of tenders.

1. **I/We undertake to maintain full confidentiality with regard to all aspects of this tender process.**

Form of Tender Signed by:

Name (Capital Letters):

On behalf of:

Address:

Telephone: Fax: Email:

Date:

Failure to sign this Form of Tender will invalidate the offer.