Land of Oak & Iron: Commission of Business Toolkit Invitation to Submit Proposals

Introduction
Quotations are invited from experienced consultants to develop and produce a Land of Oak & Iron Business Toolkit that can be used by businesses within the tourism sector to promote the area and their business to visitors.

Land of Oak & Iron

Our Vision
Working with local communities to celebrate, conserve and enhance our natural, industrial and cultural heritage. With partners, we will deliver a legacy of job creation, tourism, regeneration and economic benefits.

To achieve our vision the Land of Oak & Iron will deliver a £3.4 million programme with 14 interlinked projects from 2016-2020, that will create opportunities for the long term sustainability of its heritage, people and communities. Funding of £2.2m was awarded by HLF in December 2015 with £0.6m match funding and £0.6m of 'time in kind' pledged. Further information can be found in the Landscape Conservation Action Plan.
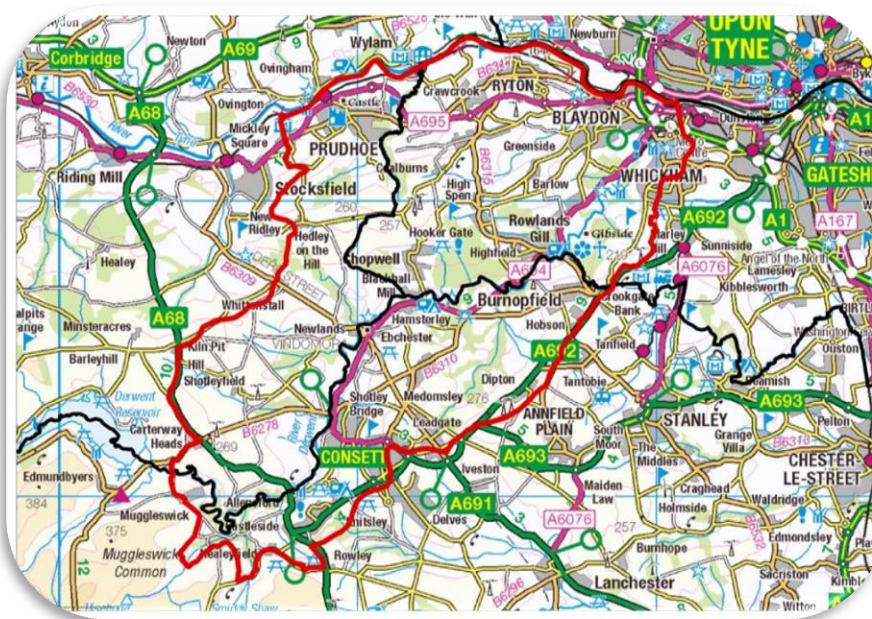
Our Geography
The Land of Oak & Iron is centred on the Derwent Valley, North East England. Set in the countryside to the south of the Metro Centre, it includes parts of the three Local Authorities of Gateshead, Durham and Northumberland. The area covers 177km2 and is home to approximately 112,000 people. One end is more rural, bordering the Derwent Reservoir and North Pennines Area of Outstanding Natural Beauty (AONB). The boundary then follows the River Derwent down to the River Tyne where it is much more urban. Although it is predominantly rural, the area has a number of larger towns and villages, including Consett, Shotley Bridge, Blaydon, Prudhoe and Winlaton.

Our Heritage
Underpinned by the wealth of minerals, abundance of woodlands, water power from the River Derwent, and infrastructure from waggon ways and railways, the Land of Oak & Iron was once home to a variety of innovative industries including world leading iron and steel making. Spanning the 16th -20th Centuries this produced a landscape rich in natural, industrial and cultural heritage. The industrial developments attracted significant wealth, large settlements and the development of a vibrant dance, music and literary scene. Today there are some nationally and globally significant remains of the industry, a distinctive natural landscape and fascinating culture, but it is a landscape and heritage that is at risk of loss.

For further information about the Land of Oak & Iron please visit www.landofoakandiron.org.uk

The following map illustrates the area with a red line indicating the boundary.

Hosted by Groundwork NE & Cumbria

Funding raised by The National Lottery and awarded by the Heritage Lottery Fund

heritage lottery fund
LOTTERY FUNDED

landofoakandiron@groundwork.org.uk 01207 524883

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The Commission

The Land of Oak & Iron, through emerging relationships with businesses, has identified an opportunity to develop and produce a business support toolkit. The purpose of the toolkit will be to give businesses the information they need to promote the Land Oak & Iron and what it has to offer to visitors. The toolkit will help businesses understand the special qualities of this area, and how to use these qualities in developing and promoting their own product.

The toolkit will primarily be for tourism businesses based in, and operating within, the Land of Oak & Iron and its periphery. This includes cafés, accommodation providers, free and paid for attractions. It will not be a visitor guide, rather a resource to help make sure that businesses can connect visitors with the area and all it has to offer. It will benefit both individual businesses and the Land of Oak & Iron in general by enhancing visitor experience and increasing its share of the visitor market. The primary audience for the Land of Oak & Iron are day trippers and short stay / overnight visitors.

The toolkit will be made freely available as an online resource on the Land of Oak & Iron website. It expected to include:

- Text, graphics and images that businesses can use within their own marketing, signage etc.
- Action points to help businesses promote Land of Oak & Iron and benefit from being part of the area.
- Information on the other businesses in Land of Oak & Iron – things to do and places to go for visitors.
- Notes on things Land of Oak & Iron visitors might need / want from businesses in the area.
- Facts, examples and terminology to help frontline staff talk confidently about Land of Oak & Iron.
- An explanation of the benefits to businesses of using the toolkit and being part of Land of Oak & Iron.
- Contacts and links to other reference materials.

Some of this content and resources will already exist, or are being developed, through Land of Oak & Iron projects.

It is expected that the appointed consultant will work closely with a group of target businesses and the Land of Oak & Iron team in developing the toolkit. These businesses will form a pilot group to trial the toolkit ready for the 2019 summer season. The Land of Oak & Iron Partnership Manager will provide support in identifying these businesses through existing contacts and networks.

The toolkit must be produced within Land of Oak & Iron brand guidelines.

Inspiration for the toolkit came from the Forest of Bowland Sense of Place Toolkit. Similar examples can be found at Northumberland Tourism and Visit County Durham.

Budget
Proposals are invited to the value of £7,000. Please note that Groundwork is unable to pay any VAT associated with this project.

Your proposal
Tender submissions should be kept to a maximum of 10 pages. When submitting your proposal, please provide:

- Completion of organisation profile table below
- A methodology statement setting out how you would undertake the work
- Details of your relevant experience and competency for the work
- Knowledge of the local area and issues/constraints relating to the project
- Names and contact details for two independent referees who can comment on your suitability for the work
- Fees for undertaking the work including a day rate of each member of staff involved, and how many days per staff member would be allocated on the project
- Confirmation the work can be delivered as per the timetable above.

No part of the work may be subcontracted without the agreement of the Land of Oak & Iron Partnership Manager.

Operational Management
The successful consultant will be appointed by Groundwork on behalf of the Land of Oak & Iron Partnership. Operational issues will be handled by Karen Daglish, Partnership Manager, Land of Oak & Iron.

Copyright
The successful consultant will grant Groundwork full copyright on all contents and materials produced. Where the consultant makes use of material in which copyright vests in third parties, it will be the responsibility of the consultant to obtain permission for the appropriate use of such material.

Confidentiality
The appointed consultant must safeguard the confidentiality of any data and information supplied for the purpose of the project.

Payment
Payment schedule to be agreed with the appointed Consultant. Payments will be made on receipt of invoice and following authorisation by Groundwork of services satisfactorily completed.

Timetable and selection criteria
Completed proposals should be submitted to Karen Daglish, via email to karen.daglish@groundwork.org.uk by 5pm on Wednesday 15th August 2018.

If there is a need for interviews, these will take place late August / early September 2018.

It is expected that the toolkit will be produced and launched by February 2019.

Proposals will be reviewed by the Land of Oak & Iron Partnership Manager, a representative from a relevant partner organisation and a local target business / destination. The selection panel will use a scoring system to ensure objectivity. This will be weighted as follows:

- Methodology and approach – 40%.
- Skills, knowledge and experience – 30%
- Price / value for money – 20%
- Connection to and knowledge of the Land of Oak & Iron area – 10%

Additional Information
If you have any questions or require any clarification, please call Karen Daglish, Partnership Manager Land of Oak & Iron on 01207 524 882 / 07553360433 or email karen.daglish@groundwork.org.uk.