



Confidential
Visit Manchester Brief

**Monitoring and Evaluation Programme for Industrial Powerhouse
Project**

December 2009



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Written by Lisa Houghton Date 23/12/09
Checked and approved by Steven Small Date 23/12/09

1. Introduction

Visit Manchester is the tourist board for Greater Manchester. It is a division of Marketing Manchester, the agency charged with promoting the city on a national and international stage.

As the Tourist Board for Greater Manchester, one of Visit Manchester's key roles is to attract visitors to the destination through the effective promotion of Greater Manchester as both a leisure and business destination.

Visit Manchester leads on the Industrial Powerhouse project which is a regional based marketing programme to promote the industrial heritage of the Northwest.

Industrial Powerhouse was the first Manchester slipstream brand developed by the AGMA Tourism Forum and Marketing Manchester in 2004. The campaign was developed following the production of the Tourism Strategy for England's Northwest which highlighted industrial heritage as a key product offer for the region which will help to generate increased visitors and underpin the attack brands of Manchester, Chester, Lancashire and Blackpool, The Lake District and Cumbria and Liverpool City Region.

During the course of the campaign it has developed to encompass the whole Northwest with support from the other four tourist boards (Lancashire and Blackpool, The Mersey Partnership, Visit Chester & Cheshire and Cumbria) and the NWDA.

1.1 Industrial Powerhouse Project Aims

- Deliver increased visitors to Industrial Powerhouse attractions
- Increase overnight stays within the Northwest
- Deliver increased spend at venues
- Improve the visitor experience
- Work closely with regional and sub-regional marketing campaigns where relevant
- Deliver increased educational tourism visits

2. Current Situation

Further to a successful bid for European funding (ERDF), the programme now in its 5th year, has considerable scope to increase its marketing to grow and impact the market, driving visitation and generating income.

Visit Manchester is seeking consultancy support for undertaking the monitoring and evaluation work throughout the duration of the project.

3. Evaluation Project Objectives

The Industrial Powerhouse project needs monitoring and evaluation integrated into all its marketing activity in order to ensure that results can be measured and to monitor progress against meeting the set objectives.

3.1 Outputs and outcomes – agency to measure

1. Increase economic benefit from intentional visits from £1.3m to £3.9m
2. Increase economic benefit from contributory impact from £4.6m to £13.4m
3. Increase bed nights from intentional Industrial Powerhouse visits from 8227 to 24,000
4. Increase bed nights from contributory visits from 12,000 to 16,000 by March 31st 2010
5. Increase visits to key anchor sites from 59% of contacts to 62% by 2012
6. Increase average visits per annum from visits from beyond the Northwest but within the UK from 2.2 to 3 by 2012. Increase visits from within the Northwest from 3.3 to 4 visits per annum by 2012.

Economic impact baselines were established in 2007 by Morris Hargreaves McIntyre.

3.2. Additional information

The successful tenderer will be expected to develop an appropriate methodology to measure against the objectives stated. Marketing activity both past and planned will be shared regularly to ensure appropriate measurement can take place.

STEAM methodology is not accepted by ERDF and therefore should not be considered as appropriate.

The consultants appointed will be provided with copies of appropriate documents and access to appropriate staff namely:

Industrial Powerhouse Marketing Plans and Strategy
Morris Hargreaves and McIntyre Research

The final evaluation for the Industrial Powerhouse project will be collated into a larger project to evaluate the Regional Thematic Marketing Programme which includes Industrial Powerhouse, Cheshire's Gardens of Distinction and Cumbria's Adventure Capital. The appointed agency may be required to assist and input into the evaluation for the Regional Thematic Marketing Programme.

4. Tendering Process

4.1 Other Agencies

This brief has been circulated to 5 agencies who have been invited to tender. In line with Visit Manchester's policy, the appointment will be made on the most suitable

tender, depending on quality, experience and price. The brief has also been posted on www.visitmanchester.com/corporate

4.2 Communication of the brief

The brief has been circulated by email and post. Please note the brief can be distributed internally within your organisation for the purposes of preparing your proposal. Under no circumstances must the brief be disclosed or distributed to any other party without prior consent of an appropriate representative of Visit Manchester.

4.3 Format for tender

Three copies of the proposal should be addressed to Paul Simpson, Managing Director, Visit Manchester (label enclosed). The label enclosed is marked with -TD-IPø to indicate to the addressee that tender documents are enclosed for this tender and any tender received before the official submission date will be held until the closing date has passed and then opened by a Director and Head of Department of Visit Manchester.

The presentation of the proposal is at the discretion of the tenderer; however, it should be clear and concise and should cover all areas highlighted below:

- Full information on relevant experience in this area of work.
- Provide examples of similar work previously undertaken, including the names and contact details of appropriate clients where possible.
- Provide a sufficient level of detail of their proposed approach to the task to enable this to be clearly understood.
- Identify any partners or sub-contractors that would be involved.
- Identify any anticipated problems and suggest mitigating approaches to these.
- Breakdown costs by the list of activities above, showing the time in days, the individual or group responsible for the task and the cost per day for each individual or group.

Example of acceptable proposal layout:

- Introduction and overview
- Proposed approach to evaluation
- Commentary on methodology and proposed outputs
- Timescale
- Costs
- References

4.4 Timescale and details for submission

The timescale relating to this project's tendering process is as follows:-

Activity	Date
Brief posted to tenderers (first class post)	Wednesday 23 rd December
Confirmation of receipt of brief and intention to submit proposal	Friday 15 th January
Deadline for receipt of proposals	Friday 29 th January

Tenderers informed of decision	Tuesday 9 th February
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Should your organisation be unable to comply with the proposed timescale, please contact Lisa Houghton at Visit Manchester in writing or via email as soon as possible.

Tenders must be received by post. If the tender is received after the deadline it will not be considered unless in special circumstances and with prior approval of Visit Manchester.

4.5 Tender enquiries

Please note that Visit Manchester's process for responding to the tender enquiries is as follows:-

- Tender enquiries must be emailed to the main contact identified
- Visit Manchester will circulate the question and the response to all tendering organisations without identifying the enquiring tendering organisation. Please therefore bear this in mind when preparing any queries.

5. Timescale of the Project

Further to appointment in February 2010 the successful tenderer will need to provide written reports detailing progress on economic impact and bed nights as follows:-

April 2010 ó progress report from initiation of project to March 2010

April 2011 ó progress report for Apr 10 to Mar 11

April 2012 ó final report for full three years (including Mar 11 to Mar 12 progress report)

6. Project Administration

Visit Manchester would expect to work closely with an identified key contact person through each stage of the project and expect regular liaison and updates as the monitoring and evaluation activity will need to be fully integrated into the marketing activity.

Please state in your proposal who this contact person will be and include their contact details.

Your key contact at Visit Manchester is the Industrial Powerhouse Marketing Manager, contact details are outlined in section 11.

7. Cost and Budget

We require a clear breakdown of costs involved in the project. This will include a full breakdown of consultants per hour. The payment details will be discussed with the appointed tenderer but it is expected that £10,000 will be paid on commission and £10,000 for each report produced thereafter.

Total budget for this evaluation is £40,000 excluding VAT.

8. References and additional information

References must be submitted in support of the proposal. Any further information that you can provide in addition to the requested must be submitted, including case studies showing examples of previous studies.

9. Contact details

For all enquiries related to the evaluation brief please contact:

Lisa Houghton
Marketing Manager
Industrial Powerhouse
Visit Manchester
Email: lisa.houghton@visitmanchester.com