

Brief for Business Development Consultant for AONB Tourism Cluster Project

This brief is for the appointment of an experienced consultant for business and content development for this new tourism cluster project.

Introduction

The Forest of Bowland Area of Outstanding Natural Beauty (AONB) is looking to secure funds for a small-scale economic recovery tourism project to be delivered between January and June 2022.

The Forest of Bowland AONB supports a network of like-minded tourism businesses through the *Bowland Sustainable Tourism Business Network* – these businesses align themselves with the principals of sustainable tourism. The businesses include accommodation providers, as well as eateries, activity & experience providers, and local producers – there are currently 100 members.

This new cluster project will be managed by the Forest of Bowland team but will be promoting the opportunities across both the Forest of Bowland and Arnsdale & Silverdale Areas of Outstanding Natural Beauty.

The Forest of Bowland and Arnsdale and Silverdale AONBs have some truly unique and locally distinctive experiences, which could be collectively promoted to resonate with markets seeking out experiential and authentic tourism. This project seeks to package these together, linked with the gateway rail stations of Lancaster, Clitheroe, Settle and Benthams, to highlight all the wonderful experiences on offer in the area linked to quality accommodation and to inspire visitors to stay longer.

'DISTINCTIVELY LANCASHIRE: OUTSTANDING EXPERIENCES IN OUR BEAUTIFUL NATIONAL LANDSCAPES'

Eat local, travel light: car-free breaks in the Forest of Bowland and Arnsdale and Silverdale AONBs

Aim to deliver the following:

“Sustainable breaks for walkers, cyclists and active families in The Forest of Bowland and Arnsdale and Silverdale Areas of Outstanding Natural Beauty. Food miles in single figures, active travel or public transport, modal connectivity (with railways, buses and e-bikes). Integrated itineraries with buy-in from recommended accommodation, hospitality, guides and hire outlets.”

The Brief

The project is looking for an experienced consultant to develop relationships and gain business buy-in to the project. The consultant will have a proven track record for writing and delivering engaging content to deliver a marketing plan for the project.

Key objectives are to:

- business engagement and buy-in (supported by the AONB)
- produce and deliver a 6-month marketing plan with associated engaging social media and web content
- develop business profiles and produce content for online interactive map
- develop short, enticing video content with businesses and short activity-based films to profile the project
- develop and produce 4 area-based itineraries from gateway train stations
- develop and write 8 walks and 8 cycle routes linked to the itineraries (2 of each from the gateway station)
- produce a sustainable travel plan
- develop a simple business marketing toolkit with associated resources
- produce high quality images to support the marketing plan and toolkit

Timescale & Budget

Work to commence in January 2022 and be completed by July 2022.

Guide budget for this work is up to £40,000 (to include production of video and photography)

Information Needed From Consultant

1. Short summary of relevant experience
2. Development proposal to include method statement and approach
3. Costings for the work, including a breakdown of chargeable days/hours for project stages and any materials to be produced

Management

The project will be managed by Forest of Bowland AONB Sustainable Tourism Officer, Hetty Byrne, who will be the main contact for the consultant. After the consultant has been appointed, a work programme with dates and deadlines will be agreed. Payments will be made on completion of works.

Tendering Process

Successful tenders will be selected on the basis of:

- Relevant skills and experience
- Understanding of the brief
- Quality of method statement and approach
- Price

Submission

The tender documentation should be emailed to Hetty Byrne no later than **5pm on Tuesday 4th January 2022**.

The successful consultant will be notified in early January, with an inception meeting to be arranged the following week and work to commence mid January.

Email: hetty.byrne@lancashire.gov.uk Tel: 01200 448000

