

INVITATION TO TENDER TO SUPPLY PLACE BRANDING SERVICES

NEWTOWN & LLANLLWCHAIARN TOWN COUNCIL
SEPTEMBER 2021



INVITATION TO TENDER TO SUPPLY PLACE BRANDING SERVICES

1. Introduction

1.1 Background Information

2. Scope of tender

2.1 Purpose

2.2 Objectives

2.3 Outcomes: Deliverables & Timescales

2.4 Evaluation Criteria



1. Introduction

Sitting on the banks of the River Severn, Newtown is the largest town in Powys, Mid Wales. Despite being an attractive market town with a strong industrial heritage and stunning surrounding countryside, Newtown is not seen as a tourist destination within its own right. As such, visitor numbers are modest.

Newtown has recently benefited from several investment projects, including a long awaited multi-million-pound bypass to ease problematic congestion in the town centre, a £1.5 million riverside venue, a new mountain bike trail, BMX track and play park.

These projects have created a new sense of optimism and a determination to boost the town's visitor economy and attract further potential investment. To support this, Newtown & Llanllwchaiarn Town Council wish to develop a clearly defined place brand through which to communicate Newtown's value proposition and place the town firmly on the map.



1.1

Background Information

Newtown has invested a considerable amount of time conducting an in-depth study to address two key questions: **where we are today** and **where we want to be**. The findings of this study which will be the main source of evidence for a full place branding exercise, for which we now wish to engage a suitable partner.



2.

Scope of Tender

Purpose,
Objectives
& Outcomes



2.1

Purpose

The purpose of this tender is to identify a specialist agency to create a robust brand identity and comprehensive brand strategy to help Newtown achieve a clear set of targets as specified in the objectives outlined in section 2.2.

The newly created Newtown brand should maintain relevance for at least 10 years so as to create a consistent communication framework that can be used at both local, national and international levels.



2.2

Objectives

Newtown's objectives are focused on the Welsh government's Welcome to Wales objectives.

- **Environmental sustainability**
- **Social and cultural enrichment**
- **Health benefits.**

A recent internal survey has identified two primary goals:

- **To increase internal and external investment.**
- **To increase tourism by establishing Newtown as a destination in its own right and not just a place to visit en route to other towns such as Aberystwyth.**



Increase Investment

Attracting additional inward investment into the area to build on the existing development already taking place. A major hotel chain opening in Newtown is one such investment goal. Possible new 'commercial' partnerships.

Increase Tourism

By marketing the town's natural features alongside recent multi-million-pound investments in tourist-related developments such as the new riverside venue, BMX track, play park and high street reconfiguration. These new facilities will undoubtedly support Newtown's overall value proposition as a tourist destination.

Increasing Inward Migration

Whilst limited housing accommodation means that this won't be a targeted objective, it is hoped that some inward migration will result from the overall place branding work. Newtown foresees a natural 30% increase in residents over the next 10 years.

Sustainability

Current and future projects for the 'greening' of areas along the riverside will also help to build a strong 'sustainable town' brand image for Newtown.

2.3

Outcomes Deliverables



There are 2 main project delivery sections

Develop phase

Create a Brand proposition and narrative

Delivery phase

Create a Marketing Strategy and Plan

Create Brand guidelines document

New website and design templates

Please refer to the Newtown & Llanllwchaiarn Place Plan and Tourism Plan for up to date extensive local data to inform the the 1. Develop Phase

Project Budget: £34,000

2.3

Outcomes Timescales

Procurement Timetable

RFQ sent out	03/09/2021
Clarification questions deadline	24/09/2021
Deadline for return of RFQ	01/10/2021
Evaluation of RFQs	01/10/2021 to 08/10/2021
Final results & feedback	11/10/2021
Contract Award	18/10/2021
Contract Start Date	20/10/2021



2.4

Evaluation Criteria

The agency will be scored on the following criteria.

The branding process framework employed by the agency

30%

The quality of the team experience, especially if there is evidence of FDI (Foreign Direct investment) or helping places attract investment through the development of a new brand proposition. An added bonus will be experience in developing 'tourist' focussed place brands.

30%

Four Place branding examples at both regional and local level, either in the UK or elsewhere.

40%

