



‘Eat Exmoor’ development work

Quotation Request

Deadline for submission: midday, 14 August 2017

Summary

Eat Exmoor is a joint initiative between Visit Exmoor and Exmoor National Park, West Somerset Council and the Hinkley Tourism Action Partnership to **enhance Exmoor’s appeal as a food destination** and to increase the offer and appeal of Visit Exmoor to food related businesses to widen the membership base into the future.

We are seeking the support of a professional with expertise in tourism marketing and promoting food and drink to work alongside staff from the above organisations to co-ordinate and develop content and consumer marketing materials as part of this initiative.

Background

Local food plays an increasingly important role in visitor experiences. It is part of the Exmoor story: farming sustains the landscape, the landscape sustains tourism, and food sustains visitors.

Greater Exmoor already has some strong local food products recognised by many visitors, with many of them capitalising on the Exmoor name. However, many businesses utilising local produce do not specifically promote this to their guests. 29% of visitors to the area cite access to local produce as being one of the primary attractors to visiting the area and the 2016 DEFRA Rural Tourism and Food and Drink report noted that “for Exmoor local food and drink is an important *element* of the local tourism offer, but is not yet considered a significant *driver* of tourism”.

This project aims to place the emphasis on food and drink that is grown and produced on Exmoor and inextricably linked in its production to the Exmoor landscape as opposed to simply focusing on dining experiences within the area. It equally aims to showcase produce from a visitor perspective to shape concise and sharp visual ‘sound bites’ to promote their offer on multiple platforms and increase the collective perception of Exmoor as a place of quality food and drink.

Project elements will include:

- Completion of a local food audit detailing local producers, food experiences and retailers in the area
- Development of a specific Eat Exmoor section within www.visit-exmoor.co.uk providing:
 - Promotional listings for key Exmoor products, retailers, food experience providers (e.g. cookery schools and farm tours) and eateries.
 - Food and drink event listings
 - Local produce stories - videos, blogs, podcasts etc. going behind the scenes (e.g. meet the producers, chef's favourite recipes etc.)
 - Food trails and itineraries
- Eat Exmoor guide – a hard copy publication for distribution within the area detailing visitor opportunities to access local produce
- Producers' Day to bring producers and hospitality providers together, showcasing opportunities and products alongside short training sessions
- Digital marketing to consumers through e-news, blogs, social media etc. to drive traffic to the website.

Exmoor National Park Authority will be leading on the audit and producers' day, with Visit Exmoor leading on the website, marketing and guide.

Specific requirements

We are seeking the services of a specialist with proven experience in promoting local food and drink within a visitor destination to help us develop content and marketing tools for Eat Exmoor. The contract will be held with ENPA on behalf of the wider project partnership.

In particular, working with the Visit Exmoor Development Manager, the successful candidate will be responsible for:

- Developing content and promotional tools such as food stories for use on the website and in the guide
- Developing food trails and itineraries across Greater Exmoor
- Overseeing the development of the Eat Exmoor guide
- Liaising with external contractors (such as designers, web developers etc. who will provide technical skills where required (these services will be funded through a separate budget by the partners).

This is a partnership project and partners expect to work collaboratively with the successful applicant so that ideas, knowledge and experience can be pooled to best effect. New ideas

to achieve the project aims are welcomed. There will be an inception meeting following the award of the contract, so we can develop an agreed plan as we expect this exercise to evolve and close contact, including face to face meetings within the Exmoor area will be required throughout.

Planning & timescales

The deadline for submissions is midday 14 August 2017. It is our intention to appoint someone to start in September working throughout the autumn to the end of December. There will be a Producer's Day in late January which the successful applicant should be available for as part of this contract.

Budget

There is a maximum budget of £2,500 (excluding VAT) to include all travel and incidental expenses which we anticipate covering in the region of 15 – 20 days of input.

A separate budget is available (in the region of £6,000) for project implementation costs and development of tools (e.g. design and print of the Eat Exmoor guide, associated web development work within the Visit Exmoor site, video production etc.). This will be allocated to third party contractors by the project partners with support from the successful applicant.

Bid assessment

Bids should comprise of no more than 4 sides of A4.

Each bid will be assessed by the partners based on suitability of applicants for the exercise, quality of the bid, price and value for money and originality of suggestions.

The following areas will be assessed

- Skills and experience
- Understanding the brief
- Quality of the bid
- Price, value for money and value added

As a part of this initiative is to develop the membership base of Visit Exmoor within the food and drink sector any potential conflicts of interest should be declared.

Contact

If you have any queries please contact Katrina Munro, Economy Project Officer, Exmoor National Park Authority. KJMunro@exmoor-nationalpark.gov.uk / 01398 322236.

Bids should be submitted as a word or PDF document via email to KJMunro@exmoor-nationalpark.gov.uk by midday 14 August 2017.