

Growth Platform Invitation to Tender – response to questions

Liverpool City Region SIF Destination Marketing Project

Project: Liverpool City Region Visitor Welcome and Information

Date: February 2, 2024

- 1. Do Growth Platform or partners have any data on current visitor characteristics and activities (from visitor surveys etc.), plus any studies on perceptions of the City Region (by visitors / non-visitors)? Is there an expectation that this commission will need to include some primary research in these areas?**

The data that is currently taking place on the SIF destination marketing project covers visitor sentiments, motivations, welcome and some perceptions of the city region. This is all primary research conducted through visitor surveys across the region. No expectation for primary research to take place by winning consultancy but would be open to suggestions as part of the work.

- 2. The brief highlights the need to evaluate the destination brand – where is the development of an LCR brand currently up to? Is it established or under development? Have you done any research around consumers' views in support of the brand development?**

We are currently going through the process of establishment the LVEP, and the branding for this is still in early stages of development, but is a priority. We don't have any research that identifies any visitor perception on LCR branding.

- 3. Similarly have you undertaken any research or do you have data on the LCR business base – its performance, vulnerability etc? If so, what would be available to the successful tenderer?**

We provide quarterly updates from our business and intelligence team which provides an overview of how businesses are performing in the region - this will be available to the tenderer.

- 4. In terms of comparisons with national and international destinations, can you identify exactly which specific areas (e.g. destination performance / KPIs, business tourism, events, cultural tourism etc.) you are looking to explore, and are there any particular destinations you are interested in?**

We will be guided by the tenderer on the preferred destinations that we should be benchmarking against, and the reasons behind this.

- 5. The brief also identifies the need for the tender to identify KPIs and monitoring mechanisms (end of Section 6 page 9). Can you clarify whether this is the case? We would normally anticipate this coming through the development of the DMP (and tying into aims, objectives and priorities for action) rather than specifying them from the outset (although we could provide examples).**

We would like to see recommendations on how we can improve our analysis of the information/ data we have on the region's VE sector and how this can be better utilised to inform activity going forward, and also how this is communicated to the wider partners.

- 6. We are a little confused by the third selection question. It appears to have some elements of question 1 (the method statement and therefore the 'types of consultancy we can deliver') and criterion 2 ('technical ability' vs 'types of...etc.) We are assuming that relevant experience/case studies will be included in a response to Question 2 or should this be included in the answer to Question 3? The other possible interpretation is that 3 suggests potential follow-on commissions to support implementation of the DMP? It would be really helpful if you could clarify.**

Criterion 1 is around your delivery plan and the timescales for developing the DMP. Criterion 2 should detail who will be delivering the contract and the technical ability and levels of resource you will commit to the project. Criterion 3 should include what the consultancy support looks like and examples of your services that will help to achieve the development of the LCR DMP.

- 7. Who will be overseeing the commission at your end? Who will be the main point of contact? Will there be a steering group or client team overseeing the work?**

Growth Platform, the accountable body for the SIF destination marketing project will oversee the contract, alongside LJLA who are leading the destination welcome workstream.

- 8. In addition to the LCR STEAM economic data, what other up-to-date tourism data do you have available for the region e.g. markets, accommodation? Are we right to assume that research around visitor/non visitor perceptions of the destination is not a requirement of the brief?**

As part of the project, we are undertaking primary research around visitor perceptions and motivations. It is not a requirement of the brief.

- 9. The brief mentions that work should cover 'the adoption and maximisation of a distinct place brand'. What are the output requirements for this and what brand development work has been done already?**

We are currently going through the process of establishing the LVEP, and the branding for this is still in early stages of development, but is a priority.

- 10. Given a DMP is a shared statement of intent between destination stakeholders, are we right to assume that the development of a mission, vision, values and strategic priorities for the LVEP as an organisation is something you would do as a result of the Plan rather than a requirement of this commission?**

Yes, we will be delivering these elements as part of the development phase for the LVEP.

- 11. Can you give an indication as to the level of consultation and engagement you require - who, how, how many people/sessions?**

We will be guided by the tender on the level of consultation required, but the engagement process is key for determining the current landscape.

- 12. Are we ok to provide full CVs for key personnel within an appendix to our proposal?**

In line with the tender brief, we cannot consider CV's when scoring your submission.

- 13. To help us understand what primary research would be required, could you please confirm what existing recent and relevant data you have that could be used to inform the DMP.**

As part of the project, we are undertaking research on visitor sentiments, motivations, welcome and some perceptions of the city region. This is all primary research conducted through visitor surveys across the region.

- 14. Are you able to share the Destination Management Plan 2015-2020 and the Short Term LCR Visitor Economy Recovery Strategy?**

I attach both documents.

- [Destination Management Plan 2015-2020](#)
- [Short Term LCR Visitor Economy Recovery Strategy](#)