

Culture+ Programme

Festival Signature Events Strand

Marketing brief - Invitation to tender

Client: The Arts Development Company

Background

Culture+ [pronounced as culture plus] is a two-year project that offers business training, advice and support as well as networking opportunities for artists and creatives, galleries, and arts organisations across Dorset, Bournemouth and Poole. It also works with the tourism sector to recognise the value of arts and culture in Dorset as a tourist destination.

The Culture+ programme has appointed an arts and culture festival consortium in Dorset to programme/produce and manage three major arts and culture events in June/July 2019. This consortium is made up of Activate, the organisation that produces Inside Out Dorset; b-side, which produces the b-side Festival, and Bournemouth Borough Council, producers of Bournemouth Arts by The Sea Festival.

These three 'signature' events will:

- be free entry;
- be the result of collaboration and partnership within the arts, culture, tourism and business sectors;
- be held in different Dorset locations (urban and rural Dorset, Bournemouth/Poole);
- be contemporary in their vision and programming;
- reach an estimated 12,000 audience with an increase in tourist visitors;
- occur outside of the peak visitor season

In order to:

- exemplify a concrete collaboration between the tourism and arts/cultural sector in Dorset;
- strengthen links between the tourism and cultural sectors, towards an integrated Dorset offer;
- encourage more visitors to Dorset and extend the global recognition of Dorset's offer;
- extend the visitor offer outside of peak tourism periods;
- extend the numbers of visitors from outside Dorset.

Marketing Project Brief

The Arts Development Company is looking for an arts marketing professional, either a company or self-employed marketer, to:

- devise and implement a strategic marketing plan for the programme – starting August 2018 through to June 2019;
- allocate the budget to the marketing campaign;

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- lead on implementing the marketing strategy;
- oversee all the design, print procurement and distribution (NB all costs included in overall fee)
- oversee the digital strategy including but not limited to website management and development, social media marketing strategies and e-marketing;
- identify opportunities for shared promotions with partner organisations;
- write copy for the consortium and co-ordinate the copy and images from artists for the programme;
- manage the design and production of the print material/brochure, press releases and other materials working with appropriate external agencies;
- negotiate and manage any print and media partnerships;
- manage the regional and national PR contract and lead on the local PR;
- be the main point of contact for the media;
- Ensure that branding and marketing materials are available and align on all sites and Front of house spaces; and that the FOH team are fully briefed
- work with the tourism sector to develop cultural tourism;
- report and analyse media coverage and impact, audience research and data capture

Target Audiences

In order of priority for this project piloting a cultural tourism offer

- Tourists – both day trip visitors to sites on the days of the installation and those staying in the region for longer duration. May be visiting from the local area or from further afield. Primarily families although also includes individuals and couples without dependents.
- Residents living in areas where events take place.
- Previous attendees of the three festivals
- Affluent and frequent art attenders in the conurbation (Bournemouth and Poole) and culture-enjoying couples and families in Dorset.
- Young people (25 and under) and their families, including particularly those at risk of rural isolation and those from less affluent surrounding suburban areas.
- People with special interests such as dance, music, film, circus and outdoor activities. Older people who believe that the arts are no longer as important or relevant to them as perhaps they once were. May feel excluded from many activities due to a raft of health, access and resource barriers.
- Local people characterised by low or no levels of cultural engagement for whom low incomes and unemployment can present barriers to accessing some cultural provision.

Management

The contract will be held by The Arts Development Company, and the day to day management will be to the consortium members that will be delivering the programme.

Key Project Dates

Confirming Artistic Programme	Summer 2018
Early Tourism long leads	September 2018
Event programme	June/July 2019

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Location

Weekly time spent consulting the team across offices in Dorchester, Portland and Bournemouth will be expected and travel around the sites during the programme in advance will also be expected.

Contract Value

The budget for the work is £15,000 (inclusive of VAT). This includes:

- fee for delivery
- all marketing collateral design and print costs
- advertising costs, where appropriate
- travel and subsistence
- any other promotional costs linked to the strategy

Next Steps

Please send a short CV of relevant work achieved by your company, plus a covering letter (one side of A4), detailing:

1. Your relevant experience
2. How you would manage the brief
3. How you would allocate the budget (£15,000 inclusive of fee)

To be sent to Jacky Thorne, Culture + Tourism Lead, The Arts Development Company
jacky@theartsdevelopmentcompany.org.uk

Closing date **Tuesday 7 August 2018**

Interviews will be in Dorset, Thursday 23 August 2018.

The consortium

Activate has 26 years' experience delivering arts projects in Dorset and has been producing Inside Out Dorset (IOD), the biennial outdoor festival of extraordinary events in extraordinary locations for 12 years.

Bournemouth Borough Council has been producing the annual **Arts by The Sea Festival** (BABTSF) for seven years and has had a history of presenting events with Activate and with its events team.

b-side has ten years' experience producing the b-side festival, together with an on-going arts programme and have been Dorset-based project managers with portfolios ranging from Sherborne House to the Kube Gallery, Poole.

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