

Invitation to Tender

Developing and producing digital collateral for businesses to use to promote responsible enjoyment of the Cairngorms National Park

Background

Cairngorms National Park

Almost all visitors to the Cairngorms National Park are attracted by its landscape, scenery and beauty. From any standpoint the area is outstanding in regional, national, and international natural and cultural heritage terms.

The National Park is where we find some of the UK's wildest land, most extensive semi natural pine forest and arctic-like mountain plateaux. Over a quarter of the UK's rare and threatened species are found here, including over 80% of the UK's capercaillie population.

Each year, over 2 million people visit the Cairngorms National Park. Ensuring they have a high quality experience is of paramount importance as tourism dominates the local economy; accounting directly for 30% of GVA and over 40% of employment in the National Park.

Cairngorms Business Partnership

The Cairngorms Business Partnership, a private sector led and funded organisation with over 400 members, is the Chamber of Commerce for the Cairngorms National Park. It operates the Destination Management Organisation through the VisitCairngorms brand which has over 140,000 engaged social media followers, an active website with c.30,000 individual visits per month and a consumer email database of over 55,000.

The Destination Management Organisation's role is to attract visitors to enjoy experiences in the Cairngorms National Park, connecting visitors with local businesses enhancing their experience and creating economic value.

The Cairngorms Business Partnership recognises that it has a deep responsibility to promote the responsible enjoyment of the National Park and ensure that we manage for visitors in a way that respects, protects and enhances our communities, the environment and the visitor experience. It has been playing a leading role in national work in this regard, in addition to working with local initiatives including the Cairngorms Capercaillie Project.

Cairngorms Capercaillie Project

Funded by the National Lottery Heritage Fund and led by the Cairngorms National Park Authority, the Cairngorms Capercaillie Project is enabling communities of place and interest across the National Park to identify and make their own decisions about how they can help secure a long-term future for capercaillie in the UK. Key to this is enabling people and nature to coexist; ensuring residents and visitors to the National Park can actively enjoy the natural environment in a way that also enables the rare and endangered wildlife in the National Park to thrive.

Business Community Action Plan

Keen to listen to the views of the business community, the Cairngorms Capercaillie Project, in collaboration with the Cairngorms Business Partnership, invited businesses to share their views about promoting the natural heritage of the Cairngorms National Park and ways to enjoy it responsibly.

Over 130 businesses, including estates, accommodation providers, wildlife guides, visitor attractions and outdoor activity providers took the time to have a say through workshops, online surveys and interviews. The views shared revealed that, regardless of sector, businesses feel they have a role to play in helping people to enjoy and look after the National Park. However, not all businesses feel they have the knowledge or tools to do this effectively. In response, an action plan has been developed to address this, and other needs identified.

Specification of services required

To enable more businesses to confidently and effectively play a role in helping people to enjoy and look after the National Park, the Cairngorms Business Partnership, on behalf of the Cairngorms Capercaillie Project, would like to recruit a consultancy to develop, test and produce online consumer facing content for businesses to use, that promotes and showcases positive behaviours that will be of benefit to the natural heritage in the Cairngorms National Park, including capercaillie.

The online content must be developed using the outputs from recent visitor research commissioned by the Cairngorms Capercaillie Project in partnership with three key landholdings in the National Park and the Cairngorms Business Partnership. The outputs include a visitor / visit segmentation model (Fig.1) and pen profiles for each segment.

The primary research data set on which the segmentation model is based, was made up of 1130 visitors' responses to a 54 question survey, of visitors to Rothiemurchus, Glenmore Forest Park and RSPB Abernethy Nature Reserve; these landholdings in the Cairngorms National Park receive over 1 million visits a year. The responses provided a very robust volume and depth of information to enable an in-depth understanding of the motivations of different types of visitors; their needs, wants and preferences; and what makes an amazing visitor experience for them.

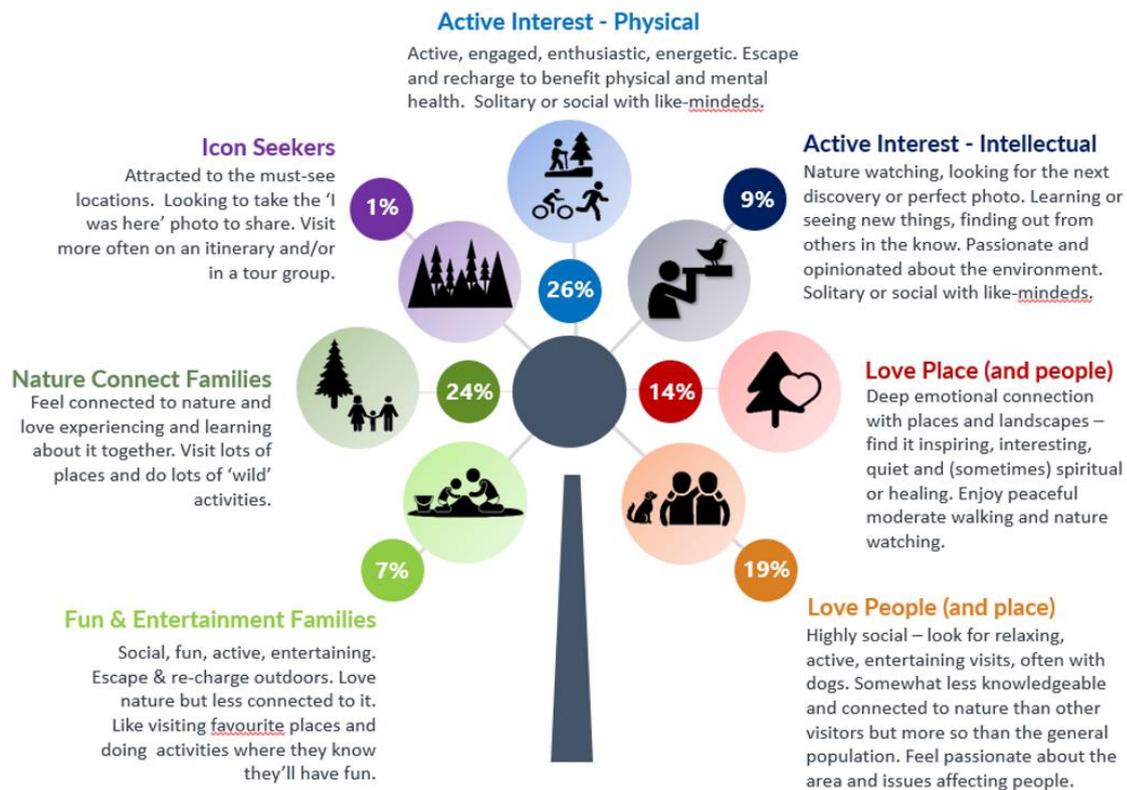


Fig. 1: Visitor / visit segmentation model developed using data collected in 2021

Services required

The Cairngorms Business Partnership, wish to commission a contractor with relevant skills and experience to provide the following services:

1. Use the visitor / visit segmentation model (Fig.1) and the pen profiles for each segment to develop and test targeted, positive and engaging messages for each segment that businesses and the Cairngorms Business Partnership can use to promote behaviours to visitors and their customers in advance of and during their visit to the Cairngorms National Park that will be of benefit to the natural heritage in the National Park, including capercaillie.
2. Design, develop, test and produce a suite of collateral (including video, photographic, graphic and written content) for businesses and the Cairngorms Business Partnership to use on the digital media channels used by each segment (as identified in the pen profiles). The collateral must carry the tested, targeted, positive and engaging messages produced as above.

A separate piece of work will involve scoping, developing and testing a technology platform to enable businesses and the Cairngorms Business Partnership to easily access and use the collateral developed as part of this tender. The Cairngorms Capercaillie Project will help to facilitate any collaboration necessary between this separate piece of work and the work outlined in this tender.

If required, the Cairngorms Capercaillie Project will also be able to provide access to images relevant to the work outlined in this tender.

Outputs

1. A suite of tested, targeted, positive and engaging messages for each segment identified in the visitor / visit segmentation model (Fig.1) that businesses and the Cairngorms Business Partnership can use to promote behaviours to visitors and their customers in advance of and during their visit to the Cairngorms National Park that will be of benefit to the natural heritage in the National Park, including capercaillie.
2. A suite of collateral for businesses and the Cairngorms Business Partnership to use on the digital media channels used by each segment that carry the messages produced for Output 1.

Key considerations

Alongside the above outputs, it is expected that contractors will consider the following when developing materials:

- Be fully compliant with Disability Discrimination Act guidance on accessible websites, digital resources and other information.
- Speak in plain English throughout, avoiding unnecessary acronyms, technical language and jargon. Being as brief and concise as possible.
- Knowledge and understanding of the Scottish Outdoor Access Code and the definitions of responsible access. If necessary, the Cairngorms Capercaillie Project will be able to provide support in this regard.

Budget

An indicative budget of £30,000 is available.

Copyright

It is a requirement of this process that all outputs from this contract should become the property of the Cairngorms Business Partnership and all copyrights, usage rights and licensing rights should be assigned accordingly.