

Request for Quotation

Northern England's Epic World Heritage Sites

England's Northern World Heritage Collection Branding

1. Introduction

Cumbria Tourism (CT) is seeking professional branding services to support a new collection of iconic visitor itineraries in northern England's six UNESCO World Heritage Sites.

2. Background

Cumbria Tourism is working to position the six UNESCO World Heritage Sites (WHS) of Northern England as a core product for overseas visitors to England from the United States and Ireland. CT, acting as the accountable body for the project, has secured £250,000 in funding from the Discover England Fund¹, and will introduce a new collection of WHS experiences to the overseas travel trade in the United States and Ireland by March 2019. This collection will be presented through the development of England's Northern World Heritage Collection (ENWHC).

The project objectives are to:

- develop a strong international brand proposition for itineraries in and around Northern England's six World Heritage Sites
- highlight compelling world-class visitor itineraries within and around the six WHS
- establish an industry development programme
- develop and execute a distribution plan with the travel trade

This a travel trade focussed proposition which will develop the appeal of the six WHS in Northern England through the development of a range of immersive itineraries that will enable American and Irish visitors to enjoy the very best of northern England's epic cultural heritage – stunning countryside, architectural marvels, historical monuments and vibrant cultural landscapes.

The six sites that form the basis of the collection - Lake District National Park; Hadrian's Wall; Liverpool, Maritime Mercantile City; Durham Castle & Cathedral; Studley Royal Park & Fountains Abbey; and Saltaire - are a mixed of cultural, natural and mixed sites, but they all share an **outstanding universal value** (OUV) to global culture and heritage by fulfilling one or more of 10 criteria for inclusion by UNESCO, such as

¹ www.visitbritain.org/discover-england-fund

representing a masterpiece of human creative genius; bearing a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared; being an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates a significant stage in human history; or to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. The six sites included in this collection fulfil one or more of the criteria used for selection and are so deemed to have outstanding universal value to world heritage.

Research demonstrates that American outbound tourism and the Irish Visiting-Friends-and-Relatives market align to the proposition we are offering through this project. The American 'sightseer' and 'explorer' segment (age 55+) represent the demographics which have a propensity to travel for the kind of high-end heritage experiences offered by England's WHS.

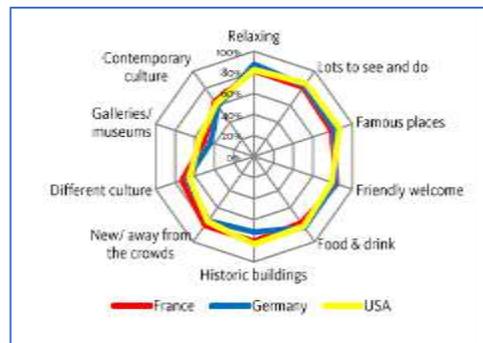
Through the development of easily accessible and bookable itineraries, joined with quality accommodation and transport offerings, England's Northern World Heritage Collection will represent a new way to explore the north of England's rich cultural heritage.

3. Branding

The ability to heighten the overall market profile of the six northern World Heritage Sites through creating and delivering new itineraries can be significantly enhanced through building a strong brand proposition for northern World Heritage Sites as a collective. To be truly effective in growing international visitation, these two areas of activity need to be carried out simultaneously.

3.1 The Challenge

England's WHSs are in many ways the epitome of why most international visitors come to Britain. In 2014, Britain was ranked 5th out of 50 nations for historic buildings and 7th for cultural heritage (Anholt Brand Nations Index). Indeed, heritage and culture are integral to the reasons that consumers in all of Britain's top 10 markets choose the destination for a holiday. As an example, the chart below shows the importance of heritage and culture among French, German and US consumers.



(Important Factors when choosing a holiday, by market, VisitBritain, 2014)

Yet research shows that the level of integration in product development and international promotion of England's WHSs as a group is very limited; the organisation World Heritage UK states that "the UK does little to collectively recognise and promote its Sites." This contrasts with some of England's competitors such as Germany and Switzerland, which have high profile national programmes with travel trade interfaces.

In general holiday products, the fact that a location is a WHS is the 'icing on the cake' but will not be the primary driver of a sale; however, around two-thirds of England's WHSs feature regularly in tour operator programmes in key international markets. Additionally, it appears that there is an opportunity for more WHSs to be added to existing tour products, as many tour itineraries pass close to these locations.

There is undoubtedly an opportunity for further development of the WHS brand in the UK, beginning with this project focused on the six sites spread across northern England. By clustering the six WHSs together and promoting them internationally as a network of world class locations, as Germany, Switzerland, France and others do, there is an opportunity to develop a more coherent brand which is recognisable in all key international markets.

3.2 International Best Practice

There are currently 1092 UNESCO World Heritage Sites spread throughout the world.

France

Local DMOs with a WHS at the heart of its destination will use the WHS highly in its branding and positioning. [Bordeaux Tourism & Conventions](#), *for example, provides guided tours and excursions which can be booked online* by consumers. The national organisation, [Atoût France](#), tends to mainly play a role at the 'inspiration' stage, listing the WHSs in the country and providing in some cases suggested itineraries and routes. The

Discover France through ten original itineraries



information is generally available for consumer and the trade. [Atoût France](#) has constructed a map of France featuring ten original itineraries across the country with indication of the locations of all the WHSs.

Germany

[German UNESCO World Heritage Sites Association](#) and [GNTB](#) have prepared 8 suggested routes combining Germany's 42 WHS with many of the country's other attractions. To facilitate arrivals and departures, all routes start and finish near to an international airport. GNTB lists all the WHSs which can be visited on each route and the suggested length and recommended overnight stays.

Spain

The Spanish NTO, **Turespaña**, promotes a multitude of routes (many, including [22 cultural routes](#) around the country of different types (such as Great Routes, Literary, Monumental, Urban etc.) The routes consist of several WHSs and booking is available. The packages are ultimately booked via the website of the tour operators/travel agents selling the product.

Some organisations provide a **national online booking ticketing platform** for cultural monuments and WHSs in the country, such as [CoopCulture](#) in Italy, and the [Centre Des Monuments Nationaux](#) in France.

3.3 Summary competitor analysis table

	France	Spain	Germany	Ireland	Italy	Scotland	England
No. of WHSs	43	46	42	2	53	6	18
Promotion by national tourism agency	Atoût France has constructed a map of France featuring ten original itineraries across the country with indication of the locations of all the WHSs. It is purely at the inspiration stage and doesn't provide any booking call to action.	Turespaña promotes the country's 46 WHSs and also promotes a multitude routes, including 22 cultural routes around the country of different types with indication of the type of activities associated with the routes if appropriate.	The German National Tourist Board promotes the eight suggested routes (created with the German UNESCO WHSs Association) combining Germany's WHS with many of the country's other attractions.	Tourism Ireland promotes the Wild Atlantic Way (WAW) , Ireland's first long-distance touring route, stretching along the Atlantic coast from Donegal to West Cork. Some of the tour promoted via WAW includes visits to WHS.	ENIT, the Italian NTO, promotes the country's UNESCO WHSs with a dedicated page , listing all 53 sites with editorial content and links to DMOs.	VisitScotland's consumer website promotes itineraries ideas, including some which includes visit to WHS. 2017 was VisitScotland's Year of History, Heritage and Archaeology. Scotland's World Heritage Sites were given the spotlight.	VisitBritain promotes the country WHSs on a dedicated page ' World Heritage Sites ' with a section on each site. There is an emphasis of the 4 sites an potential site which can be visited in London . VisitEngland also promotes the WHSs on a domestic facing page
Promotion by a national WHS organisation	-	-	The German UNESCO World Heritage Sites Association is a collaboration between WHSs in Germany and the tourism marketing organisations responsible for promoting them.	The Office of Public Works (OPW) is the government agency responsible for the management and conservation of both WHSs.	-	Historic Environment Scotland promotes WHSs in Scotland. It gives access to a range of resources (many of them in different languages) to help visitors explore the sites.	World Heritage UK is a registered charity and membership organization which was set up in 2015 to undertake networking, advocacy and promotion for the UK's WHSs. No consumer facing website.
Packaging of clusters of WHSs	Loire Valley Châteaux , Loire à Vélo and Les Vins de la Loire .	Turespaña invites visitors to ' Book Activity ' and provides a database of over	GNTB also promotes the WHSs by themes inviting visitors to create	The Tourism Ireland website features some WAW offers provided by Tour	-	-	VisitEngland suggests 53 experiences available to experience the WHS and their destination.

		1,450 circuits and tours experience which can be narrowed down by themes (Great Outdoors or Urban Areas) and ordered by price.	their own route: historical town centres, architecture and design, industrial heritage, churches & abbeys, cultural & spiritual heritage, nature, gardens and landscapes and palaces & castles.	Operators and provides ideas of how to experience and see the WHS differently: birdwatching; stargazing; sightseeing; explore the Skelligs by boat; tour the Skellig Ring Drive.			Some DEF projects are launching some trails, routes in England including some which are grouping WHSs together – for example the Great West Way which links London, Kew, Stonehenge, Avebury and Bath and is being sold to the trade this year.
Nationwide ticketing platform	The Centre des Monuments Nationaux is a public institution under the Ministry of Culture and Communication. It provides an online ticketing platform for both consumer and trade.	-	-		CoopCulture in Italy, which work towards a better integration between cultural heritage and territory and between culture, tourism and local economy. They provide an online ticket office .	Both consumer and trade can buy an Explorer Pass on the Historic Environment Scotland website to gain free access to 40 paid attractions, free events, fast track entry, retail discount and discounted audio tours. Trade can buy tickets online via HES's Group Sales system and can also get access to the Scottish Heritage Pass.	Organisations like English Heritage , Historic Royal Palaces and The Royal Collection Trust provide online ticketing options for consumers and in some instance the trade. But there isn't one single platform for all WHSs.
Nationwide trade platform	Atoût France works with 10 international tourism clusters including the 'Tourisme, patrimoine et culture' and provides some Travel Trade Guide for the cluster 'Cultural Sites in France'.		GNTB Trade website provides access to sales travel guides. They also list partners by themes (including 'Towns & Cities, Cultural Highlights') according to their product portfolio.	Fáilte Ireland and Tourism Ireland has dedicated pages for the trade on the WAW with project updates, maps and sales tools. They have developed a WAW Trade Manual for group operators, designed to act as a source of information on the principle visitor attractions, towns, discovery points and heritage sites along the WAW.		VisitScotland's dedicated travel trade website features some 2-page itineraries ideas by theme and/or geographical areas for travel trade to package their own product. Dedicated itineraries ideas were designed specifically for the 2017 Year of History, Heritage & Archaeology	Visit Britain is currently developing and beta testing a new distribution and booking platform for all new products.

4. Description of the Work Required and Key Outputs

The key objective of this commission is to create a compelling brand proposition for the new collection of visitor itineraries, developed to ensure global appeal and captivation; an emotional and motivational proposition that places England's northern World Heritage Sites on the international 'must-experience' list.

To date, 'England's Northern World Heritage Collection' has been used as the working project title. While this title has been used to support the coordination of the DEF application and businesses case, it is not a strapline and has not been used to support industry or consumer facing activity.

4.1 Use of the new brand will support:

- an increased presence at consumer trade shows both in the UK and in target market destination.
- the development of business facing toolkits, experience plans, and other branded project collaterals
- travel trade B2C marketing where appropriate.

4.2 It is essential that the brand resonates with the following target audiences:

- US and Irish consumers with the target market segments
- The international travel trade targeting American and Irish consumers, but with the ability to resonate with additional international audiences in the medium term
- In-market consumer and trade media
- The six participating World Heritage Sites
- World Heritage UK, the advocacy body for UK World Heritage Sites
- Businesses located in and around the six participating World Heritage Sites, operating in the visitor experience, accommodation and transport sectors
- Other key stakeholders.

4.3 In developing the brand, the appointed supplier will need to:

- Be mindful of the individual logos of each of the six participating World Heritage Sites. The branding developed for this new collection of World Heritage itineraries must not compete with the existing logos but should be used alongside each of them in a complementary role.
- Be mindful of the existing [World Heritage UK logo](#) which represents all 31 UK sites.

- Be mindful of UNESCO's World Heritage logo – which **cannot** be used commercially, therefore must be avoided for this project.
- Create a full set of brand guidelines.

4.4 Future Opportunities for Brand

Although the scope of this branding exercise is limited to the six World Heritage Sites that form part of England's Northern World Heritage Collection, the supplier should be mindful of the following possible opportunities when developing a winning brand:

- The possibility of future amplification, where other regional clusters create their own collection branded in accordance with their own geographic location, e.g. England's Western World Heritage Collection, England's Southern World Heritage Collection, etc.

5. Story

The key outputs from this commission will be divided into two phases:

5.1 Phase 1: What is Our Story?

1. A defined brand proposition for England's Northern World Heritage Collection that reflects our audience and motivations; our personalities; and the storylines (attached) of the collection, emphasising its **epic** nature and its individual thematic strands:
 - Epic landscapes
 - Epic Heritage
 - Epic Stories
 - Epic Ambition
2. A Design Concept

5.2 Phase Two: How Do We Tell Our Story?

The creation of a market-tested practical brand identity toolkit for the collection of visitor experiences, supported by a comprehensive set of brand guidelines, to include:

1. Brand elements
 - a. Logos
 - b. Colours
 - c. Typography
2. Logo Overview
 - a. Logo

3. Logo Specifications and Formats
 - a. Standard
 - b. Vertical
 - c. Horizontal
 4. Logotype
 - a. Logotype specs
 5. Minimum size and clear space
 - a. Print
 - b. Web
 6. Colour Palette
 - a. Colour (Pantone Process Uncoated Palette)
 - b. Greyscale
 - c. Black and white
 7. Colour Application
 - a. Multi-colour logo application
 - b. Mono colour logo application
 8. Examples of the brand in action. Digital mock ups the brand in situ in:
 - a. Online advertising
 - b. Trade show and events
 - c. Websites
- On completion, the creative, designs and guidelines will become the property of Cumbria Tourism
 - All final design files should be supplied in standard industry formats.

6. Knowledge, Skills and Experience

- Demonstrable experience of developing new identities and brands for national level organisations
- A passion for and understanding of the UK's World Heritage Sites;
- Experience of developing compelling, creative and engaging brand stories and identities;
- Flexibility and responsiveness to client feedback;
- Knowledge of the international travel trade, with knowledge of the United States and/or Ireland a particular advantage;
- An appreciation and understanding of the attributes of international consumers with a propensity to visit the north of England and especially its World Heritage Sites;

- World class communication skills;
- Ability to mobilise swiftly and deliver high quality outputs to tight deadlines;
- Demonstrable ability to exceed client expectations.

7. Invitation to Quote

You are invited to submit your proposals for meeting this brief.

Your proposal should include:

- Your understanding of the brief and how you meet its requirements;
- Your methodology for brand development and market testing;
- Examples of completed projects you view as relevant to the brief;
- Details of the personnel which you intend to assign to this commission, including CV's;
- A breakdown of your project costs as measured in daily rates, including expenses;
- Confirmation that you can meet the commission timeline;
- At least two client testimonials.
- An overall budget cost, including expenses and a breakdown of how the cost is met.

The deadline for submission of proposals is midnight on Sunday, November 9

Please email your proposal in pdf format to fdavenport@cumbriatourism.org

For an informal discussion in advance of submitting a quote, please contact either:

Fionn Davenport, Programme Manager, England's Northern World Heritage Collection fdavenport@cumbriatourism.org

Sue Clarke, Sales & Marketing Manager, Cumbria Tourism sclarke@cumbriatourism.org

Before Thursday, November 1.

9. Timeline

- 17 November: Notification of invitation to presentation and interview
- w/c 20 November: Presentation and Interview with shortlisted suppliers
- 24 November: Notification of successful supplier

- w/c 27 November: Inception Meeting (Contract commencement)
- 19 December: Supply of draft branding options
- 12 January: Completion of final brand identity and guidelines (Contract end)