

Creative brief

1. Introduction

Southampton is a medium-sized city in Southern England that is a regional centre for employment, retail, education and leisure. It has a population of circa 254,000, over 1 million within a 45-mile catchment area, and welcomes 4 million visitors each year. The city has a plethora of assets the main ones being:

- a long history as a trading port with the most productive container port in the UK
- the UK's largest cruise operation and Europe's leading turnaround cruise terminal
- two high performing universities with complementary teaching and research strengths
- a premier league football club
- an attractive public realm including city centre parks
- new centres for cultural activity and a growing creative scene
- connections with significant events and people from English history
- a multicultural community that promotes tolerance and inclusivity
- proximity to attractive locations such as the New Forest and South Downs National Parks
- good road and rail connections to the capital, London
- an international airport connecting Southampton with European and UK destinations.

The physical development of the City Centre has seen a renaissance, particularly in culture, retail and hospitality, since the introduction of the partnership-led City Centre Masterplan in 2012. The masterplan sets out a vision for £3 billion of development centred around Quarters and 'Very Important Projects' (VIPs). Already, £2.9 billion has been invested.

Stakeholders in the city share an ambition to make the most of these assets and developments for the economic and social well-being of its communities by attracting more investment, higher visitor numbers, high-achieving students and skilled workers and businesses and entrepreneurs that have the talent and creativity to support economic growth.

There is a recognition that raising the city's profile, improving its reputation and sharpening its identity are central to this ambition. Stakeholders want the city to be known, locally, nationally and internationally, as a great place to live, visit, study, work and invest and do business in. They believe that wider recognition of the city's assets, past and present will contribute to profile raising and that better differentiation, achieved by establishing a USP or similar as well as a more collaborative approach to promotion and communication will help attract the money and people necessary to Southampton's success.

A set of milestones has been identified as opportunities to showcase the city. These are:

- Mayflower 400 in 2020
- Southampton 800 in 2022
- A potential bid in 2021 to become UK City of Culture in 2025.

To make the most of these opportunities the city is taking a fresh approach to place promotion. A city leadership group has embarked on a project to develop a coherent and compelling place narrative plus a framework for promotion that a wide range of stakeholders can support and use as well as a set of practical plans for promotion and development of key sectors including tourism, culture and creative industries, retail, hospitality, education and marine/maritime.

2. The project

2.1 Structure of the project

The project has four distinct parts:

Part 1: Place narrative and promotion framework (commissioned - from Brand Vista)

Part 2: Creative tools and narrative usage toolkit

Part 3: Destination management plan

Part 4: Delivery and implementation arrangements.

The project is being overseen by a task and finish group comprising representatives of the main partner organisations co-funding the work: Solent University, The University of Southampton, Southampton City Council, Go! Southampton (Southampton Business Improvement District), Southampton Cultural Development Trust, Hampshire Chamber of Commerce Southampton Board and Associated British Ports.

2.2 Project objectives

- Increase the profile of Southampton nationally and internationally among a range of external audiences that are important to the city's future;
- Improve the reputation of Southampton so that it can attract the investment and people that are important to the city's future including securing funding from the Regional Growth Fund for example;
- Establish a framework to help stakeholders in the city speak more coherently, with one voice, about its ambitions, assets and successes;
- Establish a framework that can help the city maximise opportunities such as UK City of Culture;

- Strengthen emerging partnerships and support partnership working to help the city maximise opportunities such as Mayflower 400, Southampton 800 and UK City of Culture;
- Grow pride in the city within its communities by developing a clearer shared sense of place and identify.

2.3 Project outputs

- a) A clearly articulated long term place narrative for the city that is supported by the main organisations in the city and resonates with its communities;
- b) A city narrative that embraces the city's strongest themes, assets and USPs and can be woven into stakeholder's communications;
- c) A place promotion framework that shows how the city vision and narrative can be adopted and used by businesses, education providers, civic authorities, cultural organisations and tourism businesses to attract and enthuse key audiences;
- d) The creative tools to help stakeholders visually adopt and integrate place promotion into their own marketing;
- e) A destination management plan that identifies the main actions needed to grow the city's visitor economy including responsibilities, measures and timescales;
- f) Recommendations for how to manage place promotion and implement the destination management plan.

To date, the city leadership group has appointed a consultancy to undertake Part 1 of the project and their work is underway.

3. The brief: part 2, creative tools and narrative usage toolkit

This brief is being issued to secure the services of a creative agency to undertake Part 2 of the project (that supports c) and delivers project output d). The appointed agency will be required to produce a set of creative tools that:

- Communicates the key messages from the city narrative in a creative and imaginative way that captures attention and changes perceptions
- Can be used by a range of organisations and businesses in their own promotional activity alongside or in support of their own brand and visual style
- Can be used across the multiple of traditional and digital marketing tools including, print, web, direct marketing (on and off-line), PR, advertising and social media etc
- Is applicable to leisure, tourism, culture, development, business and education.

3.1 Tasks

- Review and absorb the results of Part 1 of the project
- Produce in consultation with Brand Vista the consultants for Part1 a visual interpretation of the city place narrative for use in developing buy-in to the place narrative and for place promotion.
- Produce a 'tool-kit' for use by the city's key organisations and businesses to adopt and embed Part 1 into their future comms and marketing activities.
- Provide a clearly written rationale explaining how the key elements of the tool kit relate to the city vision and narrative.
- Provide a clearly written set of guidelines for use of the toolkit by city organisations and stakeholders including marketing and design teams both in house and external.

3.2 Key skills and experience

- The ability to translate concepts and narratives into creative solutions.
- Excellent creative credentials and a track record of working in high profile sectors.
- Experience of creative work for B2B and B2C promotion
- A track record in developing practical creative tools for use by a range of sectors and organisations,
- Knowledge and understanding of the national, regional and sub-regional place marketing context.

3.3 Considerations

Agencies putting forward proposals should assume that they will be working closely with, the consultancy appointed to undertake Part 1 of the project.

The maximum budget for Part 2 of this project is £25,000 inclusive of VAT and expenses. with examples of how they have been adopted and used by clients

3.4 Proposals

Proposals should be no more than 10 pages. They will be judged on how closely they fit this brief, specifically the key skills and experience section (3.2). Additional requirements are:

- 3 examples of relevant work, ideally provided through links to online portfolios, alternatively they can be attached as appendices.
- A full breakdown of costs and time required to fulfil the brief including how costs are calculated (hourly, daily etc).
- CVs of the people who would work on the contract.

Deadline for receipt of proposals: 22 November 2018

Proposals will be evaluated by the Director of the Southampton Cultural Development Trust, the acting Chief Executive of Go Southampton! and a senior officer from Southampton City Council. Face to face presentations from a shortlist of agencies/ individuals may be required.

Timetable

Project tender issued:	29 October 2018
Deadline for proposals:	22 November 2018
Presentation (if required):	w/b 26 November 2018 in Southampton
Contract awarded	30th November 2018
Delivery of draft toolkit:	w/b 14th January 2019
Roll out of Toolkit:	March 2019

4. Contact details

Proposals should be sent to: James Gough, Director of Southampton Cultural Development Trust: james.gough@culturesouthampton.org.uk.