

Members' Library Service Request Form

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Additional information:

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Date	07/06/12

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REPORT TO: Members' Library Service

MEETING DATE:

BY: Executive Director (Support Services)

SUBJECT: East Lothian in Edinburgh 2012

1 PURPOSE

- 1.1 To approve the award of contract to Event Den for the development and management of East Lothian in Edinburgh event.

2 RECOMMENDATIONS

- 2.1 To note the award of contract to Event Den for a fixed sum of £40,000.

3 BACKGROUND

- 3.1 Edinburgh is a key destination for visitors to Scotland. It attracts 3.2 million staying visits per annum. The domestic UK market makes up 60% of visits. The average stay is 2.6 nights for domestic and 5.3 nights for international visitors. (VS report 2010). East Lothian brands itself accordingly – for example, using its proximity to the Capital raises its profile under the banner '*Edinburgh's Coast and Countryside*'. Working with both Marketing Edinburgh and Essential Edinburgh, East Lothian Council Economic Development has secured the use of St Andrew's Square Gardens for a 2 week period in August 2012 for the purpose of staging the inaugural East Lothian in Edinburgh event.
- 3.2 This represents a great opportunity to introduce visitors to and residents of Edinburgh to all that East Lothian has to offer in terms of tourism both for day trips and longer breaks.
- 3.3 Tourism is a key driver of East Lothian's economy and the East Lothian in Edinburgh event will enable industry to benefit by showcasing their establishments and products. The event meets the aims of the key strategies for Economic Development including those for Tourism, Events and Food & Drink.

- 3.4 A sum of £40,000 was identified as appropriate to stage an event of the quality and scale required for the location and target audience.
- 3.5 4 companies were invited to tender on 20th February 2012 with a deadline for submission of 9th March 2012. One company submitted a tender; Event Den. Following advice from Procurement it was agreed that this tender should be evaluated.

The evaluation criteria were as follows:

Understanding Requirements	25
Method Statement	25
References	20
Timescale	15
Price	15

Event Den scored 91.5 and were invited to attend interview. The interview took place on 21st March with Economic Development and Procurement staff. At the interview Event Den gave a presentation on the company, their approach to the project, proposed budget and initial ideas for the event. This was followed by a question and answer session. It was agreed that Event Den be commissioned to carry out the project.

4 POLICY IMPLICATIONS

- 4.1 The event will include an element of monitoring and evaluation. Findings from this will inform and influence the development of the relevant strategies including Tourism, Events and Food & Drink and will contribute to the Single Outcome Agreement, Enterprise & Skills.

5 EQUALITIES IMPACT ASSESSMENT

- 5.1 This report is not applicable to the wellbeing of equalities groups and therefore an Equality Impact Assessment is not required.

6 RESOURCE IMPLICATIONS

- 6.1 Financial - £40,000

- 6.2 Personnel - Managing the contract and attending the event - existing staff.
- 6.3 Other - None

7 BACKGROUND PAPERS

- 7.1 Tender document attached

AUTHOR'S NAME	Susan Smith
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DATE	2 May 2012

EVENT/EXHIBITION BRIEF

EAST LoTHIAN COUNCIL: EAST LoTHIAN IN EDINBURGH AUGUST 2012

Background

East Lothian has a quality and diverse tourism product that remains relevant to the preferences and needs of today's visitor. In recent years the county has strived to raise the profile of the tourism offering and results have been encouraging with 2009 posting a 3% growth in tourist numbers, resulting in an increase in economic impact and employment in the sector.

Although the traditional seaside towns have seen substantial change from their heyday in the 1960s and 70s, the coastline, natural environment and historic towns and villages ensure that East Lothian remains a popular visitor destination. The area is a leading golf tourism location; home to a number of quality world class courses including Muirfield, host of Open championships.

The East Lothian Tourism Strategy 2010-13 outlines East Lothian Council and partner commitment to continuing to support the tourism economy in East Lothian. It details how East Lothian Council in partnership with both the private sector and other public sector agencies will work together towards activities which contribute to the national ambition for 50% tourism growth by 2015.

Tourism is vital to the East Lothian economy employing 15% of the total workforce and generating over £200 million into the local economy. STEAM report 2009.

East Lothian Council works closely with the relevant organisations in promoting Edinburgh and the other Lothians. Visitor research highlights day trippers from Edinburgh as a high proportion of visitors and the day trip market is one of our key visitor targets. Many East Lothian residents commute to Edinburgh on a daily basis for work and there is a close connection between the City and East Lothian – Edinburgh's Coast and Countryside. East Lothian is integral to Edinburgh City Region.

Discussions have been held with Marketing Edinburgh and Essential Edinburgh on recreating East Lothian in the City Centre during the first two weeks of August 2012. St Andrew's Square Gardens has been approved as the agreed location. (Plan attached).

Objectives

There is no set area of land allocated to this event within St Andrew's Square Garden's to represent the best of East Lothian and what East Lothian can offer to visitors. It is envisaged that this would include recreating a beach and the putting green of a golf course, as well as creating opportunities to highlight the coast, countryside, attractions, accommodation, food & drink and retail – all that East Lothian has to offer. Essential Edinburgh is planning to promote St Andrew's Square as a quiet haven, a place to relax during the busy festival month, the creation of a piece of East Lothian here will need to complement the overall tranquil setting. There is scope to include appropriate entertainment for example to highlight the festivals and events in East Lothian but this should fit with the relaxed atmosphere of the overall space.

In effect the space will be transformed into an open air, interactive outdoor exhibition.

The exhibition should

- Portray East Lothian as a quality tourist destination
- Represent all that East Lothian has to offer
- Feature activities for visitors to 'have a go'
- Disseminate information about East Lothian

- Include a method of data capture
- Include a mechanism to track visitors to East Lothian from the event
- Be fully managed and manned using East Lothian Council staff, volunteers from the tourism industry in East Lothian and volunteers/staff recruited for the purpose if necessary

Requirements

The appointed organisation will be expected to:

- Provide and manage a fully itemised proposal
- Arrange the build of the exhibition
- Ensure 24 hour security of site
- Liaise with business and other partners
- Market and promote the event
- Promote visits to East Lothian and record these
- Manage the event for its duration in close liaison with East Lothian Council
- Undertake data capture
- Dismantle the exhibition upon completion
- Ensure that the area of garden used is returned to its original state
- Provide a post event report including evaluation of the data captured and of the marketing and promotion

Management

The project will be managed by East Lothian Council's Project Officers (Tourism), Elaine Carmichael and Claire Dutton based at John Muir House, Haddington, East Lothian, EH41 3HA.

Cost and Timing

The budget for this event is to a maximum ceiling of £40,000. Respondents should provide a full financial breakdown for undertaking this project which will include regular meetings with and reporting to the Project Managers.

It is anticipated that those shortlisted for the work will be asked to attend an interview prior to being awarded the tender.

The contract for the project will be issued by the end of March 2012 and work will commence immediately thereafter. A draft report will be made available before the end of September 2012 and a final report by end of October 2012.

Advance access to the site for build will be in agreement with Essential Edinburgh and the site must re-returned to its original state immediately after the event.

Payment will be made in two instalments one in advance 50% upon agreement of the design and build plans and 50% upon receipt of final report.

Submissions

Respondents are invited to make comment on this brief and make recommendations for any additions or alterations it considers desirable. Please include key milestones that would form the basis for liaison meetings with the project managers.

Please include the following with the submission;

- A methods statement based on similar past work
- Two references
- Confirmation on the ability to meet the timescales

A hard copy of the submission should be returned to:

Project Officer (Tourism), East Lothian Council, Economic Development, John Muir House, Haddington, EH41 3HA.

An electronic copy should be sent to:

ecarmichael@eastlothian.gov.uk and cdutton@eastlothian.gov.uk

It is strongly advised that a site visit is undertaken prior to submission in order that respondents are fully familiar with all aspects of the site. Respondents should contact Brian McAteer, Event Co-ordinator, Essential Edinburgh, 139 George Street, Edinburgh EH2 4JY, telephone 0131 220 8580, who will arrange a visit and provide further information on the site.

All enquiries regarding this brief should be directed to the Project Officer (Tourism) 01620 820 7371/7181

Submissions should arrive no later than 12 noon on Friday 9th March 2012 and should contain the following:

- An outline of your approach to the assignment with a clear methodology, work plan, timescales and management
- A clear statement on whether any component of the work will be sub contracted to other organisations. This should include the rationale for selection of partner organisations.
- Details on the named personnel to be involved with information on relevant experience and background
- The total fee broken down in to daily rates of individuals and their anticipated time input. The fee should include a capped estimated of expenses, allowances for all client liaison meetings, consolations and reports.

Award Criteria

Respondents will be assessed on the following award criteria:

- Understanding of the project requirements – 25%
- Methodology and approach proposed – 25%
- Relevant expertise and experience – 20%
- Delivery /Timescales proposed – 15%
- Price and value – 15%

E Carmichael and C Dutton

20th February 2012