

## Medina Valley Coastal Communities Team – Visitor Economy Plan

### Tender brief - Medina Valley Brand

#### Background

Natural Enterprise Ltd has secured funding from Coastal Communities Fund to introduce a brand for the Medina Valley. It now seeks a suitably qualified organisation to support the development and launch of the Medina Valley brand.

This project is to operate alongside the Medina Valley Coastal Community Team (MVCCT)– please see Medina Valley Corporate Plan <https://www.coastalcommunities.co.uk/wp-content/uploads/2017/08/medina-valley-cct-ep-2017.pdf>, partner organisations and specifically the Royal Isle of Wight Agricultural Society as it develops and creates an Isle of Wight Events Centre at the County Showground, Northwood site.

The Medina Valley Coastal Community Team’s vision is to support and help develop a vibrant visitor economy that promotes the unique natural, cultural, recreational and heritage assets of the Estuary as well as being an attractive place for local people to live, work and visit.

Success will be:

- An improved understanding of the significance and importance of the Medina Valley’s natural environment to tourism businesses, visitors and local people.
- A vibrant visitor economy.
- Increased level of investment in the Medina Valley.
- A greater identity and sense of place that promotes the Valley’s natural, cultural, recreational and heritage assets
- An attractive place to live, work and visit.

#### Key brand principles/values

Envisaged to be in line with values outlined in the Medina Valley Visitor Economy Plan. This to be checked and amended as appropriate at a community consultation meeting.

#### Brand Usage

The main purposes of the brand is to:

- attract new visitors to the Medina Valley
- encourage visitors to stay longer and spend more

#### Users of the Brand

- Businesses and organisations who promote the Medina Valley as a place to visit
- Medina Valley tourism businesses – alongside their own brand

- Medina Valley community organisations and businesses

### Longevity

Expected to be used for 5- 10 years

### Deliverables

- Lead a meeting with key stakeholders to brainstorm and establish the Medina Valley branding principles and values – *meeting and attendees will be arranged by Natural Enterprise*
- There maybe a requirement to attend a number of one to one meetings with key stakeholders
- Devise, propose and finalise with the Medina Valley CCT steering committee “the brand”. There will be a need for draft ideas to be approved ahead of the final sign-off stage
- Produce a brand guide and toolkit
  - o Registerable symbol and wordmark
  - o Examples of when and how the brand can be used
  - o Typographic style
  - o Primary colour palate
  - o Photographic style
  - o Use of the brand on its own and dual branding alongside other logos
- Production of an initial supply of key merchandise e.g. window sticker, advertisement etc.
- Attend a launch event –Spring 2019

### Timescale

Written tenders are required by 15<sup>th</sup> November 2018

Project deliverables to be completed by 15<sup>th</sup> February 2019 in time for a launch event at the County Showground – date to be confirmed

**Indicative budget**      £8,500 plus VAT

Payment will be made on submission of the brand, guidelines and toolkit that fulfils the above brief.

### Tender Requirements

Tenders to be submitted in writing by 15<sup>th</sup> November 2018 to include as a minimum:

- An outline of deliverables to confirm a good understanding of the brief
- Examples of recent work undertaken
- Qualifications and references ( minimum 2)
- Contract price
- Delivery timetable
- Other details, considered to be relevant to the successful delivery of the project

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Tender Invitation issued 22nd October 2018

