



**MAYFLOWER 400
WORKING WITH THE TRAVEL TRADE
TRAINING, EDUCATION AND PRODUCT DEVELOPMENT**

PROVDER BRIEF – FOR TRAINING DELIVERY

1. About:

Mayflower 400 is working with 11 destination partners across England to develop a national visitor trail and associated visitor offer for international visitors. The project is seeking to increase the number of visitors from the US and NL to Britain in the 400th anniversary year (2020) and beyond. To ensure the product / visitor offer is ‘fit for purpose’, engaging, relevant and ‘bookable’, the national project is commissioning a training programme to be delivered in each destination - to ensure all businesses are ready for this opportunity.

Mayflower 400 has allocated funding to support each of the destination partners to ensure that the product in each region is:

- Ready for international trade – i.e. bookable, commissionable
- Relevant and welcoming to international visitors – understands their requirements
- Addresses the local needs of each region

The training, workshops and development work will, to some extent, be coordinated and agreed nationally. This will ensure that the quality and key Mayflower 400 messages are consistent across partners and that the end result is a collection of local products that can also be showcased collectively as a national Mayflower offer.

There is a need to ensure that the training supports each destination to overcome any local challenges and seek any opportunities that are relevant to them - so needs to align with local priorities and be supported by local partners. Furthermore, the local destination partners need to benefit from the business relationships that will be built and have access to the product that is developed through this piece of work.

A literary project being developed for international audiences is also underway in Hampshire, Nottinghamshire and Shakespeare’s England. Due to the common elements of training required and the timescales for the training to be delivered, it is anticipated that the most effective solution and use of resource is to combine the training within the relevant destinations. Please refer to section 8 for further information.

Furthermore, wider US connections (DEF Funded) project will also be seeking services of a training provider. The agency who is awarded this brief may be able though a contract extension to deliver the DEF trade training also.

2. Purpose:

- To raise awareness within the sector of the anniversary and key messages
- To ensure the 11 UK Mayflower destinations and businesses within them are ‘travel trade ready’
- To support the development of ‘bookable’ Mayflower product
- To develop local connections within each destination through development of business clusters; enabling business to work together, cross sell and promote a joined up offer
- To connect local packages with the regional and national piece
- To provide further exposure and increase reach of bookable product across the Mayflower destinations
- To make it easy for tour operators, the travel trade and the independent visitor to book and buy visitor experiences in the Mayflower regions
- To develop an offer relevant to international visitors
- To provide localised / specialist support that develops solutions to overcome local areas issues; i.e. access to churches, availability of tour guides, a booking mechanism for online ticketing, reaching out to the wider visitor economy / hospitality businesses in the region.

NB: Each local area will identify its own priorities/ challenges/ needs.

3. Process:

<p>Agree priorities and outcomes required for each local destination</p>	<p>Within the national framework, local destinations need to identify their priorities and what the focus of the training needs to be.</p>
<p>Identify businesses within each destination that have an appetite to develop their offer from a range of categories. Each destination will have different needs and may need to engage with businesses not listed here.</p>	<p>Visitor attractions; paid for, free to enter, heritage sites, Mayflower related plus nearby iconic / relevant / accessible businesses that an international visitor would not want to miss.</p> <p>Tour Guides; official blue / green badge guides; volunteer tour guides; walking tours; special interest tours; boat trips etc.</p> <p>Churches, religious buildings</p> <p>Accommodation; willing to work with the trade</p> <p>Transport providers and gateways: Providing access options for visitors</p>
<p>Agree format and content of training</p>	<p>National framework</p>

	Local area content – identified / agreed through consultation with partners
Deliver training	A schedule will be rolled out from January – Mid March to run a ‘roadshow’ type style of events with some consistent elements and some localised and specialist content.

4. Workshops / Training:

Workshops and training sessions will be held in each destination. The length / nature of these will vary per destination. And probably require more than one session in order seek and develop relevant solutions. Destinations will be required to support the promotion of the sessions and seek suitable training space. However, in the case where the destination does not have the resource to do this the training provider will be ultimately responsible to ensure everything is in place.

It is anticipated that within each destination, there will be two sessions and in the Literary Connections project regions three:

- A) **‘Working with the travel trade’** session for all hotels, attractions and hospitality businesses in the ‘region’ (geographic boundaries are at the destinations discretion but should be promoted as widely as possible). This is likely to be a full or half day (on agencies recommendation). Outputs are for businesses to understand how the trade operate, what they as a business need to do to work with the trade; understand the importance of the market.
- B) **‘Maximising Mayflower connections’** This will be a more tailored session working with the partners identified in each destination to create a bookable Mayflower product for the region (where possible / relevant). It may be a full day session, or two half days (exact requirements identified at consultation stage)
- C) Literary Connections – as above this will be tailored sessions in Southampton, Nottingham and Stratford.

Beyond the formal training session/s, commitment will be required from destinations and businesses to continue to develop the activity, market, promote it, and evolve the offer based on feedback gained from tour operators and customers.

5. Outcomes:

- Business working together in destination to promote the itineraries / packages they have developed as part of their core marketing
- Each participating Mayflower destination has a ‘new’ and/or better coordinated, enhanced, more relevant visitor offer and needs / challenges are addressed in local areas

8. Roles and Responsibilities

Destination Responsibilities:

- Identify local area training needs, gaps and opportunities
- Identify and connect with local businesses, promote the training
- Arrange the training date/s, venue/s, inform and invite local businesses (ideally venue hire will be paid for by the destinations, or sourced at no / minimal cost)

Mayflower 400 & Literary Responsibilities:

- Create the national framework and brief for delivery partner/s
- Commission delivery partners and provide background information, context and contacts
- Manage performance of delivery partner throughout the process
- Manage the budget across all partners
- Support destinations (where required) to identify local area needs, gaps and opportunities; agree local area actions to take forward for development
- Share best practice, learning across the destinations
- Seek platforms from which to share new product
- Include new developed product in all Mayflower marketing and promotion

Agency Responsibilities:

- Develop framework for national content and individual delivery plans for local content within each participating destination including scheduling of dates, venues and content
- Provide experienced trainers who can work with each set of businesses to develop bookable product and meet the objectives outlined above (may require specialist agencies in some instances)
- Deliver training sessions in up to 11 destinations – tailored to meet the needs of the local area
- Provide overall project summary evaluation and action plan for each local destination and the national project

9. Your Response to the brief

If you would like to work with Mayflower 400 on developing the visitor product offer in your region, and are able to commit to supporting the delivery of the programme please provide a response to this brief that includes:

- Your agency credentials including your project management processes, relevant experience of delivering training to hospitality businesses and destinations to develop their international and trade ready product
- Profile of the team who would be delivering this project including examples of past relevant activity
- An outline of your process to meeting the needs of the brief



- A proposed timeline including key milestones (to cover the stages of planning & consultation, participation and evaluation)
- Details of how you could bring added value to the project
- Anticipated outcomes
- Budget: Include breakdown for planning, consultation, delivery and evaluation. Include an estimated split between Mayflower and Literary projects.
- At least two references we can contact for whom you have delivered similar work

Please email your response to emma.tatlow@plymouth.gov.uk by Friday 22 December 2017.