**Specification for the delivery of the**

**Destination Awards**

**(Bournemouth, Christchurch & Poole)**

**2020 - 2022**

**Background**

The Bournemouth Tourism Awards were launched in 2006. Over the last 12 years the Awards have been established as high profile and well respected celebrating the importance of Tourism in the economy worth nearly £1billion.

Up until 2014 the Awards were delivered by Bournemouth Tourism on behalf of the Bournemouth Tourism Management Board (BTMB). In 2015 delivery was passed to an external contractor for a period of up to 3 years.

At the end of 2017 BTMB became Bournemouth and Poole Tourism Management Board (BPTMB) and in 2018 the Awards were launched as ‘The BAPTAs’ celebrating Tourism not just in Bournemouth but across BH postcodes.

With the amalgamation, in April 2019, of the three authorities (Bournemouth, Christchurch and Poole) into one Local Authority (BCP) the Management Board made the decision to skip a year allowing for a full review and name change to reflect the new authority, and to re-launch the awards in June 2019, with the final Awards Event taking place in March 2020.

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Bournemouth & Poole Tourism Management Board (BPTMB) is looking for companies interested in delivering the new Tourism Awards on behalf of the new Destination Management Board (DMB) in 2020 -2022. This is a great opportunity to be associated with a successful Awards programme, celebrating the Tourism industry in one of the UKs top destinations. The successful company will have the rights to the delivery of the Awards programme which includes all management, production and facilitation of the final Awards event.

The award categories will be open to any business that can demonstrate a positive contribution to sustaining and developing the tourism economy in Bournemouth, Christchurch and Poole, regardless of whether they are locally, regionally, nationally or internationally based.

**Specification**

1. To create a high-level event attracting sufficient applicants to warrant the Awards and position the importance of the trade. Please provide details of your Organisation’s relevant experience in delivering an event of this type.
2. To consult the Tourism Management Board over all major decisions in relation to theme, date, venue, award categories and judging to ensure that the process has the full support and engagement of the trade throughout the project.
3. To attract suitable and sufficient sponsors to finance the Awards. Please provide details of your Organisation’s ability to achieve sponsorship at this level.
4. The successful company will keep all income from sponsorship, ticket sales and other related revenues and will be liable for all costs in delivering and promoting the Awards
5. To organise all ticketing, catering, presentations and any entertainment appropriate to the theme of the Awards, including procurement and payment of invoices.
6. To manage a robust and transparent judging process that will stand up to scrutiny by the trade. Please outline how this will be achieved in your proposal.
7. To produce adequately engaging PR/ branding and marketing throughout the course of the project including the design of all PR material/ and website content which must be agreed in advance with BPTMB through a nominated Council Officer. Please show details of how you would brand and market the event including details of your experience in promoting similar events including designing PR material and website content.
8. To ensure that all contractors and other groups and individuals involved in delivering the Awards comply with all Statutory and Regulatory requirements. This includes adequate Public Liability insurance, event management plans and risk assessments related to all activities.

**Contract**

The term of the contract will be for a minimum of three years. – maximum of 6 years

All bid offers must be at no cost to the Management Board.

Deadline for submissions - 31st January 2019. Submissions to be made via email to [stephanie.sainsbury@bournemouth.gov.uk](mailto:stephanie.sainsbury@bournemouth.gov.uk)

Structure of submission is at the choice of the applicant but should demonstrate how you are satisfying each of the elements of the specification above.