

Food Tourism Connect – Food Narrative Brief

Background

TMP has secured funding from Defra /RDPE for Food Tourism Connect – a project which will raise the profile of rurally produced local food amongst visitors to Liverpool City Region. There are various aspects to the project including:

- Online web resource including design and delivery
- PR including food magazines, papers, websites, trade press and TV and radio where appropriate.
- Consumer events promotion/presence

Programme Outputs:

- Delivery Plan agreed by 23 December 2011
- 1 high quality Food and Drink website created by 31 March 2012
- 20,000 unique consumer website visitors per year by March 2013
- 500 unique industry website visitors per year by March 2013
- 10 new local suppliers, from RDPE eligible areas, with new contracts into hotels, restaurants or pubs by 31 March 2013. City Regions may count new contracts by rural suppliers into city centre establishments.

The Project is managed by TMP with the assistance of a Steering Group comprising the following:

- a. Pam Wilsher TMP
- b. Duncan Frazer TMP
- c. Juggy Landay, Wirral MBC
- d. Sarah Carter, Sefton Council
- e. Andrew Pimbley, Claremont Farm
- f. Lorna Tyson, Merebrook House
- g. Ed Perry, Knowsley
- h. Paul Askew, London Carriage Works
- i. Dave Brewitt, Hope Street Hotel and Visitor Economy Committee Champion
- j. Jonathan Jackson, Merseyside LAG (Tourism Connect)
- k. Karen Spriggs, Defra



The Brief

TMP requires certain specialist help to deliver this project. **Initially the brief is to research and write a series of narratives about locally (i.e. Liverpool City Region – including Merseyside and Halton) produced food.** The narrative will be used to produce features on rural produce in the following:

1. VisitLiverpool.com – TMP consumer website

<http://www.visitliverpool.com/restaurants/local-produce>

2. Liverpool City Region Visitor Guide to Liverpool City Region - a 4 page supplement to be included in the 2012 guide.

See this year's guide on <http://www.visitliverpool.com/download>

3. Liverpool City Region Events Guide – covering April to September 2012

<http://www.visitliverpool.com/download>

Clearly the focus here will be on farmers markets and food related events including the following:

- Southport Food and Drink Festival – June 2012
 - Wirral Food and Drink Festival – August 2012
 - Liverpool Food and Drink Festival – September 2012
 - Hope Street Feast – September 2012
 - Knowsley Lifestyle Festival - November 2012
 - Port Sunlight Christmas Food Fayre – December 2012
4. Bespoke 'Fresh and Local' Guide (working title)

Details to be confirmed but approx 16 page guide telling the story of Liverpool City Region's rurally produced food

The approach

It is proposed to adopt a thematic approach to both the new content on the consumer website and the proposed bespoke 'fresh and local' brochure (see B2), for example, vegetables, or ice cream or rural breweries. It is suggested that there will be an introduction which talks about the 'terroir', Liverpool's trading routes and what has inspired its local produce. Leading on from the produce itself, there will be sections which a) lead readers to where they can buy that produce – focusing on farm shops, delicatessens etc and b) where they can taste the produce,



i.e. those restaurants that go out of their way to serve that local produce ,c) food and drink festivals and d) menus which use local produce. Other than branded pub chains there are relatively few rurally located SME restaurants in Liverpool City Region, and even fewer with a reputation for local produce that are RDPE eligible. It is important to include all those that exist. However, in the context of the above it clearly makes sense to signpost those urban restaurants that use local produce. The listings for these already exist on the VL website and should be linked so the narrative.

Style

Succinct, conversational and inspirational. The intention would be to complement this narrative with very high quality large format imagery on both the website and publications

Content might include:

- Sub-regional specialities will include Wirral/Formby Asparagus, Parkgate/Halton ice-cream/ Southport potted shrimps, Broughs butchers, Knowsley Lamb etc.
- Development of gastro trails which take visitors to farm shops, local producers, rural breweries and the pubs /restaurants where local produce can be found
- Key Food related events and festivals will also be included in our What's on section which is the most visited section of the website with links back to the food pages
- Farmers Markets
- Promotion of local food related events. Food and Drink Festivals and other events with a strong local food focus.
- Narratives of local food heroes and chefs such as Andrew Pimbley – Claremont Farm and Paul Askew, Head Chef of London Carriage Works and champion of local produce
- Rurally based Award winners and awards where use of regional produce is a key factor.
- Tourism Connect) grant recipients (those receiving grants for visitor accommodation providers in the rural areas) who use local produce
- Outstanding restaurant reviews where local produce is a feature or a rurally based business is involved
- The narrative could also include proposals for a changing focus in keeping with the seasonality of local food and eating out from alfresco dining in the summer to the best Christmas offers always with a local food or rural focus



Timescale for delivery

Visitliverpool.com – mid March

Liverpool City Region Visitor Guide – mid March

Events Guide – mid March

'Fresh and local' – end March

Written Proposals

If you are interested in bidding for this activity please submit electronically the following to Duncan Frazer, Director of Marketing and Commercial at The Mersey Partnership by **Monday February 13th**. Email Duncan.frazer@merseyside.org.uk

NB We are only looking for quotations to produce the narrative for the above publications/website at this stage. Other aspects of the project will be outsourced later

- Your CV or outline of previous experience in both copy writing and food related projects
- Examples of previous published features
- Your daily rate
- Names/hours /charges of all those who would work on the project together with details of their relevant experience
- No of days/hours you would envisage spending on the project
- Total Cost

We will be looking to use specialist resource in other areas of project delivery. Success in this project could lead to additional commissions. You may be expected to work closely with TMP staff and other delivery staff

