



# PR

Invitation to Tender

## 2 September 2019

***For people who love church buildings***

NCT Heritage Services Ltd is a wholly owned subsidiary of the National Churches Trust.  
Company registered in England Registration number 11194504.

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## Introduction

NCT Heritage Services Ltd (NCTHS) are seeking a PR agency to help us create and promote 3 campaigns for Experiencing Sacred Wales, a project promoting the heritage of churches and chapels along and within 30 minute travel time of the Wales Way.

PR and marketing will need to be developed within strict branding guidelines, as required by our funders and project partners.

Experiencing Sacred Wales has received funding through the Welsh Government Rural Communities Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development and the Welsh Government and the budget allocated is the total amount on offer and no increases can or will be made.

## Structure of the Invitation to Tender

This Invitation to Tender (ITT) is divided into a number of specific sections:

1. ITT Instructions.  
These instructions should be followed to ensure that your response covers all areas and is in the correct format and structure. By submitting a response to the ITT, you are declaring that you comply with all the relevant sections and stipulations.
2. Intention to bid  
This section provides details of how you should respond to NCTHS if you wish to submit a bid.
3. Service specific requirements  
This section provides the details of NCTHS specific requirements and you should ensure that all relevant responses are provided in your submission.
4. General company information  
This section requests certain general company information from you and all sections should be responded to.
5. Additional Information  
This section provides you with an opportunity to submit additional information in support of your submission.

Appendix 1: Terms and Conditions

Appendix 2: Experiencing Sacred Wales brief

## 1. ITT Instructions

Please note that by submitting a response to this ITT that you agree and comply with all parts of the ITT Instructions section.

### 1.1 General instructions

1.1.1 This document is made available on the condition that the information contained within it is used solely in connection with the competitive process for this ITT and for no other purposes.

1.1.2 Whilst reasonable care has been taken in preparing this document, the information within it does not purport to be comprehensive or to have been independently verified. NCTHS accepts no liability or responsibility for the adequacy, accuracy or completeness of any information stated. No representation or warranty, express or implied, is given by NCTHS or any of its representatives with respect to the information contained herein or upon which this ITT is based. Any liability for such matters is expressly disclaimed.

1.1.3 NCTHS reserves the right, without prior notice, to change, modify, or withdraw the basis of its request and/or to reject all proposals and terminate negotiations at any time. In no circumstance will NCTHS incur any liability in respect of time, effort or costs incurred in regard to either discussions, meetings or time spent in respect of reviewing and/or responding to this document or any subsequent material.

1.1.4 This document is not intended to provide the basis for any investment decision. The recipients of this document must make their own independent assessment of the requirements after making such investigations and taking such professional advice as it deems necessary.

1.1.5 The information in this document shall be kept confidential by the Tenderer and may not be copied, reproduced, distributed or passed to any other persons, at any time, without the prior written authorisation of NCTHS. Ownership in any response to this ITT shall be vested in NCTHS upon delivery of the same and such response shall only be returned at the sole discretion of NCTHS and at the recipient's cost.

1.1.6 This ITT is not a purchase order and does not constitute an offer capable of acceptance. This ITT does not commit NCTHS or any official of it to any specific course of action. The issue of this ITT does not bind NCTHS or any official of it to accept any proposal, in whole, or in part, whether it includes the lowest priced proposal, nor does it bind any officials of NCTHS to provide any explanation or reason for its decision to accept or reject any proposal. Moreover, while it is the intention of NCTHS to enter contract negotiations with the selected Tenderer, the fact that NCTHS has given acceptance to a specific Tenderer does not bind it or any official of it in any manner to the Tenderer.

1.1.7 Without prejudice to any prior obligations of confidentiality you may have, no publicity relating to this ITT or to the acceptance by NCTHS of any ITT response or to the letting of any future contract shall be released by you without the prior written approval of NCTHS.

1.1.8 You shall be deemed to have examined before the submission of your tender response, all the provisions in this ITT as well as regulations and other information relevant to your tender response, and to have fully considered the risks, contingencies, and other circumstances, which could affect the tender response. You shall be responsible for obtaining all information by the making of reasonable and prudent inquiries and, by prior arrangement.

1.1.9 By submitting a Tender Response the Tenderer represents that it has read and understood the ITT. The Tenderer will consider the contents of any submitted tender response as an offer to contract.

1.1.10 Any attempt by Tenderers or their advisors to influence the contract award process in any way may result in the Tenderer being disqualified. Specifically, Tenderers shall not directly or indirectly, at any time:

- a. Revise or amend the content of their Tender in accordance with any agreement or arrangement with any other person, other than in good faith with a person who is a proposed partner or supplier;
- b. Enter into any agreement or arrangement with any other person as to the form or content of any other Tender, or offer to pay any sum of money or valuable consideration to any person to effect changes to the form or content of any other Tender;
- c. Enter into any agreement or arrangement with any other person that has the effect of prohibiting or excluding that person from submitting a Tender;
- d. Canvass NCTHS or any employees or agents of NCTHS in relation to this procurement; or
- e. Attempt to obtain information from any of the employees or agents of NCTHS or its advisors concerning another Tenderer or Tender; or
- f. Offer, pay, promise to pay, or authorize the giving of any financial or other benefit to any person for the purpose of obtaining an improper advantage, or otherwise conduct themselves in a manner contrary to any anti-bribery or anti money laundering legislation and/or regulations in the broadest sense (whether issued by the EU, the US, the UN or any other body) or any other such rule or legislation that may apply from time to time.

1.1.11 Tenderers are responsible for ensuring that no conflicts of interest exist between the Tenderer and its advisors, and NCTHS and its advisors and Partners. NCTHS reserves the right to disqualify any Tenderer that is guilty of any misrepresentation in relation to its Tender or the tender process. Any Tenderer who fails to comply with the requirements of this clause may be disqualified from the procurement process at the discretion of NCTHS.

1.1.12 Only information provided as a direct response to this ITT will be evaluated. Information and detail which forms part of general company literature or promotional brochures etc. will not form part of the evaluation process. Marketing material should not be included with your tender response. Supplementary documentation may be attached where you have been directed to do so. Such material must be clearly marked with the name of the organisation and the section to which it relates. All sections must be answered unless advised otherwise.

1.1.13 Please note that we may require clarification of the answers provided or ask for additional information.

1.1.14 The response should be submitted by an individual of the organisation, company or partnership who has authority to answer on behalf of that organisation, company or partnership.

1.1.15 Should there be any obvious typographical errors or misunderstandings in the ITT documentation then clarification should be sought. However, if the response is found to misrepresent facts, the documents will be deemed void. In the case where the error or misrepresentation is not discovered until after the contract is awarded, we reserve the right to determine the contract and costs incurred by us as a result of the determination shall be recoverable from the Tenderer under the contract.

1.1.16 If applying on behalf of a consortium, please list the names and addresses of all other members of the consortium. Any contract will be entered into with the nominated lead organisation and all members of the consortium, who will in these circumstances each be required to execute said contract together with all ancillary documentation, evidencing their joint and several liability in respect of the obligations and liabilities of the contract. It will be for members of the consortium to resolve their respective duties and liabilities amongst each other. For administrative purposes, any associated documentation will be sent to the nominated lead organisation.

1.1.17 If subcontractors are proposed to assist in the delivery of the service, please list the business names, registered offices, addresses and specific areas of service which they will deliver.

1.1.18 It is the responsibility of tenderers to ensure that their tender is delivered not later than the appointed time. NCTHS does not undertake to consider tenders received after that time unless clear evidence of posting is available (ie. a clear post mark and/or certificate of posting).

1.1.19 Whilst NCTHS is committed to selecting a supplier or suppliers, it reserves the right not to accept any proposals or award the contract.

1.1.20 NCTHS does not bind itself to accept the lowest or any tender, and reserves the right to accept a portion of any tender, unless the tenderer expressly stipulates otherwise on his tender. The right is also reserved to award more than one contract.

## **1.2 Freedom of Information**

1.2.1 NCTHS is subject to The Freedom of Information Act 2000 (Act) and The Environmental Information Regulations 2004 (EIR).

1.2.2 As part of its duties under the Act or EIR, it may be required to disclose information concerning the procurement process or the contract to anyone who makes a request.

1.2.3 If the prospective Tenderer considers that any of the information provided in their response is commercially sensitive (meaning it could reasonably cause prejudice to the prospective Tenderer if disclosed to a third party) then it should be clearly marked as 'Not for disclosure to third parties' together with valid reasons in support of the information as being exempt from disclosure under the Act and the EIR.

1.2.4 NCTHS will endeavour to consult with the prospective Tenderer and have regard to comments and any objections before it releases any information to a third party under the Act or the EIR. However, NCTHS shall be entitled to determine in its absolute discretion whether any information is exempt from the Act and/or the EIR, or is to be disclosed in response to a request of information. NCTHS will make its decision on disclosure in accordance with the provisions of the Act or the EIR and will only withhold information if it is covered by an exemption from disclosure under the Act or the EIR.

## **1.3 Responding to the ITT**

1.3.1 All responses should be emailed with the subject header 'ITT Response for Photography & Film Making Wales' to [sarah.crossland@nationalchurchestrust.org](mailto:sarah.crossland@nationalchurchestrust.org)

1.3.2 In responding to this ITT you specifically agree the following:

1.3.2.1 Having examined all parts of the ITT that the supply of the Goods and/or Services to NCTHS will be at the rates/prices as provided. All prices must be quoted on the basis indicated in the accompanying documents, except where the tenderer proposes alternative priced procedures, and should exclude VAT. Discounts for prompt payment should be stated. The basis of the price shall be inclusive of all costs, expenses and delivery to NCTHS.

1.3.2.2 That any other terms or conditions or any general reservations which may be printed on any correspondence emanating from the tenderer in connection with this tender or with any contract resulting from this tender, shall not be applicable to the ongoing relationship between NCTHS and the selected supplier(s).

1.3.2.3 That any contract whatsoever that may result from this tender shall be subject to the laws of England and Wales as interpreted in an English Court.

1.3.2.4 The prices quoted and all other information supplied in this tender are valid and open to acceptance by NCTHS for a period six calendar months from the tender return date specified in the ITT

1.3.2.5 The essence of competitive tendering is that NCTHS shall receive bona fide competitive tenders from all companies tendering. In recognition of this principle, any response is declared to be a bona fide tender, intended to be competitive and that you have not fixed or adjusted the amount of the tender by or under or in accordance with any agreement or arrangement with any other person.

1.3.2.6 You declare that you have not done and undertake that you will not do any of the following acts:

- a. communicate with a person, other than the person calling for this tender, the amount or approximate amount of the proposed tender.
- b. enter into any agreement or arrangement with any other person that he shall refrain from tendering or as to the amount of any tender to be submitted.
- c. offer to pay or give, or agree to pay or give, any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other tender or proposed tender for the requirement any act or thing of the sort described above.

In this declaration the word 'persons' includes any person and anybody or association, corporate or incorporate. The words 'agreement or arrangement' include any such transaction, formal or informal, whether legally binding or not.

#### **1.4 Indicative Timetable**

This timetable is indicative only and NCTHS reserves the right to change it at its absolute discretion.

| Activity  | Date Due (strict deadline in bold) | Time Due |
|---|------------------------------------|----------|
| Issue of ITT                                      | 2 September 2019                   | n/a      |
| Opportunity to raise items for clarification ends | Wednesday 11 September 2019        | 12noon   |
| NCTHS respond to clarification questions          | Friday 13 September 2019           | 5pm      |
| Return of completed response to ITT               | Thursday 19 September 2019         | 5pm      |
| Presentation to NCTHS (if required)               | w/c 23 September 2019              |          |
| Contract Awarded                                  | w/c 30 September 2019              |          |
| Contract term                                     | October 2019 – December 2020       |          |

You are welcome to ask for further information to assist you in the preparation of your responses during the 'Items for Clarification' period. If you have an Item for Clarification please email Sarah Crossland at [sarah.crossland@nationalchurchestrust.org](mailto:sarah.crossland@nationalchurchestrust.org) during the opportunity period.

#### **1.5 Evaluation**

Tenders will be evaluated using the following criteria:

- a. Approach 30%
- b. Experience 40%
- c. Value for Money 30%

Successful tenderers will also be expected to have suitable financial stability and have insurances and policies in place that are adequate to undertaking payment from public funds (as detailed in the general organisation requirements in Section 3.5 and Section 4 of this ITT). These requirements are mandatory and if not satisfied then NCTHS reserves the right at its absolute discretion not to award a contract irrespective of how the supplier has scored using the evaluation criteria.

More specifically, the response will be judged according to the following criteria. Relative order of the sub criteria is not intended to convey importance in evaluation:

- a. Approach 30%

Understanding and interpretation of requirements, ability to work within VisitWales criteria  
Flexible approach  
Quality of rationale for approach  
Methodology and approach used to meet requirements  
Imaginative and modern ideas to the brief  
Ability to operate within project structure and governance arrangements  
Clear project / implementation plan  
Ability to work to deadlines

b. Experience, Capability and Capacity 40%

Appropriate skills and knowledge of Tenderer  
Appropriate skills and knowledge of staff allocated to this project  
Previous experience of Tenderer  
Previous experience of team allocated to the project  
Track record of achievement  
Availability and size of team  
Use of subcontractors  
Examples of work  
Accreditations / memberships

c. Commerciality and added value 30%

Value for money, based on whole life costing  
Costs clear, transparent and fully inclusive  
Compliant with tender instructions and requirements  
Relevant and appropriate insurances  
Added value  
Local benefits / knowledge of the theme

## 2. Specification of services required

### 2.1 Project Details

#### **Background**

The National Churches Trust is the charity for people who love church buildings. Our work supports places of worship of historic, architectural and community value used by Christian denominations throughout the UK.

We do this by:

- Providing grants for urgent repairs and community facilities.
- Helping places of worship keep their buildings in good repair through our MaintenanceBooker service.
- On our ExploreChurches website making it easy for everyone to discover the wonder of the UK's sacred heritage.

<https://www.nationalchurchestrust.org/about-us>

NCT Heritage Services Limited (NCTHS), was established as a wholly owned subsidiary of the National Churches Trust (the Trust) charity in 2018. NCTHS is a company limited by shares, enabling the Trust to take advantage of new opportunities to offer services beyond its core objectives. It is NCTHS that you will be contracted to work with.

Our shared mission is to help sustain religious heritage and historic buildings as the centre of their communities. We do this primarily by providing services to support the maintenance and upkeep of the buildings, and tourism and visitor services to ensure that all who want to visit and enjoy them can.

As part of our wider church tourism work, ExploreChurches, launched in 2016, is a UK wide digital system that provides accurate, detailed and up to date information which makes it easy and enjoyable for people to engage with and learn about churches.

It allows the Trust to engage with people interested in art, architecture, heritage, faith tourism, church heritage and church buildings. ExploreChurches was launched 2016 The ExploreChurches website. It features individual church pages, a map and search function, curated lists of churches by theme, trains, experiences, events and information that make it easy for visitors to discover and appreciate church architecture, history and or arts.

Our vision is to become the brand for church tourism. We want ExploreChurches to become the go to website for individual visitors and tourists, for people fascinated by the UK's history and heritage and for the travel and tourism sector.

This website will host all the photography and film created as part of the Experiencing Sacred Wales project. See project brief at Appendix 2.

The project is funded from the Tourism Product Innovation Fund (TPIF), a revenue fund supported through the Welsh Government Rural Communities Rural Development Programme 2014-2020. The purpose of the fund is to work with tourism sector partners across Wales to deliver growth, encourage closer joint working, develop and improve the product offer and grow the tourism economy in a sustainable way.

As part of the Experiencing Sacred Wales project NCTHS will be promoting churches, chapels, experiences and more through our ExploreChurches website.

It is imperative that we can provide dual language capability within the website, particularly on the church pages. We also wish to add some functionality, to help us tell the stories of Welsh churches and chapels and streamline our visitors experience on the website.

## **The Project: Experiencing Sacred Wales**

The project is funded from the Tourism Product Innovation Fund (TPIF), a revenue fund supported through the Welsh Government Rural Communities Rural Development Programme 2014-2020. The purpose of the fund is to work with tourism sector partners across Wales to deliver growth, encourage closer joint working, develop and improve the product offer and grow the tourism economy in a sustainable way.

As part of the Experiencing Sacred Wales project NCTHS will be promoting churches, chapels, experiences and more through partners, print, online and social media.

We are seeking an agency with experience of travel, tourism and heritage brands to help us with three to five PR campaigns across 2019 / 2020.

This project focuses on promoting the sacred heritage of Wales, concentrating on churches and chapels within a 30 minute travel time of each of the three routes of the Wales Way.

As part of it we will be:

- Separately commissioning high quality photography and film for use as part of campaign marketing and PR, as well as on the website and by partners
- Separately commissioning tech developments to explorechurches.org to add dual language capability (Welsh and English), adding stories and podcasts and new mapping
- Linking with the Wales Way routes along with other projects across Wales
- Attending tourism trade shows and events with VisitWales

Our target markets for this project include group and individual travel, from England and the USA.

We have identified several audiences:

- Heritage seekers, those who already visit heritage sites and love heritage stories.
- Outdoorsy types, those who love walking and cycling and the spaces where they can stop along the way.
- Families, those looking for something to do at weekends, on holiday and in school breaks to entertain adults and kids.
- Churchcrawlers: This is a small group of faith heritage enthusiasts with a deep knowledge of churches / chapels and time to undertake many visits.
- International adventurers, those looking for something beyond the usual UK trip. The US market provides the most potential value and volume.

All marketing and PR should capture the essence of the place as well as the structure. This is our chance to shine the spotlight on Wales' unique culture and heritage. VisitWales place a high emphasis on encouraging visitors to discover heritage and to draw people in. This is explained in their Sense of Place guidelines: <http://walesthebrand.com/this-is-wales/brand-objectives/brand-building/sense-of-place>

PR and marketing of the project will need to be carried out in close co-operation with VisitWales and the National Churches Trust.

### **Outputs**

We require at least three to five large campaigns. Ideas for these and any other PR and marketing campaigns thought to deliver the message of Experiencing Sacred Wales should form part of the ITT.

- 1x PR campaign promoting our new Wales church experiences aimed at a general audience to raise awareness in England and other key markets with coverage expected in leading daily newspapers, weekly magazines, radio and television and online media.

- 1x PR campaign promoting our new Wales church experiences aimed at travel and leisure consumers with coverage expected in the travel and general interest printed and online media in England and other key markets.
- 1x PR campaign aimed at the tourism trade, with coverage in printed and online tourism trade media in England and other key markets.
- 2 x smaller more targeted and thematic PR campaigns aimed at a variety of discrete audiences.

Social media should form an integral part of the PR and marketing of Experiencing Sacred Wales and ideas for this should form part of the ITT.

### **Requirements of the appointment**

Tenders are invited from agencies and individuals who can demonstrate the following credentials:

- Knowledge, understanding and experience of innovative tourism and heritage PR
- Experience of working on national tourism campaigns, targeting consumer and trade travel press
- Experience of working with clients to create imaginative and engaging campaigns and story ideas
- Knowledge and experience of our target markets, specifically England and US group markets and audiences
- Understanding of the VisitWales branding and collateral requirements

Your submission should outline a mix of campaign ideas to help us to meet our commitments within our budget.

#### 2.2 Pricing

We have a budget of £12,000 for the delivery of this project, this is to include all costs and expenses.

We will pay this cost in instalments based on agreed milestones. Please provide your proposed fee structure. The proposal should be open for acceptance for at least 60 days and valid for the term of the contract.

#### 2.3 Insurance requirements

The appointed supplier will be required to maintain appropriate levels of insurance in a number of areas. Please complete the enclosed table and supply copies of relevant policies as appropriate:

| Area                   | Level of cover expected | Level of cover currently held | Level of cover to be provided | Further details |
|------------------------|-------------------------|-------------------------------|-------------------------------|-----------------|
| Public liability       | £1m                     |                               |                               |                 |
| Employer's liability   | £1m                     |                               |                               |                 |
| Professional Indemnity | £1m                     |                               |                               |                 |

#### 2.4 Timeline and delivery

In order to give us scope and variety to promote various aspects of church heritage, stories, seasons and activities / experiences we would like to stagger work through the coming year, to fit with major tourist seasons.

- a. 30% contract start to December 2019
- b. 30% by spring 2020

c. 30% by summer 2020

Please provide your proposed timeline to deliver the project and how you will monitor and evaluate the project. It is important that the time table is able to be kept and is kept. We are time bound to our funding body.

#### 2.5 Quality

Please provide details of how you manage quality and whether you hold any relevant quality accreditations or industry specific accreditations.

#### 2.6 Conflicts of interest

Identify any potential conflicts of interest relating to this contract.

#### 2.7 Customer References

Please provide 3 relevant corporate customer references within the last three years on a comparable scale and relevance. No more than one side of A4. Provide contact details for NCTHS to speak to the referees at an appropriate time.

### 3. Other Response Requirements

#### 3.1 Organisation information

|       |   |
|-------|---|
| 3.1.1 | Full name of organisation (this should be the name of the organisation acting as prime contractor, where applicable).                   |
| 3.1.2 | Trading name of organisation (if different from above).   |
| 3.1.3 | Date of formation   |
| 3.1.4 | Registered number if a limited company (please supply a copy of the certificate of incorporation and any certificate of change of name) |
| 3.1.5 | Registered address of organisation and address of principal trading office  |
| 3.1.6 | Phone number  |
| 3.1.7 | Email address   |
| 3.1.8 | Names and positions of team who will be delivering this project   |

## 4. Additional Information

Tenderers are invited to provide any additional information in support of their offer. This may include references to any section previously covered, or further information which may be of interest to NCTHS.

Sarah Crossland  
Church Tourism Manager  
NCT Heritage Services Ltd  
020 7222 0605  
[sarah.crossland@nationalchurchestrust.org](mailto:sarah.crossland@nationalchurchestrust.org)

## Appendix 1: Terms & Conditions

This appendix contains the terms of NCTHS standard Terms & Conditions for services.

By submitting a tender, the Tenderer is agreeing to be bound by the terms of this ITT and the agreements save as in relation to those areas of the agreements specifically highlighted in the response to Appendix 2. As such, if the terms of the agreements render proposals in the Tenderer's tender unworkable, the Tenderer must submit full details of the unworkable/unacceptable provisions within the Agreement by completing the Legal Comments Table attached at Appendix 2.

Following receipt of this response, NCTHS will consider whether any amendment to the Agreement is required. Any amendments will be published through a Clarifications Log and will apply to all Tenderers. Where both the amendment and the original drafting are acceptable and workable to NCTHS, NCTHS will publish the amendment as an alternative to the original drafting. In this case, Tenderer's should indicate if they prefer the amendment; otherwise the original drafting will apply. Any amendments which are proposed, but not approved by NCTHS through this process, will not be acceptable and may be construed as a rejection of the terms of the Agreement leading to the disqualification of the tender.

## Appendix 2: Experiencing Sacred Wales brief

This appendix contains a brief for the Sacred Wales project.

The project is supported by the National Churches Trust, the church buildings support charity, and managed by NCT Heritage Services Ltd in partnership with Visit Wales, the Church in Wales, Addoldai Cymru, Friends of Friendless Churches and the Royal Commission on the Ancient and Historical Monuments of Wales.

Experiencing Sacred Wales has received funding through the Welsh Government Rural Communities Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development and the Welsh Government.

### Background:

This project is to attract UK and international visitors to Wales with an interest in faith heritage. It will create a platform for them to book visits to Wales' churches, chapels and cathedrals and then explore the wider natural, built and community heritage in and around them.

### Project aims:

- To join together all the work currently happening within the Wales faith tourism agenda
- To create experiences available on a bookable platform
- To increase awareness of Wales faith heritage sites
- To increase the tourism and welcoming skills of people tasked with managing Wales faith heritage sites
- To increase the quality of content and marketing materials related to Wales faith heritage
- To take Welsh faith heritage tourism to the international and UK markets

### Target markets: The UK domestic market and the USA

- England the largest market for volume of independent travellers
- The US market provides the most potential value and volume for international faith tourism
- Faith tourism is worth around \$8 billion per year in the US alone

### Customer segments:

- Family lifestyle traveller; groups market; FIT (independent travellers); young active explorers; pilgrimage; live like a local; business events, associations
- Faith tourism is values, belief and attitude based and cuts across ages, economic indicators and generations.
- World religious travel is one of the fastest growing segments of the tourism market.

### Technology:

- We will manage the web integration of sacred Wales heritage via ExploreChurches
- We will develop an API link between ExploreChurches and the Wales Way
- The project will test linking the home Visit Wales site with ExploreChurches by pulling data from Visit Wales onto the itinerary sections of ExploreChurches, enabling tour operators to create bookable itineraries which include accommodation and other attractions

### Marketing:

- We will develop a marketing and communications plan, including social media and travel blogger engagement and opportunities to write advertorial pieces
- We will develop an engaging marketing package, high quality film and photography, plus a photography competition

- We will work with National Tourism Association and Faith Tourism Association in the USA to engage with faith tourism markets, and be part of their trade events and conferences, as well as newsletters and magazines to help get our product to market
- We will partner with a number of domestic and international specialist tour operators to create workable itineraries
- We will attend trade events in the US and the UK to promote the theme and our products
- We will arrange familiarisation visits for tour operators and trade associations

#### Partnerships:

- We will work with tourism, heritage and church partners, in Wales and the wider UK, to develop itineraries and deliver bookable products
- Partners will contribute to the project in cash or in kind
  - NCT Heritage Services - lead
  - Church in Wales
  - Addoldai Cymru
  - Friends of Friendless Churches
  - Royal Commission on the Ancient and Historical Monuments of Wales
  - Visit Wales / the Wales Way

#### Timescale:

April 2019 to December 2020.

#### Outcomes:

The project will deliver several outcomes which help achieve our 2019-2023 strategy targets and ExploreChurches KPIs, as defined in our Tourism Team plan and Marketing Strategy.

- 200 new churches/chapels on Explorechurches, improvements to content for most of 500 Wales sites on ExploreChurches, including Welsh language versions
- Wales landing page, with content on Wales faith sites in both English and Welsh
- 20-30 new experiences on ExploreChurches
- New photography, film and podcast materials created to help market the faith heritage of Wales
- Encourage a target of 250 volunteers to be part of the project through training and support
- API link between ExploreChurches and the Wales Way
- PR and marketing campaigns targeting UK and overseas audiences, targeting increase of 50,000 in number of people visiting Wales places of worship.