



## Delivering an innovative, community-empowering, video production training programme on the Loop Head Peninsula

### Background:

Loop Head Tourism (LHT) is a local tourism network from the Loop Head Peninsula in West Clare that is supported by 44 local community-based businesses. Its mission is to develop and market visitor experiences that contribute to sustainable community development on the Loop Head Peninsula ([www.loophead.ie](http://www.loophead.ie)). These experiences include local food, nature, heritage, art, music and genuine local hospitality; and they are developed more and more with the involvement of the non-tourist related community. This is part of a bigger project helping to sustainably address the 30% population decrease in the area in the past 10 to 15 years.

**LHT's Vision:** The Loop Head Peninsula is a place you love to be in.

Loop Head Tourism has invested over the past couple of years considerable resources into digital marketing to get a better definition of customers and their needs. One of the conclusions of these efforts was the need to build and continuously update a content bank to support our communication going forward. Video content is an important part of this, as it is becoming one of the preferred means of getting information across from both a user's perspective and a search engine perspective.

### LHT's brand pillars:

**Authenticity:** Real, unspoilt, no filter, back-to-basics hospitality

**Variety:** Nature, wildlife, walks, watersports, yoga, art, fresh food, peace, heritage, cliffs, history, wellness, music... there is something for everyone, easily accessible

**Wild Atlantic Way:** We are the beating heart of the Wild Atlantic Way, if you don't have time for the 2500 km and don't know where to start, Loop Head offers you the core of the Wild Atlantic Way experience

**Sustainability:** We are seeking to build thriving communities, attractive to visit, live and work in

### LHT's Target Markets:

Loop Head Tourism Customer Personas have been defined as follows:

**Sally & Dave & kids (The Family):** They tend to come from Ireland, UK or Germany. They lead a busy life, so they feel that holidays are the time to connect as a family, to get back to nature, to get the kids away from screens and onto taking walks, cycle and doing watersports etc. The decision-maker as far as holidays tends to be Sally. They mostly travel during school holidays.



**Martha and Bill (The Affluent Couple):** They are in their mid 50s and up, mostly coming from the US; like to pack a lot in a short time and usually prefer gentle activities like yoga, walks, art. They prefer to travel during May-June or September.

**The Googlers (The Affluent Young Adventurers):** They are high-tech oriented people. Even if living in Ireland (Dublin mostly) they tend to be of UK or other European nationality; are attracted to eco-activities, clean, locally-produced seasonal food, clean air, the unbeaten path; have big spending capacity and like to travel mostly during the shoulder season.

In early 2020, there will be a new persona added (now in the process of being defined): the **Remote Worker**

### The Project

This project aims to design, develop and implement a bespoke training program (called for the purpose of this project **The Loop Head Video Academy – LVA**) to equip a mix of LHT team, network, local people & LHT associates' teams with the capacity to capture and communicate the different experiences of Loop Head Peninsula to its potential visitors through videography, using their smartphones. The resulting videos would be used on social media channels such as Youtube, Facebook, Instagram.

This is part of a larger training program / Academy which also includes The Loop Head Digital Marketing Academy which, in parallel, will equip people with digital marketing skills. In this way, we ensure a holistic approach to training, ensuring both digital communication and content creation skills.

### Project Expected Outputs:

- a. Approx. 50 people skilled to shoot and edit videos on their smartphones to be successfully used to connect with potential visitors on social media channels such as Youtube, Facebook, Instagram;
- b. at least 100 x 30s-60s videos ready to be used for communication on social media channels;
- c. 5 professional videos (max. 2,5 mins each) capturing and communicating the experience of Loop Head Peninsula to its potential visitors from the perspectives of different partners; these will include some of the materials shot by the trainees, but will be coordinated and professionally edited by the Contractor. These videos are to be used mainly for LHT's new website (in preparation) [www.loveloophead.com](http://www.loveloophead.com), and for the Youtube Channel LHT is preparing to launch.

### Terms of reference

The LVA will have to be developed over a period of 12 months starting June 2020 and will have to include:

1. participatory series of workshops on training needs assessment (between June and September 2020). As part of this, the Contractor would have to familiarise themselves with the area, get a feel for the activities and life on the Loop, meet the different groups of stakeholders such as LHT and members and assess the quality of their phones, accessories (if they have), their literacy in using smartphones for video, assess their use of video in their social media, take some shots to ensure some raw material from the prime of the tourism season to work with later, etc.



2. a training program, based on the training needs assessment - to include a recommended course structure & curricula including learning objectives and outcomes, and a description of the content of each module. This would have to be rolled out between mid October and mid December, potentially spilling over into the beginning of 2021
3. a follow-up training, in spring 2021 (April-June, when businesses open again). This is the practical stage of the training program where the Contractor would oversee and give support to individual video projects of the trainees (see project output b)

The Contractor would have to work closely with a Digital Marketing Trainer (the other component of the Loop Head Academy 2020) to ensure that the contents of the two programmes are aligned.

Loop Head Tourism will facilitate the promotion of the LVA among its members, associates and local community and provide a suitable location, on the Loop Head Peninsula, for the training programme to take place, and ensure the initial liaison with the different stakeholder groups.

### **Requirements from respondents**

The successful applicants must demonstrate the following:

- Experience in training other people to do videography (incl. with their smartphones)
- References / examples of previous videography work
- Experience of working with a wide range of people having different levels of video making literacy
- Evidence of ability to see the project through
- Access to own transport
- A clean driving licence
- A desire to spend significant time here on the Loop

This tender forms part of a Leader application, therefore the award of a contract depends on approval from the Leader funding.

### **Evaluation Criteria**

The applicants will be evaluated on the basis of the following weighted criteria:

- Experience of similar / synergetic projects 15%
- Content of the response against requirements 40%
- Value for money 25%
- Willingness to spend holiday time on the Loop to experience the offering first hand (complimentary access to the offering will be provided) 20%

### **Application content, timeline and cost**

- Closing date for the application is 27<sup>th</sup> March 2020
- It is anticipated that the project will commence in June 2020 and will be completed by June 2021.
- The budget for this programme is up to €35000 over 12 months (incl. VAT). This is a fixed price and there is no additional payment for costs or expenses incurred including travel costs, venue hire, etc.
- Staged payments will be made throughout the programme and a short progress report will be required at each stage.



- A final report will be required at the end of the programme, including:
  - The training process, dates, venues, participants etc.
  - An outline and evidence of the training outputs
  
- The tender should also include the following:
  - A proposed approach to building the training program following its 3 components outlined in the Terms of Reference above.
  - Full breakdown of days allocated to each component, plus daily rate.
  - Up to date Curriculum Vitae of the team.
  - A cover letter setting out the applicant's motivation for applying

A hard and soft copy of the tender are required. A hard copy of the tender document must be sent to Luke Aston, Glencarrig B&B, Rahona East, Carrigaholt, Co. Clare. A soft copy must be sent through the e-tenders mailbox. Disqualification will occur if both hard and soft copies are not received.

For any questions or clarifications on this brief, please email [andreea.savu@astoneco.com](mailto:andreea.savu@astoneco.com).