**Tiree Sustainable Tourism Strategy consultancy brief**

Tiree Community Development Trust seeks a consultancy to consult on and produce a sustainable tourism strategy for the island.

**Background**

The contract will involve working with the Sustainable Tourism and Comms Officer and other Trust staff, as well as Discover Tiree working group volunteers and TCDT board, to consult on and write a new sustainable tourism strategy as part of Discover Tiree (our Destination Management Organisation project that supports tourism on the island and operates the website <http://www.isleoftiree.com>).

The strategy must fit with our wider objectives as a Community Development Trust, seek to address the recent vulnerability to the island economy highlighted by COVID-19, and respond to the looming challenges of climate change impacts and associated biodiversity loss and identify ways we could encourage shifts in tourism activity that reduce or even help to reverse such impacts, while also considering the economic security of the island, and encouraging tourism activity which is sympathetic / complementary to the needs and impacts on permanent residents (for many of whom the landscape is a workplace) on the island, showing an awareness of our outstanding linguistic, cultural and natural heritage.

The consultant will play the key role in developing and writing up the strategy and clear action and implementation plans, alongside the Sustainable Tourism and Comms Officer. Consultation activity with the community will be supported by the wider Trust staff team, and will coincide with/align with consultation we will be carrying out to inform our next Community Growth Plan – the broader masterplan for the activity of the Trust Group for the next three years.

**Scope of Work**

This work will start with a preliminary study building upon work already undertaken to assess the current tourism product offering on Tiree. This will also require the evaluation of the role of tourism within the island economy, impacts (positive and negative) on the community and the mechanisms for sustainable economic development. The output of this initial study will be a project framework and baseline analysis for the development of sustainable tourism. This work should take account of local knowledge and other existing information, obtained through meetings and ongoing dialogue with Tiree Community Development Trust (TCDT) and Discover Tiree. A list of suitable contacts will be provided, as well as support to reach out to relevant businesses and groups of individuals.

This report should consider the impacts of existing tourism activity, for example the Tiree Wave Classic, Tiree Music Festival and other large events, the A’ Bhuain (Home coming) event, as well as ongoing Trust projects, and potential future developments. This should also include a focus around the use of holiday homes, croft-camping sites and other accommodation sources on the island, and their associated impacts.

Island infrastructure and the role and impacts of tourism activity should be assessed through consultative workshops with community stakeholders, which would be supported by Trust staff.

The final report will be a detailed 3 year and broad 5-year Sustainable Tourism Development Strategy, with a wider 2030 outlook, based on the undertaken research and analysis. It will make clear, well-justified recommendations and make reference to alignment with wider Trust goals, and external (e.g., Scottish Government, Argyll and Bute Council) policy objectives. The strategy should give an outline of what the next steps need to be to implement the plan, both short and long-term and a brief overview of the stages required to achieve the vision statement – this strategy will then be taken forward by the Sustainable Tourism and Comms Officer to be developed into a more detailed action implementation plan thereafter.

**Lead contacts for the Client**

Would be primarily via the General Manager for approval of works, etc, and with the Sustainable Tourism and Comms Officer in regard to operational matters.

**Guidance on Submissions**

The following information is required in the response to allow us to assess tenders, and we are very happy to discuss with potential bidders for further information as needed:

**Relevant experience and past performance.**

* Provide details of relevant experience within the tourism and sustainability sectors. The ideal submission would show a strong record, knowledge and experience of similar projects in line with the requirements of this tender.
* Previous experience in destination management and working within/with a DMO.
* Provide two contactable references for relevant previous projects.
* Relevant experience of an island context would be an advantage

**Sectoral Knowledge.**

* Demonstrate relevant skills and knowledge of project team against requirements of the project.
* Awareness of the importance of linguistic, cultural and natural heritage to communities like Tiree
* Significant knowledge of policy analysis, enhancement of tourism industry (ideally in remote/island areas) and increasing the quality of visits to rural/island areas.
* Notable know-how of the sectoral constraints, opportunities and potentials.
* Sound knowledge of best practices with regard to tourism development in remote/island and/or smaller fragile areas and/or areas with a strong focus on biodiversity with a high level of land under conservation designation.

**Project management and risk.**

* Detail project management processes.
* Set out the project plan demonstrate how the project will be phased.
* Outline understanding of risk and approach to managing project risks.

**Expected Outputs**

The expected outputs are stated in the scope of works. These are predominantly in a report format.

**Methodology and support needed from us**

We would like to see at least an indicative outline of how you would anticipate proceeding with the work, and what input you would seek from Trust staff to support the process – we are happy to have a discussion about this in advance, and for this to be a matter to be resolved in fuller detail as part of initial work to begin the contract.

**Project Timeline**

We would like to see an indicative timeline for how you would expect to proceed if contracted. We estimate this project might take approximately 3 months, however this can be advised by and discussed with potential candidates. Ideally, we would like work to begin no later than March 2022, as the closer we get to the peak season the more difficult it will be to engage with key stakeholders as they get busier. While we would envisage a significant portion of the work could be conducted on a “desk” basis and remotely, we would anticipate multiple on-site visits or a significant stay for in-person work, while taking account of ongoing COVID-19 restrictions and guidelines.

**Project budget and basis of payments**

We would be seeking to discuss and agree a basis for e.g. number of paid days of work required with the successful candidate. We are aiming to keep the total project budget (including consultancy time and all associated expenses, travel and accommodation costs, VAT if applicable, etc) to around £10,000, but would welcome feedback from bidders on what options might be offered in terms of level of output that can be provided for a given total budget.

Payments schedule to be agreed but anticipate this would be in stages paid in arrears based on signoff of agreed work stages being achieved. Payments relating to expenses can be agreed separately as incurred.