



Request for Quotation

Marketing and Promoting the Royal Canal

Contract Reference	Royal Canal Greenway	
Person(s) responsible for service related queries:	Roisin MacRory	
Email address:	Roisin.macrory@waterwaysireland.org	
Closing date for receipt of queries:	Friday May 4 th , 2018	
Closing date and time for receipt of tenders:	Day	Friday
	Date	11 th
	Month	May
	Year	2018
	Time	3.00pm Irish Time
Number of hard copies required?	one	
Tender Label Included?	Yes (Appendix H)	
Soft copy (memory key, cd) response required?	One by email	

Introduction

The Royal Canal links the River Liffey in Dublin at Spencer Dock through Counties Dublin, Kildare, Meath and Westmeath – a distance of over 140 km – to the River Shannon at Richmond Harbour, Cloondara in Co Longford.

Work has been ongoing by Waterways Ireland in partnership with the Local Authorities to upgrade the existing towpath along the route of the canal. This work is due to complete by the end of 2018, after which the Royal Canal will be the longest off-road walking and cycling route in Ireland. The Royal Canal is a National Way Marked Way. The proposed Dublin to Galway Greenway follows the Royal Canal from Dublin to Mullingar where it deviates from the Royal Canal Greenway to join the Mullingar to Athlone Greenway along a disused railway line.

Job Purpose

Waterways Ireland, on behalf of the Royal Canal Greenway Steering Group, wishes to appoint a consultant to effectively manage the development and implementation of (a) Product audit (b) Service gap analysis and (c) Develop a series of itineraries, bundles and packages along the Royal Canal. The project has to be delivered in its entirety by January 2019 (for the start of the season 2019).

An initial meeting will be held with the main working group who consist of the Tourism officers from the 6 County Councils along the Royal Canal (Longford, Westmeath, Meath, Kildare, Fingal and Dublin City), Failte Ireland and Waterways Ireland to discuss the project brief in detail and agree areas of priority.

This project will build on the existing infrastructure that is in place and will improve the economic activity surrounding the proposed Royal Canal Greenway.

This will be achieved by working with the communities in the towns and villages along the Royal Canal through workshops to identify all activities, accommodation and trails that can be included to develop the Royal Canal into a Greenway tourist destination.

The project vision is to develop the Royal Canal Greenway into a destination that has appeal both domestically and internationally.

Scope of Project

This project looks at developing a visitor experience along the Royal Canal from Spencer Dock in Dublin City to Richmond Harbour, Cloondara in Co Longford.

The aim of this project is to look at how the Royal Canal can be developed to support the wider economic development of towns and villages along its route. The development of the Royal Canal presents valuable opportunities for rural communities to attract more visitors.

The Royal Canal from the Meath/Westmeath Border to Abbeyshrule in Co Longford has been approved as a Greenway. Small sections of the Canal west of Mullingar towards Co Longford are currently undergoing work to upgrade the existing towpath for walking and cycling but this work will be complete by the end of 2018.

The Royal Canal is a National Way Marked Way between the 10th Lock at Ashtown and Cloondara, Co Longford.

This project will complete in two phases:

Phase 1 – Launch June 2018 Blueway Section at Mullingar

In Summer 2018, we will launch the first Blueway section on the Royal Canal. The Blueway will include the creation of a 22 km stretch of defined paddling trail extending from McNead's Bridge, Coralstown to Coolnahay, Co Westmeath (see map on Appendix 1). Together with extensive walking and cycling routes alongside the canal, this will be marketed collectively as the Royal Canal Blueway.

This will realise a new tourism and recreation proposition to add to the existing Blueways Ireland network (see www.bluewaysireland.org for details).

Note: A Blueway is defined as a network of approved and branded multi-activity recreational trails and sites, based on or closely linked with the water, together with providers facilitating access to activities and experiences.

An Activity Hub will be created at Mullingar Harbour to complement animation of the Blueway. Activity providers will be sought to operate from the Activity Hub to generate and coordinate activities on the Royal Canal with the aim of increasing participation in outdoor sport and physical activity.

Phase 2 – Launch Spring 2019 – Royal Canal Greenway

Following the completion of the towpath works along the Royal Canal, we will launch the Royal Canal as the longest off-road walking/cycling Greenway destination in Ireland, starting at Spencer Dock in the heart of Dublin City to Richmond Harbour, Cloondara, Co Longford –

144 km linear length. A further 16 km of off-road walking and cycling trail has been developed along the towpath of the disused Longford Branch of the Royal Canal. The vision is to create a product that has appeal both nationally and internationally.

Key to the success of the Blueway and Greenway products is the effective engagement with and encouragement of local enterprises to work in partnership with the public sector, thus providing for visitor needs and enabling them to access activities on and around the canal. The businesses animate the infrastructure and help to create a holistic tourism offering. The Royal Canal destination will complement the Failte Ireland propositions “*Ireland’s Ancient East*” and the new “*Ireland’s hidden Heartlands*” given its prime geographical location and suitability for slow adventure and active in nature tourism.

This project's success will be measured on the enhanced capacity of local communities and members of the trade to contribute to and take ownership of the economic development of the Royal Canal towns and villages along its route.

Proposal

We wish to engage the services of a consultant who will engage with the existing service and activity providers along the Royal Canal, make recommendations and provide advice as to how to harness the untapped recreational potential of this historic and yet unspoilt linear corridor, develop a product development audit and compile and create appropriate visitor servicing collateral.

Key Actions Include:

- 1) Attend a series of capacity building workshops in Mullingar, Maynooth, Longford and Dublin which will promote the Royal Canal to members of the trade and local communities. These workshops will be used to gather information and to encourage members of the trade and other service providers to provide packages of provision in the area. It will be important that the consultant engages with existing providers along the Royal Canal to identify what has and what has not worked to date and to encourage new business start ups. The information gathered at these workshops will feed into the delivery of a product development audit.
- 2) Use the information that comes through from the workshops, in conjunction with information obtained from all relevant agencies, to develop a product development audit along the Royal Canal which will:
 - Identify existing activities and services available along the Royal Canal.
 - Identify gaps in the market for new enterprises to set up along the Royal Canal.
 - Develop a series of itineraries, bundles and packages along the Royal Canal which will advise people where to start, where to finish, where to stop and eat etc, and encouraging increased dwell time in the area.

- Identify places to eat, craft outlets, heritage attractions and unique business opportunities along the Royal Canal.
- 3) Gather information and imagery to compile appropriate visitor servicing collateral for the Royal Canal. Information will be available from the tourism officers in each county, Waterways Ireland, Failte Ireland content pool and data will also be gathered at the capacity building workshops.

Visitor servicing collateral to be compiled will include:

- (i) Walking, cycling and paddling trail maps, and
- (ii) guides in themes such as food, heritage, arts and crafts and outdoor activities.

The information for the maps and guides must be written and presented with the end user in mind. They should be broadly consistent with other Greenway and Blueways Ireland collateral and in line with Blueways and Greenway brand guidelines:

- **Blueway brand guidelines:**
(<http://www.bluewaysireland.org/SiteAssets/toolkit/Blueway%20Brand%20Guidelines.pdf>)
- **Greenway brand guidelines - attached**

All content produced for the Royal Canal must be written in a way that can be repurposed for digital or print media.

(Blueway templates and trail maps will be provided for use in the above and see www.bluewaysireland.org for more information)

- 4) Engage and follow up on capacity building workshops at a later date to review project progress and to show the local communities what packages have been developed and what information has been gathered to date. This will provide another opportunity for local feedback and input into the overall product development of the Royal Canal region and present maps and guides, both the technical trails and themed.
- 5) On completion of the workshops, we will arrange a programme closing event to present the outcomes from the meetings and to launch the next phase. Other agencies will be invited to attend for example, to show the sustainability of this project into the future or to provide information on sources of funding for new start up businesses along the Royal Canal. It is proposed to hold the closing event on the waterways so everyone can see the product they are promoting first hand.

Note: The steering group will organise the Capacity Building Workshops and Closing event.

Project Outcomes

- A product development audit will be developed for the Royal Canal. As part of this audit a series of itineraries, visitor experience packages and bundles will be developed along the Royal Canal.
- Written content and high quality images for visitor servicing collateral, websites and Social Media.
- A series of trail and themed guides and collateral.

Project Timelines

Waterways Ireland held a very positive stakeholder meeting in mid-March 2018 with the local authorities and tourism officers to begin discussions in relation to the Royal Canal plans for 2018 and 2019.

Project Stage Markers	Timeline for Completion
Engagement with the businesses and activity providers along the Royal Canal at Capacity building workshops (<i>beginning with the Mullingar area because the Blueway will launch in 2018</i>)	Dates to be confirmed (<i>proposing May 24th for the first workshop</i>)
Delivery of 1 st draft of visitor servicing collateral for Phase 1	7 June 2018
Delivery of final visitor servicing collateral for Phase 1	14 June 2018
Launch of Phase 1 – Blueway Section at Mullingar	28 June 2018
Delivery of Product Development Audit	30 September 2018
Delivery of visitor servicing collateral for Phase 2	30 November 2018
Delivery of series of visitor packages and bundles for Phase 2	end January 2019
Launch of Phase 2 – Royal Canal	March 2019

Indicative Cost of Project

The budget allocated for this project is up to a maximum of **€29,000** exclusive of VAT.

Quotations received exceeding this budget will not be considered.

- Please quote for each of the items listed in the template below separately, excluding VAT.
- The quote should clearly state if VAT is applicable and if so at what rate VAT is being charged. If you are VAT registered please state your VAT number on your quote. If you are not VAT registered please state this clearly on your quote.

Activity proposed	Indicative costs excluding VAT
Research & Audit:	
○ Attendance at workshops and programme closing event	€XXX
○ Reporting from workshops and information gathering for product development audit	€XXX
○ Clustering of packages and trail development	€XXX
○ Writing, developing and printing content for visitor servicing collateral including themed and technical trail maps and guides	€XXX
Total Indicative Cost (ex VAT):	€29,000
Applicable VAT Rate:	

APPENDIX 1

Phase 2 - 2019

