



WEST OXFORDSHIRE
DISTRICT COUNCIL



COTSWOLD
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Quotation required for capturing The Cotswolds in high quality images throughout seasons during 2017

Please find below the specification and requirements for producing a high quality image library for across The Cotswolds and seasons in 2017.

Quotations by email or post will be accepted, but must be received by **12 noon Wednesday 30th November 2016**.

Anything received after this time will not be considered.

Following assessment of the quotations a short list of companies will be invited to a presentation to clarify the content of their quotations and their visual identity and style of the Cotswolds. The presentation date is likely to be Wednesday 7th December 2017.

The successful company will be notified by Friday 16th December at the latest.

Please include links or hard copies of any examples of similar work that you have produced with your quotation and any experience of working with tourism related companies or destinations.

Quotations should be sent to:

- tourism@cotswold.gov.uk
- Cotswolds Tourism Team
Cotswold District Council
Trinity Road
Cirencester
Gloucestershire
GL7 1PX

For informal discussions and more information prior to quoting please call 01285 623050 and speak to Sally Graff – Tourism & Business support Manager.

Specification & Requirement

Note: All the items below must be included in the quotation

- Size:** Range of landscape with some key portrait images that cover both high resolution (300DPI +) and low resolution for website and social media use.
- Design:** We want to develop a strong visual identity for the Cotswolds in keeping with our new branding and developing our image library is key to this aim. We want to showcase our towns and villages, with an emphasis on local character and the key aspects that attract visitors to the area. Images should also show people enjoying and appreciating the landscape, local culture, rural shopping and food and drink. We would like a contemporary style which would be relevant to younger audiences and fit with social media channels such as Instagram, Pinterest and Facebook.
- Consent:** Company to take full responsibility of getting consent of people within images and recording consent.
- Supply:** Within the costings we would expect the images to be supplied in named folders with both high resolution and low resolution versions on both CD disc and via we transfer. Images would be

Specification



expected to be provided as royalty free for use to promote tourism locally and as Cotswolds Tourism Partnership.

Locations: As the Cotswolds is such a wide area we would look to work with the successful company or companies to break down the area into easy workable locations. The main towns to be photographed would be Bourton on the Water, Chipping Campden, Moreton in Marsh, Stow on the Wold, Chipping Norton, Cirencester, Lechlade on Thames, Fairford and Tetbury, along with some surrounding villages.

Additional: If as a photographer you can quote also for aerial footage please submit an additional costing.



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Deadline: This project will run throughout 2017 so we can get images of different seasons.

To see the range of images currently being used to promote tourism look at www.cotswolds.com/sampleimages & @cotswoldsinfo for Facebook and The_Cotswolds for Instagram.

Specification