ELEMENT 1: CONSULTANCY PROJECT - BID PROPOSAL

Worked Example • Local Food Festival

BID PROPOSAL CHECK

Is the problem/opportunity clear and important?
Are the aim and objectives realistic?
Is the scope manageable?
Is the proposed methodology appropriate?
How will the project create practical value?

IMPROVING THE VISITOR EXPERIENCE AT A LOCAL FOOD FESTIVAL

Consultancy Project - Bid Proposal

1. CONTEXT & OPPORTUNITY

- Organisation: a local food festival bringing together food traders, visitors and local businesses.
- Opportunity: improve the overall visitor experience.
- Possible issues: queues, unclear signage, limited seating, congestion and difficulty finding information.
- Why it matters: a better experience can improve satisfaction, reputation and repeat attendance.

2. AIM, OBJECTIVES & SCOPE

- Aim: investigate the current visitor experience and identify realistic improvements.
- Objective 1: identify the main visitor experience strengths and problems.
- Objective 2: gather feedback from visitors and relevant stakeholders.
- Objective 3: develop practical recommendations for the festival organiser.
- Scope: focus on the visitor journey, information, queues, facilities and event environment.

3. PROPOSED APPROACH

- Review the current visitor journey from arrival to departure.
- Observe key visitor touchpoints such as entrances, food areas, seating and information points.
- Gather visitor feedback using an appropriate method, subject to ethical approval.
- Speak with relevant organisers/stakeholders where appropriate.
- Compare findings with event and visitor-experience research.

4. DELIVERY & FEASIBILITY

- Stages: background research → data collection → analysis → recommendations.
- Resources: access to the festival/organisation, visitor information and relevant stakeholders.
- Stakeholders: organiser, visitors, food traders, staff/volunteers and local partners.
- Challenges: access, time, stakeholder availability and obtaining sufficient feedback.
- Keep the project achievable within the available timeframe.

5. OUTPUTS & ORGANISATIONAL VALUE

- Produce clear findings on what currently works and what could improve.
- Develop realistic, evidence-based recommendations.
- Examples could include signage, queue management, seating, information or visitor-flow improvements.
- Value: support future planning and create a more positive, accessible and enjoyable visitor experience.

Worked example only: students should adapt the organisation, evidence, methods and recommendations to their own consultancy project.