

Invitation to Tender (ITT)

Brand Exploration & Market Research

Issued by:
Date Issued:
Deadline for Responses:
Completion Date for Work:

Theatre Royal Plymouth Ltd (TRP)
23 July 2025
23:59 06 August 2025
22 September 2025

Introduction

Theatre Royal Plymouth (TRP) invites proposals from experienced brand consultants, or agencies, to undertake a programme of brand exploration and market research.

This work will help inform TRP's evolving identity with an aim to better align our public presence with our ambitions, vision, mission, values, and the needs of our communities.

Background

TRP has entered a new chapter of creative growth, civic ambition, and inclusive engagement.

We are reimagining our role as a cultural and community pillar in Plymouth, the wider region, and the country and we know that our current public-facing platforms, visual identity, and name may no longer reflect this energy or direction.

- Our last major rebrand took place in 2013, as part of a broader regeneration initiative. Since then, there have been incremental brand evolutions over the last three years.
 - The name 'Theatre Royal Plymouth' holds historical significance, but does it fully communicate our scope, values, or creative personality?
 - How widely has the 2013 rebrand, particularly the renaming of the main house auditorium as "The Lyric," been adopted by audiences?
 - Our current brand architecture may lack clarity between the defining of our brand and our buildings.



Image credit: Steve Haywood

Objectives of the Work

This commission is intended to help Theatre Royal Plymouth (TRP) understand how well our current brand identity, name, and public presentation align with who we are today and who we are becoming.

We recognise that internally, TRP has entered an ambitious new chapter of creative growth, civic engagement, and inclusive programming. However, we are keen to test whether this evolving identity is truly understood or recognised externally and, importantly, to discover if it isn't.

We want to hear from audiences, staff, artists, stakeholders, and partners, both current and prospective, about how they perceive TRP, what the name and brand mean to them (if anything), and whether our platforms and communications genuinely reflect the values and personality we believe we embody.

If there is a misalignment between internal and external perceptions, we want to understand where and why. If there is no meaningful gap, or if the brand continues to carry positive recognition and trust, we want to understand that clearly too.

Ultimately, this work should give us the insight and confidence to either evolve or reinforce our identity with integrity and clarity.



Image credit: **The Key** (2024) by Steve Haywood

Scope of the Work

The successful consultant or agency will be expected to:

Discovery & Insight Gathering

- Conduct qualitative and/or quantitative research with a broad mix of stakeholders, including TRP audiences, community members, partners, artists, staff, and those unfamiliar with the organisation.
- Explore perceptions of TRP's name, personality, accessibility, values, and visual presence.
- Assess how these perceptions align or diverge from internal views and ambitions.

Brand Perception Assessment

- Identify whether the name "Theatre Royal Plymouth" and associated sub-brands (e.g. TR2, The Lyric, The Drum, The Lab) are recognised and understood.
- Explore whether the brand architecture creates clarity or confusion.
- Evaluate how TRP is positioned in the minds of different groups (e.g. young people, culturally diverse communities, Plymouth residents, tourists, artists, etc.).

Internal vs External Alignment Analysis

- Assess alignment between TRP's internal vision and external perception including where alignment is strong, and where it is not.
- Help clarify whether brand evolution is needed or whether the existing brand still carries the meaning and potential to be built upon.

Reporting & Recommendations

- Deliver a clear, evidence-based analysis and set of recommendations to guide future brand and naming decisions.
- Ensure findings are accessible and actionable for the TRP Strategic Leadership Team and Board of Trustees.

Presentation of Findings

- Present interim findings to the Strategic Leadership Team in mid-September.
- Present final insights and recommendations at the TRP Board Away Day on Friday 3 October in London.

Deliverables

- Research plan and methodology
- Stakeholder/audience engagement summary
- Brand and name perception analysis
- Strategic recommendations report (brand architecture, naming, positioning)
- Presentation of findings (for SLT and Board)
- Optional: visual inspiration or creative moodboards (non-final)

Timetable

Activity	Date
Tender opens	23.07.2025
Deadline for submissions	06.08.2025 (23:59pm)
Appointment of agency	08.08.2025
Project start	11.08.2025
Presentation to TRP Working Group	22.09.2025
Final Presentation to Board Away Day	03.10.2025

Budget

Guideline budget range of £15,000 - £20,000 exc VAT.

Please provide a detailed breakdown of your costs, and any anticipated expenses. We expect this to include time for research, stakeholder engagement, analysis, reporting, and presentation.



Image credit: *The Devil Wears Prada* (2024) by Matt Crockett

Proposal Requirements

Your proposal should include:

- Agency/consultant background and relevant experience
- Proposed methodology and approach
- Examples of similar work
- Proposed team and biographies
- Timeline and availability
- Budget breakdown

Submission & Contact

Please send your proposal as a PDF (max 10 pages) with the subject line 'Brand Exploration and Market Research ITT' to: info@theatreroyal.com

Deadline for submissions: **23:59pm 06.08.2025**

For any questions or clarifications, contact us at the above address no later than **04.08.2025**.

Evaluation Criteria

Proposals will be assessed based on the following:

- Demonstrated understanding of the brief
- Relevant experience and past work
- Quality and creativity of approach
- Value for money
- Capacity to deliver within timeframe



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