

# Warrington Business Improvement District (BID)

## Marketing Services Tender Opportunity

Groundwork Cheshire, Lancashire & Merseyside, acting on behalf of Warrington BID seeks to procure the services of a marketing agency or collective of agencies who will deliver the marketing and communications for the BID. The primary purpose being to showcase Warrington as a place to do business and for visitors and consumers to enjoy what the town has to offer in terms of history, heritage, open green space, leisure, hospitality and retail.

### **About this tender:**

Warrington BID has been working with the business community in Warrington town centre since August 2018. In May of this year, through a ballot process, the business community again voted yes for a second term BID. BID 2 started on 1<sup>st</sup> August 2023 and will run for a further 5-years from 2023-2028.

Warrington town centre already has strong marketing assets, not least of which are the promotional activities of the BID itself. Over the past 5 years, the BID has developed the We Are Warrington brand to deliver effective promotional campaigns on several different marketing channels, including, website, social media, print & digital advertisements, B2B and B2C newsletters, and events.

Suppliers are encouraged to review the BID 2 proposal [BID 2 - We Are Warrington Bid](#) prior to putting together their tender.

The tender is in three lots which may be delivered by the same supplier or as individual pieces of work by a number of suppliers. Our preference is to work with one supplier but are willing to (and currently do) work with multiple suppliers to achieve the best outcome for Warrington.

Lot 1 – Social Media Management & Business Promotion

Lot 2 – Content Strategy, Website Management & Email Communications

Lot 3 – Additional Campaign Delivery & Brand Development

## Lot 1: Social Media Management & Business Promotion

A supplier (this may include but is not limited to a communications agency or freelance professional) is required to provide support on a retained basis for the following:

- Management of the 'We Are Warrington' Facebook, Instagram & Twitter social platforms.
- Content creation, promoting Warrington as a destination & the offering from businesses within the town.
  - The preferred minimum posts per platform are:
    - Facebook – x1 per day (plus x1 story)
    - Instagram – x4 per week (plus x1 story)
    - Twitter – x1 per day.
  - These are not limitations and can be increased within your tender.
- Direct liaison with businesses (independent and national) acting as a trusted partner.
  - Content should be gathered through direct business engagement, with a weekly (preferred) or fortnightly visit to the town.
- Replying to social messages within 24 hours (Mon-Fri)
- Replying to social comments to increase engagement and answer questions.
- Increase followers organically month on month
- Promotion of relevant stories from other town centre stakeholders (Warrington Borough Council, Golden Square, Times Square, Independent Street Markets).
- This list is not exhaustive, please draw on your own experience on how you would approach this part of the tender. You should review our social profiles to understand the current model for promotion and identify new ways of promotion.

As part of this scope of work, you'll be responsible for attending some of the biggest events in Warrington and providing on the ground promotion during the event, as well as collating content to use post event. We've listed six events you'll be expected to attend, please ensure your proposal includes provision for these.

1. Warrington Weekend Wonderland- A full weekend of festive town centre wide events (25+26<sup>th</sup> November 2023)
2. Luna New Year celebration (18<sup>th</sup> February 2024)
3. Warrington Pride celebration (8<sup>th</sup> June 2024)
4. Krazy Races (9<sup>th</sup> June 2024)
5. Warrington Food and Drink Festival (July 2024)
6. Mela celebrations (August 2024)

There may be other events/activities where we require your attendance, in the budgeting section of this tender, we've asked you to provide an hourly rate for other ad-hoc outside of retainer work.

When producing your tender, please ensure you confirm any of the above elements that are not deliverable by you. We understand that not every businesses can tick every box and other strengths will be considered.

You can review our social profiles here:

[We Are Warrington | Warrington | Facebook](#)

[We Are Warrington \(@WeAreWarrington\) / X \(twitter.com\)](#)

[We Are Warrington \(@wearewarrington\) • Instagram photos and videos](#)

**Budget up to £16,500 PA**

## **Lot 2: Content Strategy, Website & Email Communications**

A supplier (this may include but is not limited to a communications agency or freelance professional) is required to provide support on a retained basis for the following:

- Manage the overarching content themes for our social, email and website work, giving a clear direction on where our brand is going and how it supports businesses.
  - If required, liaising with other suppliers positively to achieve the best outcome for the BID and its brands.
- Writing and publishing press releases 1 times per month.
- Review social and website statistics and provide a report for the BID Board once per month.
- Identify areas for improvement within the content strategy, website & social media – reporting back to the BID Project Manager once per month.
- Management of the 'We Are Warrington' & 'We Are Warrington BID' websites.
- Management and delivery of our business to consumer newsletter, featuring a minimum of five articles once per month. (support will be provided in collating this content)
- Management and delivery of our business-to-business newsletter, featuring a minimum of five articles fortnightly. (support will be provided in collating this content)
- One blog per month on the 'We Are Warrington' website.
- Ensuring updates to themes and plugins are completed.
- Uploading of press releases to the relevant website.
- Website hosting **is not** required.
- This list is not exhaustive, please draw on your own experience on how you would approach this part of the tender.

When producing your tender, please ensure you confirm any of the above elements that are not deliverable by you. We understand that not every businesses can tick every box and other strengths will be considered.

You can review our current website here:

[Home - We Are Warrington Bid](#)

[Things to do in Warrington - Events in Warrington - Culture Warrington \(wearewarringtonbid.co.uk\)](#)

**Budget up to £12,000 PA**

### **Lot 3: Additional Campaign Delivery & Brand Development**

A supplier (this may include but is not limited to a communications agency or freelance professional) is required to **provide a sample proposal for campaign delivery & brand development**. Throughout the BID term we will engage this supplier to manage and run campaigns for specific initiatives/events and develop brands for projects we're delivering for the BID.

This service is not retained, but will be costed on request, please submit a **sample proposal** for the following campaign & brand development:

#### Christmas in Warrington

We're looking to create a brand for our Christmas campaign which will be a weekend of activities in the town for everyone to enjoy. This will mark the start of Christmas in Warrington. There will be free family fun activities, Brazilian drummers, street Acts and entertainers, Christmas markets with a finale projection show on the weekend of 25<sup>th</sup> and 26<sup>th</sup> November.

Things to consider:

- Branding
- Business & consumer engagement
- Videography
- Competitions
- Town trails
- Paid Advertising
- Design
- Printing is sourced directly by us
- PR

**NB We are not asking you to cost for the activities over the weekend.**

**Budget: Up to £4,000**

### **Budget Overview**

Value for money & a proven track record for multi-business promotion will be a key criteria when shortlisting. Please provide quotes for what you can deliver given the scope of work for each lot of the tender.

Lot 1 – Retained Social Media Management & Business Promotion

**Budget up to £16,500 PA**

Lot 2 – Retained Website & Email Communications

**Budget up to £12,000 PA**

Lot 3 – Additional Campaign Delivery & Brand Development

**Sample Budget- £4,000 for Christmas Campaign**

### **Supplement Information Required**

For the retained suppliers bidding for this tender, we may require additional services at busy times in the year, please provide outside of retainer costs for the following:

- Lot 1 - Hourly rate for additional visits to the town centre, Cost for management of ad's on a per ad set basis.
- Lot 2 – Additional Email Newsletter, hourly rate for website improvements, hourly rate for addition blogs

### **KPI's**

Key performance indicators for each lot will be agreed with the appointed agency/s, in line with the BID's aims and objectives. 6 monthly performance reviews will take place to ensure KPIs are being achieved.

## Timescale for delivery of the work

The outline timescales for the project are:

6th September 2023	Specification issued
By 22 <sup>nd</sup> September 2023	Supplier to submit an expression of interest (an email to be sent to <a href="mailto:amy.dawber@groundwork.org.uk">amy.dawber@groundwork.org.uk</a> detailing your company name, a contact name and contact details)
29 <sup>th</sup> September 2023	Supplier to submit quotations no later than 5pm on this date.
w/c 9 <sup>th</sup> October 2023	Shortlisted agencies to pitch to nominated members of the Warrington BID Board
1 <sup>st</sup> November 2023	Successful marketing agency appointed
On or after 1 <sup>st</sup> November 2023	Project delivery begins

The supplier would be responsible for developing a more detailed schedule for project adoption that includes key milestones requiring client sign-off of the various deliverables.

We expect the appointed supplier to be able to devote sufficient resources to the project to meet this timescale.

## Submission Requirements

1. Submission of **expression of interest email by 5pm on the 22<sup>nd</sup> September 2023**.
  2. **Submit proposal (s) by 5pm, 29<sup>th</sup> September 2023** including:
    - a. **Company Information response:**
      - i. Full registered business/company name, company number, main office address and contact details.
      - ii. Background on the history of your business including information about
        1. Length of time your business has been in operation,
        2. Names of persons of significant control / senior leadership,
    - b. **Your proposal/s & fee/s**
      - i. These should be no more than **two summary pages per lot**. Each proposal needs to summarise:
        1. Core elements that you will deliver against the brief
        2. Fees for each piece of work against the budget guide prices provided
      - ii. Each supplier may also include **one supplementary** document to elaborate on the proposal(s). Within these suppliers may also choose to provide information about:
        1. How you will approach the project to ensure both timely delivery and an outstanding service for Groundwork.
        2. Further information on project budget breakdowns for each element, these should include hourly / daily rates for roles that you will resource within the project and the expected number of hours that you believe will be required for delivery of the commission.
- Note:** There is no limit on length to the supplementary document and we also expect to **see your application of creative flare** in the content and presentation of this document.

- c. **Delivery Team:** Details of the proposed project team, and their background, including evidence of previous experience of the proposed delivery team.
- d. **Previous work and references:** Evidence of work done for clients in similar sectors in the last three years including contact details for two previous clients who would be willing to provide a reference. Please include Information on approximate annual value of contacts delivered.
- e. **Policies:** Copies of Public Liability Insurance, Health and Safety Policy and Environmental Policy

**Send your proposal/s with a covering email to [amy.dawber@groundwork.org.uk](mailto:amy.dawber@groundwork.org.uk) by 5pm on Friday 29<sup>th</sup> September 2023.**

Please send portfolio examples of your work, particularly relevant projects/clients which are part of a place branding story. **In your covering email please include your name, title, email address and telephone number for reference.**

**If you have any questions about the tender, please email [amy.dawber@groundwork.org.uk](mailto:amy.dawber@groundwork.org.uk)**