

Northwich Business Improvement District (BID)

Marketing Services Tender Opportunity

Groundwork Cheshire, Lancashire & Merseyside, acting on behalf of Northwich Business Improvement District (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 Northwich 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:

Northwich BID has been working with the business community in Northwich town centre since 2014. Northwich town centre already has strong marketing assets, not least of which are the promotional activities of the BID itself. Over the past 10 years, the BID has developed the Visit Northwich brand to deliver effective promotional campaigns across key marketing channels, including, website, social media, print & digital advertisements, B2B and B2C newsletters, and events.

Following a recent ballot process the BID has now been secured for a further 5-year term, which will also see an extension to the footprint of the BID area and will include a range of new businesses for the first time. The successful agency / agencies will need to consider and evidence their approach to incorporating new businesses into their activities.

The tender is in two lots which may be delivered by the same supplier or as individual pieces of work by several suppliers. Our preference is to work with one supplier but are willing to work with multiple suppliers to achieve the best outcome for Northwich.

Lot 1 – Social Media Management & Business Promotion

Lot 2 – Content Strategy, Website Management & Email Communications

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 'Visit Northwich' Facebook, Instagram & X social platforms.
- Content creation, promoting Northwich as a destination and the offering from businesses within the town.
 - The preferred minimum posts per Visit Northwich platform are:
 - Facebook – x2 per day (1 post plus x1 story)
 - Instagram – x4 per week
 - Twitter – x1 per day.These are not limitations and can be increased within your tender.
 - Quarterly 'about our place' max 2-minute videos as a recap of the last three months for use on our social media channels and our website.
- Direct liaison with businesses (independent and national) acting as a trusted partner.
 - Content should be gathered through direct business engagement, with a **weekly 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 (Northwich Town Council, Cheshire West & Chester Council, Rotary in Northwich & Barons Quay).

This list is not exhaustive, please draw on your own experience on how you would approach this part of the tender, demonstrating your industry knowledge and best practice to deliver results. You should review our social profiles to understand the current model for promotion and identify new, unique promotional ideas that deliver results.

The BID Project Manager will need the ability to see all scheduled content.

As part of this scope of work, you'll be responsible for attending some of the biggest events in Northwich and providing on the ground, reactive and proactive promotion during the event, as well as collating content to use post event. The below list are our core annual events that we would expect the successful agency to attend, please ensure your proposal includes provision for these:

1. Pina Colada Festival (August)
2. Christmas Extravaganza (November)
3. Northwich River Festival (July)
4. Northwich Artisan Market (at least once in the year for content curation) (Monthly)

There are likely to be other events/activities where we would require additional attendance and social media support, 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 business can tick every box and other strengths will be considered.

You can review our social profiles here:

[Facebook.com/visitnorthwich](https://www.facebook.com/visitnorthwich)
[Instagram.com/visit Northwich](https://www.instagram.com/visitnorthwich)
[Twitter.com/northwichbid](https://www.twitter.com/northwichbid)

Budget up to £16,500

Lot 2: Content Strategy, Website & Communications

A supplier (this may include but is not limited to a communications agency or freelance professional) and 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 a minimum of 1 per month. Generating regional, national and specialist industry media coverage.
- Driving footfall to destinations through PR, social media and the Visit Northwich website.
- Review social and website statistics and provide a report for the BID Board once per month to show progress and highlight opportunities / challenges.
- Identify areas for improvement within the content strategy, website & social media – reporting back to the BID Project Manager each month.
- Management of the 'Visit Northwich' and 'Northwich 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 once per month. (Support will be provided in collating this content)
- One blog per month on the 'Visit Northwich' website.
- Ensuring updates to themes and plugins are completed.
- Uploading of press releases to the relevant website.
- Uploading of newsletters to the Northwich BID 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 business can tick every box and other strengths will be considered.

You can review our current websites here:

Visitnorthwich.co.uk
Northwichbid.co.uk

Budget up to £12,000

Budget Overview

Value for money and 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

Lot 2 – Retained Website & Email Communications
Budget up to £12,000

Supplementary 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, additional Press Release, 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: (please ensure you review the submission requirements overleaf)

3 rd June 2024	Specification issued
By 24 th June 2024	Supplier to submit an expression of interest (an email to nikki.halliday@groundwork.org.uk detailing the Lots you plan to tender for, your company name, a contact name and contact details)
5 th July 2024	Supplier to submit quotations no later than 5pm on this date.
w/c 8 th July 2024	Supplier shortlisting.
w/c 15 th July 2024	Shortlisted agencies to pitch to nominated members of the Northwich BID Board
Before 29 th July 2024	Successful marketing agency appointed
1 st September 2024	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.

It is our preference to work with a local supplier(s) who has demonstrable local knowledge and can meet the tender requirements, however this should not deter other innovative and creative supplier(s) from applying who can also meet our requirements whilst providing excellent quality and value for money.

Submission Requirements

1. Submission of **expression of interest email by 5pm on the 24th June 2024** – submissions after this time, will be accepted on a case by case basis.
2. **Submit proposal (s) by 5pm, 5th July 2024** 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 nikki.halliday@groundwork.org.uk by 5pm on 5th July 2024.

If you have any questions about the tender, please email nikki.halliday@groundwork.org.uk.