

# Request for Quotation



## Wilmslow's Way Better Brand Evolution and Marketing Campaign

Groundwork are seeking to appoint a marketing / PR agency with a specialist interest in place marketing. The agency will work on the Wilmslow's Way Better Business Improvement District (BID), which is a project managed by Groundwork on behalf of the Wilmslow business community.

The commissions' purpose will be to take our established brand to the next level of its development with an aim of further increasing the profile of Wilmslow as a destination culminating in increased footfall, increased dwell time and increased web searches.

About Wilmslow's Way Better:

- Developed in 2021 as a platform upon which to promote the different experiences available in Wilmslow and shift traditional perceptions / narratives about what Wilmslow has to offer.
- The brand has assets including a website, social media channels and is used in the delivery of work related to the Wilmslow Business Improvement District ([www.wilmslowbid.co.uk](http://www.wilmslowbid.co.uk)) e.g. events hard copy printed materials.
- The Wilmslow BID is a £1million five year investment into enhancing Wilmslow town centre funded by local businesses and organisations.



- Way Better Business
  - From cutting-edge global games creators to government offices and online retailers, Wilmslow's office workspaces are home to a range of professional services organisations and companies. With more than 420,000 sq.ft of office space 10 minutes from Manchester Airport and 17 minutes train journey from Manchester City Centre.
- Way Better Shopping
  - Unique award winning independents such as Black White Denim <https://www.drapersonline.com/insight/comment/sustainability-now-is-our-strategy-black-white-denims-winning-values>



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[www.wilmslowbid.co.uk](http://www.wilmslowbid.co.uk)

- Home to Hoopers Store, offering consumers an authentic shopping experience and an eclectic mix of luxury brands from a unique department store destination and one of only four across the UK.
- Way Better Cinema
  - Cinema in the Carrs <https://wilmslowswaybetter.co.uk/events/cinema-on-the-carrs/>
  - Home to the Rex Cinema, offer a unique art deco luxurious cinema experience



- Way Better Exploring
  - The Carrs Park
  - Lindow Moss / Common home to Lindow Bog Man, created 11,000 years ago stretching over 1,500 acres of woodland, scrub and mossland 17 minutes train journey from Manchester City Centre
- Way Better Food and Drink
  - From amazing independents craft bakeries such Buzzy Bees, to the recently opened Piccolino Grande and redeveloped Cibo Wilmslow offers some amazing food and drink offers.
- Way Better Wellbeing
  - Wilmslow has everything for your mental and physical well-being. From Pilates to podiatrists, gym-ing to juicing, health food to hairdressers, and nails to lashes Wilmslow has it all!
  - With more than 50 wellbeing experiences, venues, and shops in Wilmslow town centre, achieving inner and outer well-being and positivity is within your reach.

The two specific objectives of the commission are:

- To provide a strategic review and recommendations for developing the WWB brand delivering a brand / place narrative and updated brand assets (noting that we are not seeking a new brand, however a subtle evolutionary development of our established brand). This work will include engaging local partners and stakeholders to increase buy-in to the brand from local partners and ensure the brand reflects the future aspirations of local partners including Wilmslow town council, key property owners, local businesses and Cheshire East Council.

We would also like to see some of Wilmslow's Heritage and DNA come through in this work picking up on the importance of Lindow Moss, Alan Turing, George Bramwell Evens and modern cultural references e.g. The 1975. These reference points are anticipated to be foundations for developing the brand to reference / associate the town with technology, sustainability, culture / art.

- To develop and deliver (alongside the existing marketing investments from the BID) a short term marketing / PR campaign through to the end of March 2024. The campaign

will specifically promote and market Wilmslow to an audience in and around Manchester. We are interested in a campaign that targets Manchester City Centre and South Manchester audiences, focusing on the role of the railway line (which provides a 17 journey from the city centre to Wilmslow) as a transport link as well as other forms of transport (car, cycling and walking) coupled with promoting core town centre assets (Rex Cinema, unique retail / hospitality venues) and local green space (The Carrs / Lindow Moss).

**Deliverables:**

- Minimum 2 x workshops with local partners to review existing WWB brand.
- Updated set of brand assets for deployment in 2024/25 and a documented updated brand narrative for Wilmslow’s Way Better.
- 2 x partner briefing sessions to brief project partners on the updated assets and their use.
- Management of a high impact PR and marketing campaign that delivers activity to support the required outputs.

The funding being provided by UK SPF for Groundwork is specifically for achieving the following outputs and outcomes:

Output Indicators	2023/24	2024/25	Beyond 2024/25	Total
Number of people reached (numerical value) measured through website and social media impressions.	5,000	15,000	18,000	38,000

Outcome Indicators	2023/24	2024/25	Beyond 2024/25	Total
Increased number of web searches for a place (% increase)	2%			
Increased footfall (% increase)	2%			
Increased number of web searches (% increase)	2%			

**Timescale for delivery:**

- January – March 2024

**Budget:**

The project budget is £18k. Additional budget exists for tactical marketing activities which will support the campaign, however we are seeking to gain as much value from the £18k budget as possible and would expect the cost of the brand assets to come from the £18k. There is a £15k additional budget for further expenditure with further budget available from the Wilmslow BID between 2024 and 2027 to support ongoing investments.



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This project is funded by the UK government through the UK Shared Prosperity Fund, which is being provided locally via Cheshire East Council.

The appointed contractor/supplier will be expected to ensure adherence to all UKSPF guidance.

The UK Shared Prosperity Fund is a central pillar of the UK government's Levelling Up agenda and provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills. For more information, visit <https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>



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