



Marketing Services Tender Opportunity

Groundwork Cheshire, Lancashire & Merseyside, on behalf of the Wilmslow Business Improvement District (BID), invites proposals from marketing agencies or a consortium of agencies to deliver comprehensive marketing and communications services for the BID. The primary goal is to highlight Wilmslow's rich history, vibrant green spaces, leisure activities, and diverse retail and hospitality offerings.

About this Tender:

Since 2022, Wilmslow BID has actively collaborated with the local business community in Wilmslow town centre. The BID has developed a strong portfolio of marketing assets, notably under the Wilmslow's Way Better brand. This brand drives impactful promotional campaigns across various channels, including websites, social media, print, digital advertising, newsletters, and events.

Wilmslow's Way Better:

Wilmslow's Way Better is the flagship brand of the Wilmslow Business Improvement District (BID), launched to elevate the town centre's appeal and economic vitality. It is instrumental in achieving the BID's goal of driving footfall and consumer spend by creating a vibrant, attractive, and engaging environment for both residents and visitors. Through a carefully curated programme of events, strategic marketing, and PR, Wilmslow's Way Better showcases the town's unique charm and offerings, positioning it as a premier destination in the region.

The brand plays a critical role in supporting local businesses by enhancing their visibility and connecting them with the wider community. It leverages various marketing channels to promote Wilmslow as a dynamic and welcoming town, encouraging more people to explore, shop, dine, and enjoy all that it has to offer. By fostering a strong sense of community and driving sustained economic growth, Wilmslow's Way Better is not just a brand—it's a movement that is transforming the town into a thriving hub of activity.

This brand encapsulates the essence of Wilmslow's ambition to be way better—not just for businesses, but for everyone who lives, works, and visits the town. The successful execution of its marketing and PR is therefore vital. Since its inception, Wilmslow's Way Better has received essential support from Wilmslow Town Council, with continued backing. In early 2024, the brand underwent a significant evolution, funded by the UK Shared Prosperity Fund through Cheshire East Council. This transformation underscores our commitment to growth, ensuring that Wilmslow remains a thriving and prosperous community.

Our Requirements:

To achieve our ambitious vision for Wilmslow, we seek a partner(s) to deliver the following services:

Social Media Management

Wilmslow's Way Better currently has active Facebook and Instagram profiles. We aim to enhance these channels and, in the future, expand our presence on X and TikTok. The selected agency will be responsible for:

- Managing the 'Wilmslow's Way Better' Facebook & Instagram platforms.
- Creating high-quality content to promote Wilmslow as a destination, leveraging the offerings from local businesses.

- Preferred minimum posting frequency:
 - Facebook: 1 post per day.
 - Instagram: 4 posts per week (mix of reels and static content).
- These are guidelines and may be exceeded in your tender.
- Producing quarterly “About Our Place” videos (max 2 minutes) summarising recent activities for use on social media and the website.
- Providing the BID Project Manager with access to scheduled content.
- Responding to social messages within 24 hours (Mon-Fri).
- Engaging with social comments to increase interaction and address inquiries.
- Growing followers organically month-on-month.
- Promoting relevant stories from other town centre stakeholders (e.g., Wilmslow Town Council, Cheshire East Council, Wilmslow Round Table, Discover Lindow).

Review our social profiles:

facebook.com/wilmslowswaybetter

instragram.com/wilmslowswaybetter

Engagement

To create authentic content, the selected agency must regularly visit Wilmslow to grasp the town’s dynamics and engage directly with the community. This direct engagement is crucial for capturing the essence of Wilmslow. The selected agency will be responsible for:

- Directly liaising with local businesses (independent and national) as a trusted partner.
- Conducting onsite visits to the town centre weekly (preferred) or bi-weekly, with hours specified in your proposal.
- Attending up to four major town centre events annually to provide on-the-ground promotion and content collection for post-event use.
 - Core events include:
 - Wilmslow Winter Wonderland (December)
 - Spring Family Event (March/April)
 - Wilmslow Live (June)
- Using our in-house email system (Microsoft 365) for communications with BID members.
- Representing Wilmslow BID when engaging with businesses and partners.
- Attending the Wilmslow BID Board meeting at least once per year.

Content Strategy, PR & Blogs

Wilmslow is a prime destination with top-tier dining, shopping, and leisure options. For the right agency, the challenge won't be finding topics but deciding where to start. The selected agency will be responsible for:

- Developing a cohesive content strategy that aligns with all communication channels.
- Identifying and reporting areas for improvement in the content strategy, website, and social media to the BID Project Manager monthly.
- Writing and distributing one press release per month to generate regional, national, and industry-specific media coverage.
- Writing one blog per month for the ‘Wilmslow’s Way Better’ website.

Website & Email Communication Management

Our website underwent a full rebrand in early 2024, becoming the go-to platform for all things Wilmslow. The agency will:

- Review website analytics and provide monthly reports to the BID Board, highlighting progress, opportunities, and challenges.
- Manage the 'Wilmslow's Way Better' and 'Wilmslow BID' websites.
- Manage and deliver monthly B2C and B2B newsletters, each featuring at least five articles (content support will be provided).
- Ensure timely updates to website themes and plugins.
- Upload press releases and newsletters to the relevant websites.
- Note: Website hosting is not required.

Review our current websites:

wilmslowswaybetter.co.uk

wilmslowbid.co.uk

Requirements Overview

When preparing your tender, please specify any elements you cannot deliver. We recognise that not all businesses can fulfil every requirement, and we will consider other strengths. Additionally, please draw upon your experience to propose unique promotional ideas that deliver results beyond our current strategies.

Key performance indicators will be agreed upon with the appointed agency/agencies, aligned with the BID's goals. Performance will be reviewed biannually to ensure KPIs are being met.

Budget & Shortlisting

Value for money and a proven track record in multi-business promotion are key criteria for shortlisting, along with overall cost and capacity to deliver.

When producing your tender, you should separate your costs into these core requirements:

- Social Media Management
- Engagement
- Content Strategy, PR & Blogs
- Website & Email Communication Management

Failure to split the costs may lead to your submission being disregarded.

Our maximum budget for all services is £25,500 per annum excluding VAT.

Supplementary Information Required

For retained suppliers, we regularly require additional services during peak periods. Please provide the following outside of retainer costs:

- Hourly rate for:
 - Additional town centre visits
 - Website improvements
 - Graphic design (if applicable, not required)
- Set fees for:

- Additional email newsletters
- Press releases
- Blog writing
- Social ad management costs (per ad set, excluding design)

Project Timeline

The project timeline is as follows (please review submission requirements below):

- **20th August 2024:** Specification issued.
- **By 12th September 2024:** Submit an expression of interest via email to lisa.russett@groundwork.org.uk, indicating your intention to tender, your company name, and contact details.
- **27th September 2024:** Submit quotations by 5pm.
- **W/C 30th September 2024:** Supplier shortlisting.
- **W/C 7th October 2024:** Shortlisted agencies to meet Wilmslow BID Board members.
- **Before 25th October 2024:** Successful agency appointed.
- **1st November 2024:** Project delivery begins.

The appointed agency will be responsible for developing a detailed project schedule, including key milestones requiring client sign-off.

Preference for Local Suppliers

While we prefer to work with a local supplier(s) with demonstrable local knowledge, this should not deter innovative and creative suppliers from applying, provided they can meet our requirements and deliver excellent quality and value for money.

Submission Requirements

1. **Expression of Interest:** Submit via email by 5pm on 12th September 2024. Late submissions may be accepted on a case-by-case basis.
2. **Proposal Submission:** Submit by 5pm on 27th September 2024, including:
 - **Company Information:**
 - Full registered business/company name, number, main office address, and contact details.
 - Company background, including:
 - Duration of operation.
 - Names of key leadership personnel.
 - **Proposal & Fees:**
 - Summarise the core elements you will deliver per the brief (max 2 pages).
 - Provide fees for each work component within this document.
 - One supplementary document may elaborate on the proposal(s), covering:
 - Approach to timely delivery and outstanding service.
 - Detailed budget breakdowns, including hourly/daily rates and expected project hours.
 - **Delivery Team:** Provide details of the project team, including evidence of previous relevant experience.
 - **Previous Work & References:** Include evidence of work done for similar clients in the past three years, with contact details for two references. Include information on the approximate annual value of contracts delivered.



- **Policies:** Provide copies of Public Liability Insurance, Health and Safety Policy, and Environmental Policy.

Send your proposals with a covering email to lisa.russett@groundwork.org.uk by 5pm on 27th September 2024.

For questions about the tender, please email lisa.russett@groundwork.org.uk.