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Invitation to Quote

Access to Finance Lancashire - Brand Awareness and PR Campaign

Ref Q2244

26/10/2022

passionate
about
business

Business Growth Hub is a trading name of GM Business Support Limited. Registered Office: Lee House, 90 Great Bridgewater Street, Manchester, M1 5JW
Registered in England number: 8132524 VAT
registration number: 727102071



European Union
European Regional
Development Fund

Introduction

The aim of this document is to select and appoint a provider for the following activity/service:
To support the Access to Finance team in Lancashire with a broad spectrum of marketing, public relations and social media support.

This document presents the detailed purpose and requirements of providers wishing to submit a quote for this contract.

For more information about Business Growth Hub, which is a trading name of GM Business Support Limited, please visit us at: <http://www.businessgrowthhub.com>

Requirement

The Access to Finance Lancashire Service is seeking a local PR company who has strong links of working with businesses and organisations in Lancashire to support its Marketing and Publicity needs.

The service is funded via Lancashire County Council and the European Development Fund and is designed to provide an independent service for eligible Small & Medium Sized Enterprises (SMEs) – supporting them to access the finance they need to implement growth plans.

The programme delivers both bespoke one to one intensive support to individual business owners helping them to become Investment Ready and to make appropriate introductions to both local and national funders and financiers.

Programme leads are seeking to engage with a locally embedded PR firm who can help the to develop and deliver against plans which will encompass the following:

- Development of a comprehensive marketing and communication strategy
- Develop specific marketing campaigns which will need to be integrated with and capitalise on opportunities for joint promotional activity with relevant key referral partners
- Design marketing and promotional collateral
- Provide training engagement for the team to support enhanced Social Media activity
- Curate a regular stream of inspiring case studies developed from the client work undertaken by the team
- Develop a range of finance related blogs and web-site content promoting the use of the Access to Finance Service.
- Engage and interact with local and regional business journalists in order to promote client business growth stories and to highlight the services of the team.

Period of delivery and Budget

The activity will be delivered from November 2022 to September 2023.

The budget for this activity/ service is £25,000 (incl. VAT)

Quotation submission requirements

Interested bidders are asked to submit a quotation by email:-

- a) Skills and professional experience to be detailed of person involved in the delivery of the support (40%)
- b) Examples/case studies that demonstrate your ability to deliver the requirements (30%)
- c) Daily Rate (30%)

Quotation Returns

Please return a copy of your completed quotation form and additional information by email before 10am on Monday 7th August 2022 to:

Philip Hargreaves

Head of Access to Finance

Philip.hargreaves@a2fnw.co.uk

Please submit any questions regarding this quotation to the email address above.

Contract Conditions

The Contract/Framework Agreement and all tasks carried out under the agreement will be governed by GM Business Support Limited Contract Conditions.

Your Information and Data

At the Growth Company we recognise the importance of the privacy and the security of your personal information. Please see the below link to our Group Privacy Notice which explains how we process and look after your personal information and data.

<http://www.growthco.uk/privacy-policy/>

Please note that by submitting a response to one of GC Business Growth Hub's procurement opportunities, your bid (whether successful or unsuccessful in obtaining the contract) will be held and processed in accordance with our Privacy Policy. In order to demonstrate our competitive procurement procedures for future audit and contractual compliance (such as those required by our funders) your response to GC Business Growth Hub's procurement will be held and archived for a period of 25 years following the end of the contracted period.