

REQUEST FOR QUOTATION (RFQ) FOR ENTERPRISE STEPS MARKETING & COMMUNICATIONS CAMPAIGN

Introduction

This document outlines the marketing and communications campaign requirements of the 'Enterprise Steps' project, delivered by Newham College's Centre for Innovation & Partnerships (CIPs), in partnership with London South Bank University and Enterprise for London.

Part-funded by the European Regional Development Fund (ERDF), Enterprise Steps provides tailored support to pre-trade and early stage Small and Medium-sized Enterprises (SMEs) and entrepreneurs pan-London. It aims to create new enterprises and help existing enterprises survive, prosper and grow by delivering a three-stage programme of targeted outreach, referral & mentoring activities; intensive Start-Up support in growth sectors; and growth planning for SMEs.

Enterprise Steps is a three-year project which commenced in October 2016 and runs until September 2019.

Key outputs over the 3-year project:

The project will

- Support 325 enterprises in total
- Support 250 new enterprises
- Support enterprises to create 50 new jobs
- Assist 100 entrepreneurs
- Support 15 enterprises to introduce new to the market products

Background to RFQ

Enterprise Steps is looking to appoint a marketing specialist/organisation to provide a dedicated marketing resource for the remainder of the Enterprise Steps project. Enterprise Steps has an existing database of entrepreneurs and SMEs currently engaged with the project, but now requires a detailed marketing plan and communications strategy in order to communicate key project activities as well as disseminate project activities and success stories to a wider audience.

Objectives

The introduction of a proactive marketing and communications campaign will allow Enterprise Steps to:

- Communicate more effectively with pre-start up entrepreneurs and SMEs
- Develop a communications plan to support entrepreneurs with registering their business
- Raise awareness of the project through case studies, social media posting etc
- Create specific marketing tools to support entrepreneurs and SMEs reach the minimum of 12 hours of support
- Create marketing tools targeting specific project outputs i.e. employment

Requirement

Specialists/organisations are invited to submit a proposal outlining how they will create and deliver a marketing and communications campaign which targets entrepreneurs and SMEs to help Enterprise Steps meet the key outputs stated above.

The proposal should address;

- How it will aid Enterprise Steps to meet its outputs
- The limited budget available for a wide reach
- A method for evaluation of specific marketing tools
- Monthly reporting on activity and metrics
- A campaign including milestones against deliverables to run from August 2018 – September 2019
- New and innovative methods of marketing and communications
- All available social media elements

Specialists/organisations are requested to supply a full proposal including breakdown of costs and a marketing and communications plan/schedule including dates.

The maximum budget available is up to £20,000 including VAT.

Please note – If you cannot recover VAT you should include VAT within your project costs. If you are able to recover VAT, it should be excluded. In the event of your proposal being accepted you will not be able to charge VAT on top of project costs. You are responsible for determining your own VAT recovery position and should submit cost proposals accordingly.

Assessment and Evaluation process of proposals

The proposal will be assessed on the following criteria:

- Knowledge and experience.
- Professional capacity and expertise – i.e. company / individual profile highlighting experience of delivering similar marketing campaigns for similar organisations or projects.
- Evidence of previous client feedback, testimonies, case studies etc.
- Value for money (including a breakdown of all costs)
- Details of how the organisation will meet all requirements, and any additional benefits/value added features which will be provided.
- An innovative and flexible approach to delivering this type of media campaign.
- Ability to adhere to the timeline outlined below

Organisations are invited to submit their proposal (which should be no more than 4 sides of A4) by the 6th August 2018 by e-mail to info@enterprisesteps.co.uk

Shortlisted organisations may be invited to make a presentation to a selection panel and will be notified if required.

6) Timetable

Action	By
RFQ advertised	19 th July 2018
Proposals Submitted	6 th August 2018 12:00pm
Specialists/organisations Shortlisted	10 th August 2018
Presentation to selection panel (if required)	13 th August 2018
Decision made and contract awarded	15 th August 2018
Marketing & Communications plan commences	20 th August 2018