



**Request for quotation for OxLEP
marketing and communications
support**

Closing date for return of RFQ

3rd March 2017

Specification

Background and scope

1. One of 38 LEPs across England the Oxfordshire Local Enterprise Partnership (OxLEP) is responsible for championing and developing the Oxfordshire economy. Now in its sixth year of operation, OxLEP has made considerable progress in strengthening Oxfordshire's economy by establishing robust and effective relationships between businesses, academia and the public sector.
2. This strong partnership is reflected within our board - a voluntary body made up of representatives who are leaders within education, business and local authorities across Oxfordshire. With this support OxLEP can act as an informed, independent advocate for those driving innovation and growth across the county. In addition, we are also able to prioritise the key programmes needed to address priority deficiencies identified in Oxfordshire.

Our Vision for Oxfordshire

“Oxfordshire as a vibrant, sustainable, inclusive, world leading economy, driven by innovation, enterprise and research excellence.”

3. Our recently refreshed Strategic Economic Plan is aligned across our four strategic themes of;
 - **Innovative Enterprise** - Innovation led growth is at the heart of our strategy, underpinned by the strength of our University research and development capacity, business collaboration and supply chain potential
 - **Innovative Place** - providing both the quality environment and choice of homes needed to support growth whilst capitalising upon the exceptional quality of life, vibrant economy and the dynamic urban and rural communities of our county
 - **Innovative People** - delivering and attracting specialist and flexible skills at all levels, across all sectors, as required by our businesses, with full, inclusive employment and fulfilling jobs
 - **Innovative Connectivity** - allowing people to move freely, connect easily and providing the services, environment and facilities needed by a dynamic, growing and dispersed economy.
4. OxLEP are looking for an outstanding marketing and communications company to support our marketing and communications activities for an initial period of twelve months, which may be extended by competitive process depending on the impact delivered by the contractor.
5. This work will be overseen by the LEP Executive Team working closely with LEP Board directors. Your day to day contact will be via our Communications Executive to ensure continuity.

6. OxLEP are looking for a company with expertise in this area, with an excellent track record and who can advise on how to improve visibility within Oxfordshire and enhance our reputation as an organisation that delivers and achieves; and that engages, listens and consults and delivers outcomes with and to the Oxfordshire business community.
7. The commissioning of this work presents an exciting and high profile opportunity for the appointed company to be involved with the LEP as its role and responsibilities are increased in line with Government policy.
8. Organisations are invited to tender for the provision of the Service described at sections 14 to 18 for a term of 52 weeks anticipated to commence on 18th March 2017. Tenderers are asked to provide an outline of how they will address OxLEP's needs as outlined below within the available budget. Responses should be sent to info@oxfordshirelep.com by close of play on the 3rd March 2017.

9. Our services

10. In addition to our strategic leadership role we operate and deliver across a series of co-ordinated and co-branded products and services to business as below;



11. These brands are currently in the process of being consolidated to more clearly reflect the priorities of the organisation.
12. Most of our teams have their own marketing and communications capacity however the successful tenderer will need to provide additional support as required to meet operational requirements of the services.

13. Our requirements

14. The company has an internal Communications Executive, responsible for directing the corporate communications function, however there is a need for a targeted, external resource to support periods of intense activity or events on a call off basis. We want to appoint a company who can support us in the following areas:
 - Assist the LEP in delivering its strategy through effective, timely, well targeted and accurate communications and provide professional communications in support of the strategic direction of the company;

- Develop strong engagement and communication linkages with the business community, identifying opportunities and key concerns and providing feedback to OxLEP;
 - Maintain and raise awareness of OxLEP, providing communications through multiple channels and for appropriate and relevant audience groups;
 - Influence stakeholders and audiences on OxLEP related work within Oxfordshire, liaise with our key contacts in government and other national stakeholders and with other LEPs across the country;
 - Build and manage strong dynamic relations with key influencers, politicians and the media at local and national levels;
 - Ensure that any work is joined up with other existing marketing and communications activity across our products and where possible across external partners to maximise opportunities to pool resources and avoid potential duplication;
 - Assist with briefing Board and team members as required in advance of meetings with key stakeholders; and
 - Coordinate, construct and distribute specific OxLEP led project communications to stakeholders, the general public and the business community in addition to the regular LEP messaging.
15. Support agreed 'OxLEP led campaigns', and how that may be developed with no planned advertising through:
- National dailies and news groups
 - Radio / TV
 - On-line news groups
 - Social media where appropriate
 - Business press: e.g. with planned messaging through:
 - Target market, business specific magazines / journals;
 - Sector specific magazines / journals.
16. Organise briefings to ensure political stakeholders (including Members of Parliament, Local Enterprise Partnership, Councillors and Officers) are kept informed of progress, challenges and opportunities.
17. Use social media, the OxLEP website and our product media channels as tools to deliver messaging, to include: bi-monthly Chairman/CEO Blogs, bi-monthly OxLEP newsletters, and active involvement with regular twitter feeds, videos, podcasts etc. The OxLEP would like to see an active drive and increase of traffic towards our website and our other communications outlets during the contract period.
18. Increase engagement with the media, building and creating media opportunities, regular reporting on progress and briefing journalists in order to gain media support and buy in.

19. Deliverables

20. To ensure PR activity is evaluated most effectively the OxLEP would like to see evidence of the agencies work across the broad range of our requirements at sections 14 to 18 during the contract period. These statistics should be submitted to the OxLEP Communications Executive on a monthly basis and will feed into OxLEP board reports.

21. In addition the successful company will be required to contribute to
 - Quarterly OXLEP board media monitoring reports
 - Three stakeholder newsletters (every two months)
 - Three OxLEP chairman/CEO blogs (every two months)
 - Support up to four LEP led campaigns/events to business
 - Work with the internal Communications Team to increase:
 - Twitter followers
 - Website hits
 - Newsletter opening, click rate and bounce rate

Finance Schedule

Costs/Charges

The maximum contract value for this project is £25000 (exclusive of VAT) and will be paid in arrears. We anticipate a flow of work which is likely to follow the following profile as detailed below;

£6,000 for Q1 March to June 17

£6,000 for Q2 June to September 17

£6,000 for Q3 September to December 17

£6,000 for Q4 December 17 to March 18

£1,000 on completion of contract.

Tenderers are also asked to provide indicative day rates for additional, specialist work over and above the requirements outlined in this RFQ that may be called off as required.