

# Leicester and Leicestershire Enterprise Partnership (LLEP) Communications Outsourcing Specification for Dotdigital HTML Newsletter templates and content creation

## Introduction

The Leicester and Leicestershire Enterprise Partnership (LLEP) are currently in the midst of a Government national Local Enterprise Partnership review. The date for the outcome and decisions for this review are not yet known.

This review means our capacity to recruit new staff is currently restricted. To maintain a profile for the LLEP in the media and via social channels we are looking to outsource some key elements of our communications activity for a short period.

## About the LLEP

The purpose of the LLEP is to lead and drive economic prosperity across the Leicester and Leicestershire area through strong partnerships, robust intelligence and innovation.

We are a strategic body that exists to drive forward regeneration and growth of the local economy. We are a company limited by guarantee, and are led by a [board of directors](#).

We are working to create a vibrant, attractive and distinctive place with highly skilled people, and to make Leicester and Leicestershire the destination of choice for successful businesses.

One of our key strengths is our diversity: the diversity of our people, our place and our economy. There is not one sole industry on which the region is economically dependent. Instead, at the LLEP we have a focus on 15 key growth sectors:

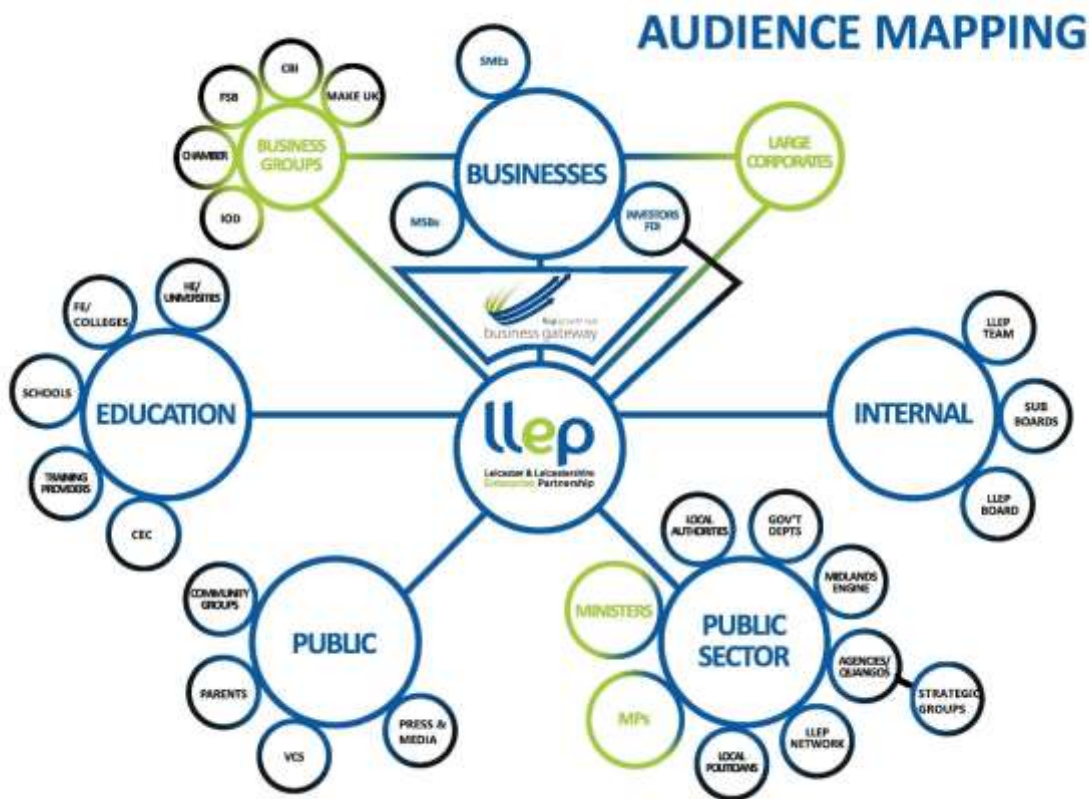
- Advanced Manufacturing and Engineering
- Aerospace and Satellite Technology
- Agri Food and Drink Manufacturing
- Construction and Development
- Creative and Cultural Industries
- Digital Technology and Communications

- Health and Social Care
- Life Sciences and Biotech
- Logistics and Distribution
- Low Carbon
- Professional and Financial Services
- Retail and Wholesale
- Sport and Physical Activity
- Textile Manufacturing
- Tourism and Hospitality

**Our Vision**

Leicester and Leicestershire will become one of the most productive economies in England with healthy growth, people and businesses.

**LLEP Audience**



To help us quickly and easily identify who we are taking to, we group the audiences in the mind map above in to five key non-exclusive categories, shown below.

<b>Businesses</b>	Business leaders, representative groups (Chamber of Commerce, CBI, IOD, FSB, LABA, MakeUK), priority sectors and sector agencies (such as UKSPA), micro and small businesses, large businesses, national & international investors, employers
<b>Public sector</b>	Leicestershire County Council, Leicester City Council, District Councils, Invest in Leicester; regulatory bodies, local service providers, MPs, Government Ministers, Government Departments, Midlands Engine, Key

	Agencies (such as SFA, HCA, EFA, Job Centre Plus, Innovate UK, DIT, Sport England, Visit England); LEP Network, other LEPs, LGA
<b>Education</b>	Schools, Further Education, Universities & HE, private training providers
<b>Public</b>	VCS organisations, Social Enterprises, Community Groups, general public (parents, students etc.)
<b>Internal</b>	LLEP Board members, Sub Board members, LLEP Team

## Dotdigital LLEP Newsletter HTML templates

We are looking for a digital media marketing agency to design and write a range of LLEP Newsletters, that include:

- The LLEP Weekly Round Up – Every Friday from 17<sup>th</sup> Dec (festive edition), then 7,14,21,28 Jan, 4,11,18,25 Feb and 4,11,18,25 Mar 2022. Agency would need to compile a newsletter for each date plus some content provided by the LLEP.
- Monthly Careers Hub newsletter – required for Jan and Feb 2022 - content to be provided by the LLEP
- Bimonthly Digital Skills Newsletter – Jan and Mar 2022 - content to be provided by the LLEP
- LLEP ESIF Newsletter – December 2021 - content to be provided by the LLEP

Newsletters as above per month are to be created on behalf of the LLEP from December 2021 until 31 March 2022. This period may be extended.

Our key aims for these newsletters are:

1. Promote and raise awareness of our key activities, strategies, and projects for supporting the economic prosperity of Leicester and Leicestershire
2. Promote and share data and stats we gather about the Leicester and Leicestershire economy from the perspectives of:
  - Investment
  - Sector Profiles
  - Skills and Careers
  - Labour Market analysis
  - Business Support and Innovation
  - Green Economy
3. Raise awareness of the LLEP's main purpose and vision

The topics our Newsletters can cover include:

### Strategies

- a. Economic Growth Strategy 2021-2030
- b. Sector Profiles – 15 different sector profiles that showcase challenges and opportunities for key sectors across Leicester and Leicestershire

- c. Business Tracker Survey results
- d. Covid-19 Economic Recovery Strategy outputs
- e. Skills Strategy outputs
- f. Careers Hub information for schools and young people
- g. Green Economy Strategy
- h. Innovation Strategy
- i. Our Economy – Business and Economic Intelligence Updates
- j. European Structural Investment Funds (ESIF) – project updates and outputs

### **Investments**

- a. Two Enterprise Zones – 4 sites
- b. Four x Getting Building Fund projects
- c. 20 x Local Growth Fund projects
- d. Growing Places Fund loan projects as they come online and progress

### **Programmes**

- e. Enterprise Adviser Network/Careers Hub
- f. World of Work
- g. Skills information and resources – Young People and Adults
- h. Business Gateway Growth Hub

Our Newsletters should include a call to action which can be:

- 4. Add a trackable subscribe for updates link to increase the number of subscribers to our range of newsletters [www.llep.org.uk/subscribe](http://www.llep.org.uk/subscribe)
- 5. Add a trackable webpage/website link to increase and track traffic to our websites ([www.llep.org.uk](http://www.llep.org.uk) and [www.bizgateway.org.uk](http://www.bizgateway.org.uk) )
- 6. Add a trackable event booking or information link to Increase the number of attendees at our events and webinars

The LLEP will insert its own unsubscribe link that is connected to our CRM system.

### **Newsletter Platform**

The LLEP uses Dotdigital.com to distribute our newsletters. We need an agency that has the experience and skills to design a custom HTML email template for each newsletter with content included that can be uploaded to our own Dotdigital account for distribution.

### **Important Information**

The HTML templates created by the agency will need to meet the criteria below:

Supported files are HTML, HTM, PNG, GIF, JPG, JPEG, CSS, and ZIP.

Images must be saved locally in the same folder as the HTML file.

The maximum file size is 15 MB for individual files and 50 MB for zip files.

Use tables and font tags in preference to CSS classes where possible to make sure your email renders correctly in different email clients.

LLEP logos and branding guidelines will be provided and should be followed by the agency.

## **Newsletter templates required**

### **1. Weekly LLEP Round Up**

Using your creative content skills, you are required to create templates and content for:

- A weekly newsletter that includes sections on:
  - a. **LLEP news** for that week taken from the LLEP website and Business Gateway news for that week taken from the Business Gateway website (unless advised otherwise)
  - b. **LLEP Network news** from their website (if any for that week)
  - c. **Local news** that could be supplied to you directly by the LLEP administrator or the agency can pick news items from partners such as local authority websites, Midlands Engine website, Midlands Connect website, University websites, Enterprise Zone websites (MIRA, Charnwood Campus, Space Park Leicester, LUSEP), East Midlands Chamber, FSB.
  - d. **Good news stories** about local businesses/investments/skills/economic news. The agency can pick from local media outlets and link straight to their relevant website page.
  - e. **Events** - A selection of upcoming LLEP and Business Gateway events or partner event the LLEP is supporting
  - f. **And Finally** – a more lighthearted story in the media that week that relates to innovation, green economy, or other topical business news.
- All news items must be factual and not opinion pieces
- The newsletter template must be sent to the LLEP administrator to upload no later than 2pm every Friday afternoon. We will send the newsletter to our own circulation list.

### **2. Careers Hub monthly newsletter**

- a. Content will be provided by the LLEP
- b. Some additional generic images may be required
- c. Agency will need to format the provided content and populate a HTML template they have created and test send to the LLEP for approval before finalising the

template and sending to the LLEP administrator to upload to the LLEP Dotdigital account

### **3. Bimonthly Digital Skills Newsletter**

- a. Content will be provided by the LLEP
- b. Some additional generic images may be required
- c. Agency will need to format the provided content and populate a HTML template they have created and test send to the LLEP for approval before finalising the template and sending to the LLEP administrator to upload to the LLEP Dotdigital account

### **4. LLEP ESIF Newsletter – content to be provided by the LLEP**

- a. A single newsletter required for December 2021
- b. Content will be provided by the LLEP
- c. Some additional generic images may be required
- d. Agency will need to format the provided content and populate a HTML template they have created and test send to the LLEP for approval before finalising the template and sending to the LLEP administrator to upload to the LLEP Dotdigital account

**For data protection reasons the LLEP will circulate each newsletter to our own contacts lists.**

Examples of previous newsletters can be shared with the agency as guidance for requirements.

- The LLEP administrator will add a link to the newsletters on the newsletters page on the LLEP website and share the newsletter link with the agency who manages LLEP Social Media channels – LinkedIn, Twitter, and Instagram.

### **Additional requirements:**

- Your quote will need to include time to contact by phone or virtually meet with the key LLEP managers to establish their requirements for the next newsletter so that you can create a forward plan of requirements. You will be given information on known requirements at the commencement of the contract. Quote will need to provide a cost for additional generic images you supply if needed.

### **Experience**

Please can you include three case studies in your proposal of a B2B newsletter campaign where you created the template and content, including goals and what was achieved.

## **Budget**

Please provide your best quotation. We will be looking for the proposal with the best value for money and customer service to manage LLEP newsletters up to 31 March 2022.

The quote should include all management fees, time and other costs including the send rate per email.

The maximum budget for this contract is £19,999.

Any quotation that is accepted will be awarded on the basis of the Most Economically Advantageous quotation. Evaluation will use a 60% quality: 40% price weighting.

The quote must include time spent on drafting and sending, generic imagery as needed, and liaison with relevant team members regarding content approval.

The agency can invoice the LLEP monthly.

## **Deadlines**

The closing date for submission of your proposal is noon on 25 November 2021.

## **Contacts:**

Jackie Ledger

LLEP Communications Manager

0116 454 2924 or email [Jackie.ledger@llep.org.uk](mailto:Jackie.ledger@llep.org.uk)

Date: 15 November 2021