

# Leicester and Leicestershire Enterprise Partnership (LLEP) Communications Outsourcing Specification for Media Releases

## 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:

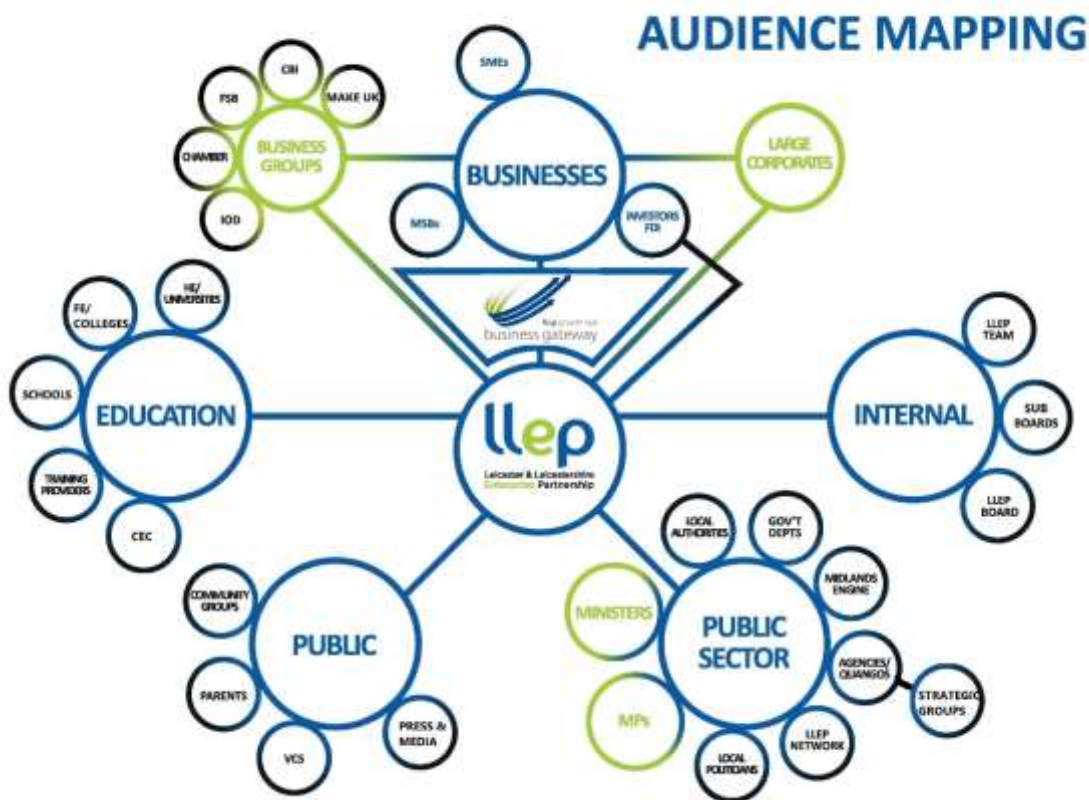
- Advanced Manufacturing and Engineering
- Aerospace and Satellite Technology
- Agri Food and Drink Manufacturing
- Construction and Development
- Creative and Cultural Industries
- Digital Technology and Communications
- Health and Social Care

- 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

## LLEP media releases

We are looking for a PR marketing agency to write and distribute, on average, at least two press releases per month on behalf of the LLEP from December 2021 until 31 March 2022. This period may be extended.

Our key aims for our media releases 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
  - Labour Market analysis
  - Business Support and Innovation
  - Green Economy
3. Raise awareness of the LLEP's main purpose and vision

The topics our media releases 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. Green Economy Strategy
- g. Innovation Strategy
- h. Our Economy – Business and Economic Intelligence Updates
- i. 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
- f. World of Work
- g. Skills information and resources – Young People and Adults
- h. Business Gateway Growth Hub

Where possible we like our media releases to 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

We currently use Bit.ly or Google Analytics Campaign URL builder to create trackable links

## **Media Releases**

Using your creative content skills, you are required create:

1. A relevant media release as requested by the LLEP that includes:
  - a. Approved quotes from relevant parties – this could be a project or programme lead partner, a local MP, a Local Authority leader, a university representative, and so on.
  - b. Media releases must also include an appropriate private sector LLEP Director approved quote (this is usually Kevin Harris – LLEP Chair, but can be one of the other private sector LLEP Directors who have specific sector or topic knowledge)
2. The media release must be targeted at local media outlets plus any topic or sector specific media outlets.
3. The media release must be approved by the LLEP officer that has requested it and final sign off is with the LLEP Leadership Management Team.
4. The final approved media release must be shared with the LLEP administrator so that it can be added as a post on the LLEP website and shared with the agency who manages LLEP Social Media channels – LinkedIn, Twitter, and Instagram.

## **Additional requirements:**

- We require a media monitoring report for each press release sent on behalf of the LLEP that includes information on (if you can provide alternative or additional data to that requested below, please advise in your quotation response):
  - News by source (online or print)
  - News by media type (print – community newspaper/daily newspaper, online, magazine, news website, other)
  - News by Audience type (consumer news & business, news & business, trade, consumer)
  - Circulation
  - Ad value
  - Webpage visits generated\*
  - Event bookings generated\*
  - Newsletter signups generated\*

\*As appropriate

- The media monitoring report should be in an infographic or dashboard style layout.
- A final monitoring report will be required that covers all the media releases that are created and distributed on behalf of the LLEP and provides data on the top outlets that featured our media releases.
- Your quote will need to include time to contact or virtually meet with the key LLEP managers to establish their requirements for the following week/month so that you can create a forward plan of requirements. You will be given information on known requirements at the commencement of the contract.

## **Experience**

Please can you include three case studies in your proposal of a B2B media release campaign 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 media releases up to 31 March 2022.

The quote should include all management fees, time, and other costs. In the event that more than two media releases in a month are needed, please provide a cost for this, or break down your quote by per media release.

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 if 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