

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

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:

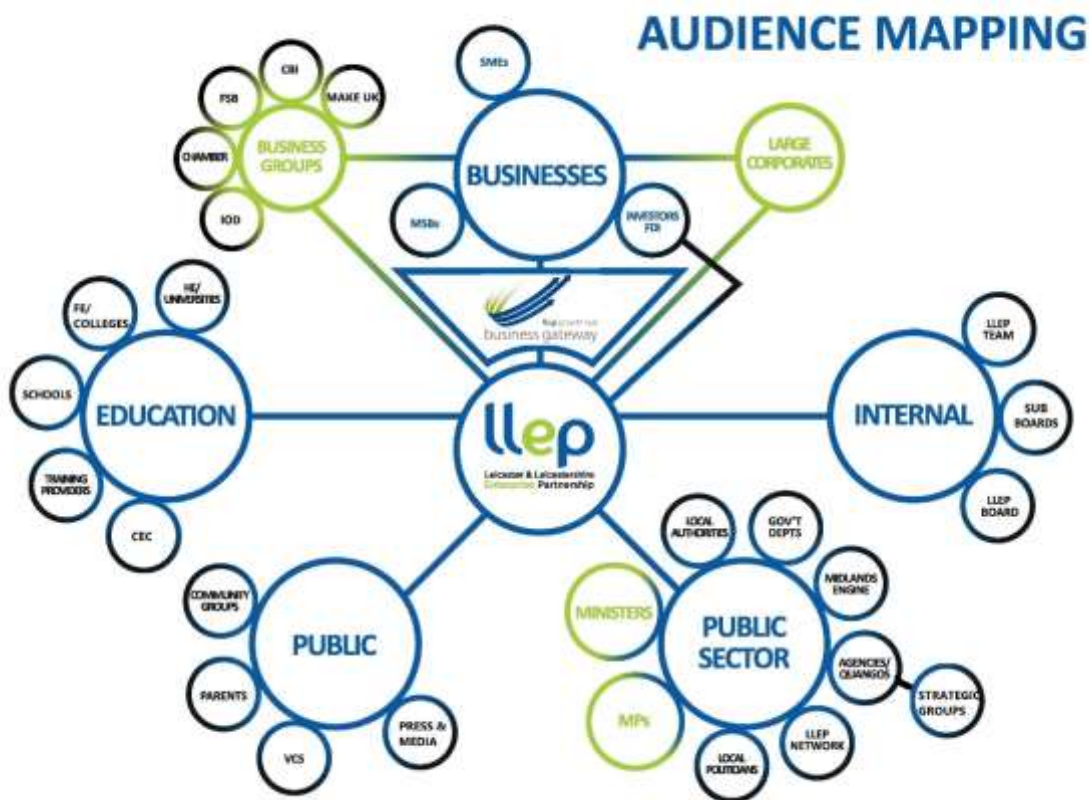
- Advanced Manufacturing and Engineering
- Aerospace and Satellite Technology
- Agri Food and Drink Manufacturing
- Construction and Development
- Creative and Cultural Industries
- Digital Technology and Communications
- Health and Social Care

- 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.

Businesses	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
Public sector	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
Education	Schools, Further Education, Universities & HE, private training providers
Public	VCS organisations, Social Enterprises, Community Groups, general public (parents, students etc.)
Internal	LLEP Board members, Sub Board members, LLEP Team

Project 1: LLEP social media

We are looking for a digital marketing agency to run our organic social media campaigns across Twitter, LinkedIn, and Instagram up to 31 March 2022.

Our key aims on social media are:

1. Raise awareness of the LLEP's main purpose and vision
2. Raise awareness of our key activities and strategies for supporting the economic prosperity of Leicester and Leicestershire
3. Raise awareness of the 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

These 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
- e. Skills Strategy
- f. Green Economy Strategy
- g. Innovation Strategy
- h. Our Economy – Business and Economic Intelligence Updates
- i. European Structural Investment Funds (ESIF)

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

Please Note: The agency will not be expected to create content for all the strategies, investments and programmes – this is for information to give you an overview of the range of activity the LLEP covers.

4. Increase the number of subscribers to our range of newsletters
5. Increase and track traffic to our websites (www.llep.org.uk and www.bizgateway.org.uk)
6. Increase the number of attendees at our events and webinars

LLEP Social media campaigns

Using your creative content skills, you are required create:

1. A suite of evergreen posts about who the LLEP is and what we do
2. Some specific content Posts around our Strategies, Investments and Programmes
3. Posts for newsletter signups/subscribe for updates
4. Posts for events and webinars (as needed)

These will include a call to action which could be:

- to share the post with wider networks
- to visit a specific webpage for more information
- to book an event or webinar
- to subscribe for updates/sign up to a newsletter

The posts will need to be a combination of static images and video posts.

Additional requirements:

- We require goals to be tracked via Google Analytics including when someone goes to the newsletter sign up page and completes the form or books an event by completing the form. We require the agency to set these up on our analytics account.
- Based on your experience any suggestions on how we can increase website visitors, newsletter subscribers and event attendees is also welcomed.

Targets

These social media campaigns aim to widen our reach and raise awareness of the impact the LLEP has on the local region and the activity we are carrying out to strengthen the local economy.

The targets we have set for this work are below. Realistic engagement targets can be discussed with the agency.

LLEP COMMUNICATIONS TARGETS

CHANNEL	2022 Target
Social Media Instagram Total Followers (Nov 1283) New Followers (avg 48 per month) Maintain Engagements (7-10% is good)	1480 followers by March 2022 50 new followers per month
Twitter Total Followers (Nov 5891) New followers – 30 new per month Retweets (avg per month) Link Clicks	6011 followers by March 2022 Target 160/month Target 150/month
LinkedIn Company Page Followers (Nov 1017) New Followers Engagement Page Clicks	1,157 followers by March 2022 Target 35 per month 76/month avg 73/month avg
LLEP Newsletters Total Subscribers (Nov 2245) <ul style="list-style-type: none"> • Open and open % • Link Clicks and % 	2022 Target - 2395 Achieve 28% open rate Achieve 45% link clicks
LLEP Website (Nov) Total Users 7114 per month New Users 7001 per month	Target 7,600/month Target 7,500 /month

Project 2: LLEP Careers Hub social media

Using your creative content skills, you are required to manage our LLEP Careers Hub Twitter account to create:

1. **Evergreen content**
2. **Specific campaign content**
3. **Video asset creation**

This is required to help the team:

- Recruit Enterprise Advisers
- Promote the World of Work classroom videos and resources
- Promote any other resources created by the Hub
- Grow the number of local businesses, entrepreneurs and education providers on our Twitter account
- Share and promote impact stories from the Hub
- Raise awareness of the LLEP Careers Hub and school's requirements in achieving the Gastby Benchmarks

4. **Manage EA Network LinkedIn Group**

- Share key messages on the group (key dates for CPD / meetings / impact stories)
- Ensure the group is kept up to date with all current EAs

LLEP CAREERS HUB COMMUNICATIONS TARGETS

CHANNEL	2022 Target
Twitter Total Followers New followers Retweets (avg per month) Link Clicks	450 followers by March 2022 All schools/colleges to be following @LLEPCareersHub Target local secondary school teachers / Head teachers to follow us Target 60/month Target 50/month
LLEP Enterprise Adviser Network page on LinkedIn	

Members	All EAs to be a member of this group by March 2022
Content	Share 2-3 posts a month
LLEP Schools Newsletters	
Total Subscribers	2022 Target - 400
<ul style="list-style-type: none"> • Open and open % • Link Clicks and % 	Achieve 32% open rate Achieve 35% link clicks
LLEP Careers Website	
Total Users	Target 350
New Users	Target 150 by March 2022
Engagement	30%

Agency Experience

Please can you include three case studies in your proposal with a B2B social media campaign including goals and what was achieved.

Budget

Please provide your best quotation. LLEP Social Media and LLEP Careers Hub Social Media have separate requirements so are listed as two projects but this is one procurement and cannot be split. We will be looking for the proposal with the best value for money and customer service to manage social media campaigns on our behalf on Twitter, LinkedIn, and Instagram.

This will initially be till 31 March 2022 starting asap. The quote should include all management and consultancy fees, creative and any advertising spend.

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.

IMPORTANT: We are not seeking a Google PPC campaign so please do not quote for this.

Your quotation should also include regular reporting (minimum every 4 weeks) and liaison with relevant team members regarding content creation approval.

The agency will be required to liaise and manage any advertising spend directly with social channel providers and invoice the LLEP every month for management and ad spend. It is not expected that

the agency will procure targeted paid for social media and the priority should be on organic content.

Deadlines

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

Contacts:

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LLEP Communications Manager

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Date: 15 November 2021