

Crewe Business Improvement District (BID)

Marketing Services RFQ

Groundwork Cheshire, Lancashire & Merseyside, acting on behalf of Crewe Business Improvement District (BID) seeks to procure the services of a marketing agency or collective of agencies who will deliver the marketing and communications for the BID. The primary purpose being to showcase Crewe as a place to do business and for visitors and consumers to enjoy what the town has to offer in terms of history, heritage, open green space, leisure, hospitality and retail.

About this RFQ:

Crewe BID was established in April 2024 and is a new opportunity for businesses on Nantwich Road, Crewe town centre and Grand Junction Retail Park to have a stronger voice in the future development and management of improvements across the BID area. The BID enables the business community to fund and deliver a new business led programme of improvements that will create a safer, more vibrant and prosperous environment for businesses within the BID area.

Those looking to submit a proposal, **are strongly advised** to review the approved BID proposal in full, which can be found here: [Crewe BID Proposal](#)

Discover Crewe:

Discover Crewe will be the flagship brand of the Crewe Business Improvement District (BID), it will elevate the town centre's appeal and economic vitality. It will be instrumental in achieving the BID's goal of driving footfall and consumer spend by creating a vibrant, attractive, and engaging environment for both residents and visitors. The brand was developed and approved by the BID Board in January 2025, with a clear set of brand guidelines and the creation of the Discover Crewe website (due to launch by May 2025).

[Discover Crewe Brand Guidelines](#)

The brand will play a critical role in supporting local businesses by enhancing their visibility and connecting them with the wider community. It must leverage various marketing channels to promote Crewe as a dynamic and welcoming town, encouraging more people to explore, shop, dine, and enjoy all that it has to offer.

Our Requirements:

To achieve the ambitious vision for Crewe, the BID seeks a partner to deliver an initial set of activity designed to grow the social following, email subscribers and web traffic, this is to be followed by a retained agreement to ensure the long-term success of the digital channels for Discover Crewe.

The BID's requirements for each element of work are detailed below, along with a maximum potential budget. The core submission must not exceed the budgets set out below, however it is encouraged to offer 'bolt on' options that could be leveraged for through additional budget.

Budgets:

Element 1 – Growth Campaign: Up to £10,000

Element 2 – Retaining Marketing Support: Up to £27,600 per annum

Element 1

Discover Crewe's Growth Campaign

To help support the initial growth of Discover Crewe's channels from scratch, submitters are requested to provide a detailed & costed growth campaign that will help establish and grow the following areas:

1. **Facebook (@discovercrewe):**
 - Paid social media advertising campaigns to build awareness and attract initial followers.
 - Creation of engaging, community-focused content to encourage interaction and sharing.
 - Collaborations with local influencers and businesses to tap into existing networks.
2. **Instagram (@discovercrewe):**
 - Visually appealing content that captures the essence of Crewe to attract attention.
 - Strategic use of hashtags and geotags to increase visibility.
 - Influencer partnerships and user-generated content campaigns to expand reach.
 - Targeted ad campaigns to drive follower growth from relevant demographics.
3. **Newsletter Subscribers (using our Campaign Monitor platform):**
 - Lead generation strategies such as sign-up incentives, exclusive content, or competitions.
 - Personalised and segmented email campaigns to build engagement and retention.
4. **Website (<https://discovercrewe.co.uk>):**
 - Regular blog posts and news updates to provide value and encourage repeat visits.
 - Integration with social media and email campaigns to drive traffic from other channels.
 - Clear calls-to-action to convert visitors into subscribers or followers.

While these platforms are the core focus for Crewe BID's initial growth, we welcome submissions that demonstrate the benefits of expanding to other platforms with clear growth strategies – ensuring there's a clear link to driving footfall and consumer spend in Crewe.

Growth Campaign Timeline

The envisaged timeframe for this initial growth element is three to six-months. The retained work should be closely aligned and **follow** on naturally from the growth campaign.

Budget

A budget of up to £10,000 is available, and all elements of the growth campaign must be inclusive, including but not limited to:

- Campaign management
- Graphic design
- Paid advertising
- Content creation
- Social media management
- Analytics and reporting
- Influencer collaborations
- Email marketing
- Business engagement

All expenses related to the execution and optimisation of the campaign should be accounted for within this budget.

N.B. Attention should be paid to the Crewe BID geography when assessing the businesses/organisations that may feature as part of this campaign (and any future retained element of work).

Element 2

Retained Marketing Services

Social Media Management

The selected agency will be responsible for:

- Managing the 'Discover Crewe' Facebook & Instagram platforms.
- Introduction & management of TikTok & X to the Discover Crewe social family.
- Creating high-quality content to promote Crewe as a destination, leveraging the offerings from local businesses.
- Ensuring that the content they produce is original and not duplicate from other profiles.
- Producing quarterly "About Our Place" videos (max 2 minutes) summarising recent activities for use on social media and the website.
- Providing the BID Project Manager with access to scheduled content.
- Responding to social messages within 24 hours (Mon-Fri).
- Engaging with social comments to increase interaction and address inquiries.
- Growing followers organically month-on-month.
- Promoting relevant stories from other town centre stakeholders (e.g. Crewe Town Council, Cheshire East Council, Chamber of Commerce).
- Posting frequency should be:
 - o Facebook: 1 post per day
 - o X: 1 post per day
 - o Instagram: 4 posts per week (mix of reels and static content).
 - o TikTok: 1 post per week
 - o These are guidelines and may be exceeded in your submission.

Engagement

To create authentic content, the selected agency must regularly visit Crewe to grasp the town's dynamics and engage directly with the community. This direct engagement is crucial for capturing the essence of Crewe. The selected agency will be responsible for:

- Directly liaising with local businesses (independent and national) as a trusted partner.
- Conducting onsite visits to the town centre **weekly (preferred)** or bi-weekly, with hours specified in your proposal.
- Attending up to four major town centre events annually to provide on-the-ground promotion and content collection for post-event use.
- Using our in-house email system (Microsoft 365) for communications with BID members.
- Representing Crewe BID when engaging with businesses and partners.
- Attending the Crewe BID Board meeting at least once per year.

Content Strategy, PR & Blogs

Crewe is a destination with dining, shopping, leisure options and plenty heritage to be talked about. For the right agency, the challenge won't be finding topics but deciding where to start. The selected agency will be responsible for:

- Developing a cohesive content strategy that aligns with all communication channels.
- Identifying and reporting areas for improvement in the content strategy, website, and social media to the BID Project Manager monthly.
- Writing and distributing at least one press release per month to generate regional, national, and industry-specific media coverage.

- Writing at least one blog per month for the 'Discover Crewe' website.

Website & Email Communication Management

The Discover Crewe website will be at the core of all marketing plans, driving traffic back to a controllable location and maximising the clicks through to the site. The Email Communications (using Campaign Monitor) must help drive this growth and provide valuable content to both consumers and businesses – with their own separate tone. The agency will:

- Review website analytics and provide monthly reports to the BID Board, highlighting progress, opportunities, and challenges.
- Manage the 'Discover Crewe' and 'Crewe BID' websites.
- Manage and deliver monthly B2C and B2B newsletters, each featuring at least five articles (content support will be provided).
- Ensure timely updates to website themes and plugins.
- Upload press releases and newsletters to the relevant websites.
- Note: Website hosting is **not** required.

Submission Requirements

When preparing your submission, please specify any elements you cannot deliver. It is recognised that not all businesses can fulfil every requirement, and other strengths will be considered. Additionally, please draw upon your experience to propose unique promotional ideas that deliver results beyond our current strategies. Key performance indicators will be agreed upon with the appointed agency/agencies, aligned with the BID's goals. Performance will be reviewed biannually to ensure KPIs are being met.

Budget & Shortlisting

Value for money and a proven track record in multi-business promotion are key criteria for shortlisting, along with overall cost and capacity to deliver. When producing your submission, you should separate your costs into these core requirements:

- Element 1: Discover Crewe's Growth Campaign
- Element 2: Retained Marketing Services
 - For element 2, cost should be further broken down by the following areas:
 - o Social Media Management
 - o Engagement
 - o Content Strategy, PR & Blogs
 - o Website & Email Communication Management
 - Element 2 must follow Element 1, there will be no option to cross over budgets

Failure to split the costs may lead to your submission being disregarded.

The **maximum budget** for all services detailed in this proposal is £37,600 excluding VAT.

Supplementary Information Required

For retained suppliers, additional services may be required during peak periods. Please provide the following outside of retainer costs:

- Hourly rate for:
 - o Additional town centre visits
 - o Website improvements
 - o Graphic design (if applicable, not required)
- Set fees for:

- Additional email newsletters
- Press releases
- Blog writing
- Social ad management costs (per ad set, excluding design)

Project Timeline

The project timeline is as follows (please review submission requirements below):

- **21st March 2025:** Specification issued.
- **By 4th April 2025:** Submit an expression of interest via email to matt.deely@groundwork.org.uk, indicating your intention to submit, your company name, and contact details.
- **11th April 2025:** Submit quotations by 5pm.
- **W/C 14th April 2025:** Supplier shortlisting.
- **W/C 21st April 2025:** Shortlisted agencies to meet Crewe BID Board members.
- **Before 1st May 2025:** Successful agency appointed.

The appointed agency will be responsible for developing a detailed project schedule, including key milestones requiring client sign-off.

Preference for Local Suppliers

While Crewe BID prefers to work with local suppliers who possess demonstrable local knowledge, this should not deter innovative and creative suppliers from applying, provided they can meet the requirements and deliver excellent quality and value for money.

Submission Requirements

- **Expression of Interest:** Submit via email by 5pm on 4th April 2025. Late submissions may be accepted on a case-by-case basis.
- **Proposal Submission:** Submit by 5pm on 11th April 2025, including:
- **Company Information:**
 - Full registered business/company name, number, main office address, and contact details.
 - Company background, including:
 - Duration of operation.
 - Names of key leadership personnel.
- **Proposal & Fees:**
 - Summarise the core elements you will deliver per the brief (max 2 pages).
 - Provide fees for each work component within this document.
 - One supplementary document may elaborate on the proposal(s), covering:
 - Approach to timely delivery and outstanding service.
 - Detailed budget breakdowns, including hourly/daily rates and expected project hours.
- **Delivery Team:** Provide details of the project team, including evidence of previous relevant experience.
- **Previous Work & References:** Include evidence of work done for similar clients in the past three years, with contact details for two references. Include information on the approximate annual value of contracts delivered.
- **Policies:** Provide copies of Public Liability Insurance, Health and Safety Policy, and Environmental Policy.

Send your proposals with a covering email to matt.deeley@groundwork.org.uk by 5pm on 4th April 2025.

For questions about the RFQ, please email matt.deeley@groundwork.org.uk.