

# **New Anglia Local Enterprise Partnership**

## **Invitation to tender**

### **Place brand development for Norfolk and Suffolk**

#### **1. Introduction**

This brief sets out the requirements for the development of a place brand for Norfolk and Suffolk. This work is being commissioned and led by New Anglia Local Enterprise Partnership.

#### **2. Background**

A place brand for Norfolk and Suffolk – branded as The East – was developed following business and partner workshops in 2016. Since then, this brand has been applied selectively to a number of internal and external projects without the benefit of a consistent brand strategy.

Local knowledge and research, including the new Economic Strategy for Norfolk and Suffolk, identifies that the area has quality destination assets which are currently undersold. Therefore work is being commissioned to develop a competitive destination proposition and place brand, enabling the area to realise its economic potential across the sectors identified within the Economic Strategy for Norfolk and Suffolk, which was launched in autumn 2017.

The new Economic Strategy firmly emphasises the need for consistent place branding and an overarching offer to UK PLC and internationally, with strong, cohesive messages, values and a visual identity which brings together our world-class inward investment and business location offer to stand alongside other areas of the UK and the global economy.

The brand will sit as an ‘umbrella’ above a large number of more local place, business and investment brands (such as Invest Suffolk, the East of England Energy Zone etc). It is intended to align these ‘sub brands’ to coordinate and amplify our region’s Offer, and not to replace any existing campaigns or brands.

#### **3. Project description**

Specialists in place marketing and branding are invited to tender for this work. All proposals should be costed to include:

- Using existing research and materials to complete a destination audit to identify our local opportunities and offer
- The development of our place’s brand values
- The development of clear marketing messages, to be tailored to different audiences as appropriate and to develop existing messaging strategies and initiatives
- The development of a visual identity

- Testing of brand values and visual identity for local, regional, national and international audiences
- For agreed visual identity, logos and materials in all forms and comprehensive brand guidelines

#### **4. Timescale**

Tender issued: 21<sup>st</sup> June 2018

Tender closes: 20<sup>th</sup> July 2018

Interviews with shortlisted agencies: By 10<sup>th</sup> August 2018

Agency appointed: By 17<sup>th</sup> August 2018

Work to be completed: By end of January 2019

Payment will be made against specific milestones agreed by the client and agency.

#### **5. Project management and monitoring**

The project will be managed by New Anglia Local Enterprise Partnership. For the duration of the commission, the agency will be required to work with and liaise with the project team.

#### **6. Tender requirements**

New Anglia LEP requires the following for the tender process:

- A brief outlining a work plan and schedule for development of brand values and visual identity
- Examples of previous place branding work
- Details of who in the agency team would be involved in the project
- Itemised costing of any additional research or work which is suggested

#### **7. Budget**

A budget of up to £50,000 (including VAT) is available for the work.

Applications must provide the costs associated with the various elements required in delivering the work. All costs must be quoted in Pound Sterling, include VAT and must be fixed. Details of any expenses should be included and incorporated into the price.

#### **8. Tender process**

Tenders should be sent to the email address below. Tenders should be submitted in Word or PDF format and should not exceed 10 A4 pages. Tenders must be received by 5pm on Friday 20<sup>th</sup> July. Applications received after this time will not be considered.

Agencies will be selected for the shortlist on the basis of:

- Value for money
- Creativity shown in examples of previous work
- Expertise in place branding
- An understanding of Norfolk and Suffolk

A shortlist will be selected on the basis of initial tender submissions.  
Shortlisted agencies will be invited for interview by 10<sup>th</sup> August 2018.  
Interviews will take place at Centrum on Norwich Research Park, Norfolk.

**9. Main contact**

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