

PROJECT BRIEF:

COMMUNICATIONS & MARKETING SUPPORT REOPENING HIGH STREETS SAFELY PROJECT



European Union

European Regional
Development Fund



HM Government



Preston
City Council

CONTEXT

Preston city centre's tree-lined high street and character-filled side streets are home to a wide selection of well-loved brands and quirky independents, offering visitors plenty of opportunity to shop, or watch the world go by in one of the ever-increasing range of restaurants, cafes and bars.

Coronavirus continues to have a significant impact on the high street, as customers, employees and employers alike are navigating the changing landscape, implementing new behaviours and safety measures.

Preston City Council views the health and success of the high street and city centre as a strategic priority. According to Preston Business Improvement District, footfall in the city centre decreased by an average of 85% during the height of the pandemic. The recovery phase of the pandemic requires a careful balance to support the short, medium and long-term success of the city centre while maintaining the lowest possible risk to visitors, employees and business owners.

With the support of the Reopening High Streets Safely Fund, Preston City Council is committed to using a range of communications activities to support a successful, phased, recovery.

THE TASK

This is an invitation for an agency to submit a proposal to work with Preston City Council to implement communications and public information activity to ensure that reopening of local economies can be managed successfully and safely.

This is expected to include the following activities:

- City centre signage
- Targeted social media campaign
- Christmas "shopping safely" video
- Press advertisements
- Radio ad
- Billboards
- Bus advertisements
- Direct mail
- Other banners / signage

Please note the implementation costs are in addition to the brief and should not be included in the quote.

All outputs are required to meet the branding and publication requirements of the project as outlined in the [RHSS guidance](#).

ACCOUNT MANAGEMENT

Shirah Bamber, Head of Policy and External Relations for Preston City Council, will be the principal lead on this contract.

TIME FRAMES

The RHSS project runs from September 2020 - March 2021, with the main focus of work from October - December 2020.

The proposed time frame for the selection and appointment of the agency to deliver the contract is as follows:

- To submit proposal by Monday 19 October 2020
- Evaluation & clarification week commencing 19 October 2020
- Agency appointment late October

YOUR PROPOSAL

Your proposal should include all of the following elements: company details, case studies & testimonials, cost.

COMPANY DETAILS

Please confirm the name of the legal entity tendering for this work, and its company VAT registration details.

IMPLEMENTATION OF THE BRIEF

Please outline how you intend to meet the requirements of this project brief, including named project members/management and any other relevant details.

CASE STUDIES

Please provide three to five relevant examples to illustrate the experience and competencies within your company / relevant individuals which will enable you to successfully deliver the brief.

TESTIMONIALS

Please provide three to five testimonials from previous clients to illustrate the experience and competencies within your company / relevant individuals which will enable you to successfully deliver the brief.

SCORING

Preston City Council will be applying the following scoring matrix to all proposals submitted for this project brief. All submissions will be considered by a project team lead by the project manager, Head of Policy and External Relations, Shirah Bamber.

SCORING SCALE

0-3: Does not meet the brief / unsatisfactory

4-6: Meets the brief

7-9: Strongly meets the brief

10: Excellent

CRITERIA

Project plan for implementation of brief (including, but not limited to: project management, design, timescales): 50%

Case studies: 30%

Testimonials: 20%



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