

Marketing Brief

Pandemic Business Recovery Grant

Background/ Summary

The Pandemic Business Recovery Grant (PBRG) is a project in development that will, if successful, provide grant support to businesses and individuals seeking to start a business. The PBRG will help businesses build back their businesses after successive lockdowns, changes in consumer behaviour and altered market conditions. The scheme will help people start new enterprises by offering a grant fund to assist with start up requirements and both strands will provide access to business and enterprise support from a range of other support programmes.

Geography

The project will focus support on businesses with a registered address in the South Durham CLLD area. The South Durham CLLD area consists of the AAP areas of Bishop Auckland and Shildon and Spennymoor, includes the towns and villages of Spennymoor, Shildon, Bishop Auckland, Tudhoe, Coundon, West Auckland, Byers Green and Binchester. A full postcode check will be performed prior to applicants starting a grant application and as a rough guide only the postcodes of DL14, DL4, DL16 incorporates most the eligible areas.

Funding

This project is funded through South Durham Community Led Local Development Programme as part of the European Structural and Investment Funds Growth Programme 2014-2020.



European Union
European Structural
and Investment Funds

The programme will deliver the grant funding to eligible individuals and businesses in the area via a year long programme, delivered by South Durham Enterprise Agency.

The grant fund will be available for purchases and projects that support recovery, growth or start up and can be used on capital and revenue items. The rules surrounding eligibility and the eligibility of purchases will be covered in full upon application and a member of staff will support the applicant throughout the process.

The fund will help start-ups with a grant to the value of £8,000 maximum, with 40% of the project costs expected to come from the applicant. It will help existing businesses to the value of £15,000 maximum with the same expectation on 40% match coming from the applicant.

Timescales

The project will run from the 4th Jan 2022 – 31st December 2022.

Marketing activity will take place throughout the contracted term.

Scope/ Activity

Limited budget has been made available for the marketing of the programme and a single agency is required to take on the activity for the duration of the programme. This will include stimulating social media engagement.

The majority of the engagement activity will be directed to social media profiles, with an encouragement of good news stories driving new start up engagements and created positive brand awareness for the programme.

The brief will include:

- Management of the project's socials. Facebook and LinkedIn primary channels
- Social media post copy writing, limit to number of posts/ channels required, based on budget
- Some direction and advice as to the project direction, based on monthly reviews
- Focus on encouraging new start up enquiries into the scheme

Criteria

Quotations will be assessed on the following criteria. Within your quotation:

1 – Social Media Campaign Management

Please detail a campaign plan detailing how you would use social media channels to promote the grant.

2 – Copy Writing

Please outline your experience, with examples, of writing engaging copy for social media.

3 – Experience Managing Social Media Campaigns

Please outline your experience, with examples, of managing social media campaigns.

4 – Delivery Capacity

Please detail the team that would be available for work on the project. Please identify the primary contact for the project and indicate where in the business the named contact receives support from.

5 – Delivery Capabilities

Within the team detailed in the quotation, please highlight the individual's experience and qualifications.

6 – Price

Detail the price for the work detailed within the brief. Project budget available is £3,500.00

Payment

The project will pay in 4 instalments.

Contact details

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