



Welcome Back Fund - funded by ERDF

## Invitation to quote – shop local public facing campaign

1 October 2021

### 1. Introduction

1.1 Allerdale Brough Council invites quotations for the provision of a shop local marketing campaign to encourage Allerdale residents to shop local to support the recovery and growth of retail businesses in the borough following the lifting of Covid regulations.

### 2. Campaign brief



2.1 At the centre of the campaign will be our previously commissioned Shop Local video which can be viewed here: [Shop local in Allerdale](#)

2.2 Please propose how the shop local message can be effectively communicated to residents of the borough using the shop local video, detailing the recommended channels and costs to do this - see section 7 below. Demographic information on Allerdale residents can be found [here](#).

2.3 Also, we would like a retail business success story in each of our seven towns to be developed and communicated to residents to encourage them to shop local. The story should be accompanied by appropriate photography that you will provide - images from our photo library may be appropriate to use so we will provide you with access to the resource. We will provide story leads for each of the seven towns for you to develop for the campaign. Once again, please recommend the channels with costs you will use - see section 7 below.

2.4 We have a database of residents who have requested regular e-newsletter updates.

### **3. Branding**

3.1 All activity should be branded using the Allerdale logo. The HM Government and EU ERDF logo should also be used together as above and as detailed in the [Welcome Back Fund Guidance](#).

### **4. Timing**

4.1 The campaign to start in November/December 2021. Please recommend the length of the campaign. It must end by 31 March 2022.

### **5. Budget**

5.1 The budget is £7,500 plus VAT where applicable to cover all elements of the campaign including your fees to develop and implement the campaign. The funding has been provided by the Government through its Welcome Back Fund.

### **6. Evaluation**

6.1 Please state how the campaign will be evaluated.

### **7. Submission and deadline**

7.1 Please submit your proposal by 12 noon, Friday, 5 November 2021 to Graham Kennedy, Senior Manager - Destinations, Allerdale Borough Council, [graham.kennedy@allerdale.gov.uk](mailto:graham.kennedy@allerdale.gov.uk) tel. 01900 516761