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**#GetTeesValleyActive**

**Marketing and Communications – Specification**

Tees Valley Sport has a vision ‘to inspire the Tees Valley to be more active’. Our team and Board work with national and local partners to influence policy decisions and deliver sport and physical activity programmes. We have also prioritised some particular groups and audiences where local activity levels are low: women and girls, disabled people and areas of socio-economic disadvantage.

The aim of our brief is to establish and develop a clear brand recognition as a key part of our marketing and communications strategy.

We are looking for a company to work with the Tees Valley Sport team to develop the #GetTeesValleyActive profile and promotional activity for 12 months in the first instance (starting in February 2019). There is an indicative budget of up to £10,000 including vat.

**Outputs**

* Develop and implement a social media strategy which improves the reach and impact of existing activity, raises our profile and promotes our business and values effectively
* Review, advise and improve the other promotional tools, media and messaging used by the team to:
  + promote the beneficial impact of being active to encourage a more positive attitude to sport and physical activity
  + promote the events, activities and services which we lead in the Tees Valley
  + raise awareness of Tees Valley Sport, to position us as a key strategic and delivery organisation for sport and physical activity
* Support a small number of staff in the Tees Valley Sport team to develop greater competency and use of marketing and communication skills to enable them to contribute more effectively to promoting Tees Valley Sport

**Performance Monitoring**

As part of the contract, we will require you to provide the following information:

* A short, written, bi-monthly update detailing:
  + progress on social media activity including numbers of posts and followers count
  + any notable highlights from activities promoted on social media
  + trends and key learnings from social media activity
  + progress and key learnings from other promotional activity
  + progress on developing the brand recognition and awareness raising of Tees Valley Sport
  + contacts with Tees Valley Sport team, key contacts and learning being shared
  + forward plan for the next 2 months

**Proposal Submission**

Submissions should include the following:

* an outline of how you would creatively and effectively deliver the marketing and communications specification
* confirmation that you can meet the performance measures; will they demonstrate success?
* total costs for the work (covering the 12 months period)
* key point of contact for discussions if needed
* Tees Valley Sport is funding this activity and is responsible for appointing the service provider. For the purposes of transparency, please specify in your submission if you have any association with any members of the Tees Valley Sport Team or Board. The Partnership is hosted by Teesside University and payments will follow its financial procedures.

**Payment Schedule**

* Payments are to be made in arears; frequency to be discussed and agreed with the client.

**Contact**

For an informal discussion of the contract please contact Mike Crawshaw 01325 406703

Please email your proposal no later than 5pm on Friday 25 January 2019 to Martin Jenkins Assistant Director, Tees Valley Sport. We expect to interview shortlisted companies in early February.

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