



TENDER OPPORTUNITY
THE PROVISION OF MARKETING, COMMUNICATIONS AND PR SUPPORT TO
NATIONAL ENTERPRISE NETWORK

NEN Background

National Enterprise Network is a unique membership body representing those working in the enterprise support sector across England. We believe our members are crucial to England's economic growth. Our role is to support their work by representing their interests, promoting the results they achieve and connecting them with opportunities for even greater success.

Our Membership Base

Our membership is traditionally, but not exclusively, made up of not-for-profit enterprise support organisations providing independent and impartial advice, training and mentoring to new and emerging businesses. We represent a variety of enterprise support organisations; including enterprise agencies, Chambers of Commerce, local authorities and other specialist providers.

We support the work of our members through practical benefits and new business opportunities; we promote the results they achieve to influencers and policy makers; and we connect them with people and projects that can deliver even greater success.

Research shows that those who seek support in the setting up and running of their businesses are more likely to survive and thrive and there is no greater example of good quality, personalised and tailored support than that offered by our Members and Associates.

Success Measures

As our income comes from a range of sources, primarily our membership, direct income and income from the delivery of projects, the NEN Directors are committed to demonstrating value through a range of outcomes, delivered through the activity of the network. Our impact report can be found here:

<https://www.nationalenterprisenetwork.org/wp-content/uploads/National-Enterprise-Network-2017-Impact-Report-FINAL-v2.pdf>

Representing the enterprise support sector across England

Context

NEN is an evolving and changing enterprise membership organisation. As such we need to address the direct requirements of our stakeholders, members and their clients. NEN is focused on the three areas of skills, enterprise and employability, representing these internationally, nationally and regionally.

The Brief

There are a number of intended outcomes of this brief. These include the need to:

- A) Raise the overall profile of the network through clear messaging and communications
- B) Increase membership of the Network by promoting its activity and successes
- C) Support lobbying of member key issues with high level influencers at a national level
- D) Build relationships with stakeholders and sponsors through a range of communications platforms

In building this profile, we require the support of an agile and forward-thinking consultant / consultancy to deliver the following activity:

- Website content management – updating the website on a regular basis and ensuring the content is live, current and engaging;
- Sharing stories across a range of social media platforms including Twitter, Facebook, LinkedIn;
- Developing original material for the NEN newsletter and producing dedicated newsletters; and
- Delivering PR against key events such as the NEN Annual conference, annual awards and major campaigns.

Expected Experience

We wish to appoint a consultant or consultancy that can demonstrate a creative approach to the aims as set out in the brief. To be shortlisted, you will need to demonstrate:

- An appreciation of the task at hand
- A robust methodology that gives confidence in your approach
- Credentials of individual / s and examples of similar work with a similar budget
- A fixed budget set against the intended outcomes
- A track record of increasing brand awareness/membership

Project Budget

A budget of £12,000 has been set aside for this support over a time period of 12 months.

Should applicants wish to suggest other areas of work which are innovative and achieve the aims of the brief they would be welcome to do so.

Decision-making

We wish to hold interviews for shortlisted agencies at our strategy day on 30th May 2019 being held in London. At this meeting, we will ask you to present your initial thoughts on how NEN can be driven forward through your marketing activities and vision.

Key dates are as follows:

Tender live on website	8 th April 2019
Deadline for questions relating to the tender	5pm 18 th April 2019
Deadline for response to questions raised	5pm 25 th April 2019
Tender due	5pm on 2 nd May 2019
Interviews	30 th May 2019
Appointment notification	6 th June 2019

Working Arrangements

The successful consultant / consultancy will be expected to provide regular updates on key metrics across a number of platforms including:

- Twitter
- Website
- LinkedIn
- Facebook
- Member and non-member e-comms

It must also be noted that additional activities maybe requested which would be contracted separately.

Please submit any questions and your tender to Carol Daniels, Operations Manager, carol.daniels@nationalenterprisenetwork.org, National Enterprise Network, Acorn House, 381, Midsummer Boulevard, Milton Keynes. MK9 3HP.