

Crewe Town Council

Invitation to submission

Place brand development for Crewe

Introduction

This brief sets out the requirements for the development of a place brand and a place brand story for Crewe. This work is being commissioned by Crewe Town Council and will be led by the Crewe Place Brand Partnership.

Background

Crewe has never fully developed its brand proposition, a USP that promotes its unique qualities and values, differentiating its offer and communicating its identity. For this reason the Crewe Place Brand Partnership board is currently looking for a unifying proposition and narrative, to promote its town and link together projects and strategies already present in Crewe.

The major opportunities for Crewe include the Town Centre redevelopment, Market Hall redevelopment, HS2 Hub Station and this firmly emphasises the need for consistent place branding with strong, cohesive messages, values and visual identity that can be adopted by all Crewe stakeholders (business, community groups, residents and public bodies).

The brand will sit as an “umbrella” above a large number of more local place, business and investment brand and will need to liaise with the Place Marketing project delivered by Cheshire East Council to ensure complementarity and clarity of purpose.

The brand needs to be more than just a visual representation to be disseminated. It should be rooted in the reality of now, communicate the opportunities available and also help to shape Crewe’s future strategy, story and success. It is about defining the sense of the place, shifting perceptions and inspiring interests for Crewe residents and its businesses.

Project description

Specialists in place branding are invited to submit their proposal for this work.

All proposals should be costed to include:

- Using existing research and materials to complete a destination audit to identify our local opportunities and offer
- To plan and manage focus groups, interviews and surveys with residents, community groups, public bodies and businesses in Crewe to develop and identify the Crewe place brand values and its place brand story. The narrative should be targeted to local resident in first place and should include the story, concepts and values that support the Crewe brand
- To develop the Crewe brand’s visual identity (audience: Crewe residents and Crewe businesses)
- To test the brand narrative and visual identity with residents, community groups, public bodies and businesses (within Crewe residents and Crewe businesses)

- To develop a comprehensive place brand development strategy, that should take into account the Place Marketing project delivered by Cheshire East Council, with a shared narrative and vision

Project outcomes

The outcomes of the project are:

Identification and definition of a clear and shared USP and brand values Crewe (Mandatory)

Identification and definition of a consistent place brand story, concept and values of the Crewe brand (Mandatory)

Production of a shared visual identity for the Crewe brand (Mandatory)

Testing of the brand and the visual identity (Mandatory)

Definition of a comprehensive place brand development strategy (Desirable*)

Project management and monitoring

The project will be managed by the Place Brand Partnership. For the duration of the commission, the agency will be required to work with and liaise with the project team.

Tender requirements

We require the following for the tender process:

- A brief outline of a work plan and schedule for development of brand values, brand story and visual identity
- Situational analysis
- Examples of previous place branding work
- Details of who in the agency team would be involved in the project
- Itemised costing of any additional research or work which is suggested* (such as: development a strategy for the brand, definition of a comprehensive brand guidelines whether not included in the main proposal,.. etc)

Budget

A budget up to £15,000 (+ VAT) is available for the work. Proposals must provide all the costs associated with the various elements required in delivering the work.

Project timeline

Call for submissions published: 23rd May 2019

Submission closing date: 5th July 2019

Interview of the shortlisted agencies: August 2019

Project start: September 2019

Selection process

Submission should be sent to the email address below. Submissions must be received by 23:59hrs of Friday 5th July. Application received after this time will not be considered.

Agencies will be selected for the shortlist on the basis of:

- Value for money
- Creativity shown in examples of previous work
- Expertise in place branding
- Understanding of Crewe
- Proven ability in managing consultations and stakeholder management

A shortlist will be selected on the basis of initial tender submissions.

Shortlisted agencies will be invited for interview in August (time to be agreed). Interviews will take place at the Crewe Town Council offices

Main contact

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