

Lancashire Mind: Marketing Support Requirements

Lancashire Mind is an independent mental health charity working in Lancashire that is affiliated to the national Mind federation of charities.

We're much more than a mental health charity. We aim to support not just the estimated 1 in 4 people living with a mental health condition but everyone in Lancashire. Our vision is *Mental Wellbeing for All*. That means working with people of all ages, to build resilience and to keep them well.

We have a great reputation locally and a social media presence greater than some much larger charities. As part of the Mind federation our products are associated with one of the most trusted charity brands in England.

However, we recognise there is still more that we could do to improve our marketing and the widest possible engagement with people across Lancashire. As we don't have a dedicated member of staff to lead on this, we would like to engage the services of a professional marketing company (or companies).

We are therefore inviting bids for the two following pieces of work:

Lot One – Marketing and PR Support (up to £12k per year)

We are seeking the services of a company who will:

- Review our current marketing strategy and communications plan
- Provide support in communicating with identified stakeholders
- Increase our profile in the local media
- Help us plan and deliver high impact mental health campaigns
- Advise on production of collateral

Lot Two – Social Media Support (up to £8k per year)

We are seeking the services of a company who will:

- Review our current social media content and reach
- Provide support in communicating with identified stakeholders
- Increase our social media reach
- Help us support real world campaigns through effective social media support

We are looking for bids for each lot from specialist providers but will also consider joint bids for both lots, where the bidder can clearly demonstrate track record in both areas.

Other considerations

- Our preferred method of engagement is to pay a monthly retainer
- To demonstrate our commitment to generating social value locally preference will be given to organisations based in Lancashire
- As a registered charity it is essential that we can demonstrate that marketing spend is directly impacting our beneficiaries (by getting more people into our services etc) – so the winning bid must suggest impact metrics that can provide assurance of this

To bid for either, or both, lots

- Please send no more than three sides of A4 detailing what support you would be able to provide and at what cost, by noon on Wednesday 21st August to admin@lancashiremind.org.uk
- Include a rationale for pricing structure, and where possible explain what added value your agency would bring
- Tell us about your track record in helping organisations thrive – we'll be especially interested to hear about work you have done with other charities