

Sales/Marketing Agency Brief

Subject: South Staffordshire District Council – Business Hub

Contacts

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Date: July 2015

Client: South Staffordshire Council: Business Hub

Background:

Project overview and requirement:

South Staffordshire Council have recently launched their local business support and acceleration enterprise hub through an event on the 24th June 2015 that generated deals with 10 different businesses

The Business Hub aims to assist local businesses with the challenges they face, offering practical services to help business grow and thrive for years to come.

A range of services have been created to help businesses with their most pressing needs, based on local research, that includes access to customers and reducing overheads.

The services available allow businesses to access what support services would benefit their business the most.

Services available through the South Staffs Business Hub are:

- **Permanent accommodation and/or Meeting Rooms** – enabling businesses to take up short term residency or hire rooms for meetings, training and conferences.
- **Customer Services** – call centre facility to help with volume of calls, or simply cover holiday leave.
- **Good Life Deals App** –allows business to advertise deals that local people can take advantage of.
- **Business Entrepreneur’s Club** – a business growth programme which looks to rapidly accelerate a business.
- **Brilliant Leadership** – improving leadership skills within the rapidly changing business world.
- **Team Building** – providing outdoor, highly motivating team building days for businesses

South Staffordshire Business Hub services are available to businesses both in and

around South Staffordshire. In South Staffordshire there are approximately 5,500 MSMEs (micro, small and medium businesses) but when looking to extend the marketing boundary, the reach could exceed 8000 businesses.

The new South Staffordshire Business Hub already has an online presence at www.sstaffsbusinesshub.co.uk, this site will be growing with content throughout the coming months.

The Business Hub is also on Facebook and aligned with the councils Twitter feed; <https://www.facebook.com/businesssupportsouthstaffs>

A new LinkedIn page is in the process of being made and will be ready by August 2015.

Your proposal needs to demonstrate:

How you will increase the number of businesses signed up to the Business Hub services:

- Over a two month period from September to October 2015
- Generate a minimum of six business prospects for each service available with the exception of the Good Life Deals app.
- Sign up a minimum of 40 businesses from within and around South Staffordshire to the free 3 month trial offer on the Good Life Deals app
 - With an equal spread of businesses across the 10 areas listed with the app.

Your proposal needs to include a financial quotation.

Positioning/Key messages:

Position the business hub as a trusted brand, part of South Staffs District Council, with a wealth of local knowledge and expertise and who:

- offer a unique comprehensive package of business support services
- deliver professional business support
- offer immediate practical useable services
- give business the chance to pick the services they require – giving them a personal package designed just for them and their business

Timescales:

Organisations will be invited to submit a proposal by 12 noon on Monday 24th August 2015.

This will be followed by a 15 minute presentation and 15 minutes for questions on Thursday 27th August.

The successful organisation will be notified on Friday 28th August.

The contract will then commence on the 1st September 2015 – 31st October 2015.

Further Information:

The South Staffordshire Business Hub is a new concept for the council which is currently undergoing a trial period. If sufficient business demand is evidenced by the end of this agreement, a proposal will be reviewed by the council and a decision made on the Business Hubs future. If a decision is made in favor of extending the Business Hub, it may provide an opportunity to either extend or amend the provider's contract over a longer period.

Key information on Good Life Deals App:

- Local deals for local people
- The app is free to download and available from Google Play and the Apple Store
- The app will be promoted using the council's online media and the Review Magazine that hits 98% coverage of 108,000 residents
- The app is primarily for Business to Consumer enterprises, including village shops in the main hubs of the district
- The Good Life Deals app has a dedicated web domain for businesses to sign up to at www.goodlifedeals.uk
- Two sales packages are available for business to sign up to (Sales/Sales plus)
- Business will be able to sell products and services directly to customers through the app
- There is a potential reach of 648,000 people in and around the district
- Sponsored push notifications are available through the app
- The app is linked with www.Topcashback.co.uk, therefore customers will be able to earn cash back through online purchases
- A full launch of the app will take place during the national campaign for Small Business Saturdays early in December 2015.