

# Workington Town Council

Town Hall, Oxford Street, Workington, CA14 2RS  
Telephone: 01900 702986  
Email: [office@workingtontowncouncil.gov.uk](mailto:office@workingtontowncouncil.gov.uk)  
Website: [www.workingtontowncouncil.gov.uk](http://www.workingtontowncouncil.gov.uk)



## Marketing Agency Brief for Workington Town Council

### 1. Introduction

Workington Town Council serves as the local government body for the parish of Workington. The Council's mission is to improve the lives of residents by delivering high-quality services, fostering community engagement, and ensuring sustainable development.

We are seeking a marketing agency to help us improve our communications, enhance resident engagement, and build a positive reputation for the council among stakeholders and the wider community.

### 2. Objectives

The marketing agency will be expected to:

- Increase Community Engagement:** Develop strategies to better inform and involve residents, business and organisations in council activities, decisions, and events.
- Promote Key Services:** Raise awareness of the services provided by the council, such as events, allotments, play areas, environmental initiatives, consultations etc.
- Enhance Digital Presence:** Improve the council's online visibility through a modern website, active social media platforms, and effective digital campaigns.
- Strengthen Brand Identity:** Create a cohesive and professional image for the parish council, reflecting its values and goals.
- Support Strategic Initiatives:** Assist in campaigns around key projects or goals, such as sustainability initiatives, community safety, or tourism promotion.

### 3. Scope of Work

The appointed agency will provide:

#### Digital Marketing

- Website management or optimisation to improve user experience and accessibility.
- Social media strategy and content creation for Facebook, Twitter, Instagram and You Tube.
- Email marketing campaigns to keep residents informed and engaged.

#### Content Creation

- Production of high-quality materials, including newsletters, event flyers, and video content.
- Campaign-specific content, such as for promoting local events or consultations.

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## Public Relations

- Development of press releases and media outreach strategies.
- Supporting and promoting the town, its businesses, organisations and visitor experience.

## Event Support

- Marketing support for council events, such as festivals, projects, public consultations, and council meetings.

## 4. Deliverables

- Comprehensive marketing strategy and implementation plan.
- Monthly reports on campaign performance and engagement metrics.
- Creative assets, including branded templates, imagery, and promotional content.

## 5. Target Audience

The primary audiences include:

- **Residents:** Families, young professionals, retirees, and other community members living in the parish.
- **Businesses:** Local businesses, SME's and larger organisations based in or interacting with the parish.
- **Visitors:** Tourists or occasional visitors to the area.
- **Stakeholders:** Partner organisations, principal authority, and local businesses.

## 6. Budget

The Council is open to discussing budget requirements with interested parties.

It is likely there would be a monthly fixed fee to cover the marketing of projects, consultations and council meetings with specific set budgets for each of the Council's events that it requires marketing assistance for, listed below:

- Reach Out – 30<sup>th</sup> May 2025
- Festival of Running – 10<sup>th</sup> August 2025
- Halloween – Friday 31<sup>st</sup> October 2025
- Christmas Festival – Saturday 29<sup>th</sup> November 2025

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## 7. Timeline

**Submission Deadline:** 13<sup>th</sup> February 2025

**Project Start Date:** 1<sup>st</sup> April 2025

**Expected Completion:** 31<sup>st</sup> March 2026.

## 8. Evaluation Criteria

Proposals will be evaluated based on:

1. Experience working with public sector or community-focused organisations.
2. Quality of previous work and case studies.
3. Innovative ideas and proposed strategies.
4. Budget alignment and value for money.
5. Team expertise and availability.

## 9. Submission Guidelines

Interested agencies should submit a proposal including:

- An overview of their approach to this brief.
- Relevant case studies or testimonials.
- Team profiles and experience.
- A detailed budget breakdown.
- Proposed timelines for key deliverables.

Submit proposals and for questions/clarifications:

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