



Request for Proposal (RFP): Communications Campaign for Create South East

1. Introduction

Create South East is seeking proposals from experienced communications and marketing professionals or agencies to design and deliver a campaign that raises awareness of the Create South East programme, celebrates its impact, and strengthens its visibility among key audiences across Essex, Kent and Sussex.

This campaign should amplify Create South East's contribution to the region's creative economy, showcase the success of participating founders, and support the programme's role in shaping the South East's wider innovation and investment landscape.

2. About Create South East

Create South East, funded by the Department for Culture, Media and Sport (DCMS) Create Growth Programme, is designed to support high-growth creative businesses in Essex, Kent and Sussex and build local capacity for future delivery of creative industries growth.

The programme offers company founders the opportunity to gain expert insight through workshops, mentoring, and coaching.

- Stage 1 supports early-stage businesses to establish solid foundations for future growth.
- Stage 2 supports more mature companies to refine their growth strategy and explore routes to investment, culminating in a pitching showcase to peers, stakeholders, and investors.

Additional activities include specialist workshops, networking events, newsletters, and pitching opportunities that underpin the core mission to grow the creative economy in our region.

Kent County Council are the Accountable Body leading a partnership that includes Creative UK, Angels@Essex, Screen South, Creative Estuary, University of Kent, West Sussex County Council, Brighton and Hove Council, East Sussex County Council, Medway Council and Essex County Council, part of the South East Creative Economy Network (SECEN). Creative UK are delivering the business support programme and aligned marketing.

To date, over 150 creative businesses have been supported across six cohorts.

<https://createsoutheast.org.uk/programme-alumni/>

3. Campaign Objectives

The campaign should engage three key audiences with tailored messages and outcomes:





1. Creative Businesses – Increase awareness and recognition of the Create South East brand as a trusted, high-quality support programme for creative founders in Essex, Kent, and Sussex.
2. Stakeholders, Networks, and Investors – Strengthen the visibility and credibility of Create South East as a catalyst for innovation, growth, and collaboration across the regional creative ecosystem.
3. Political and Strategic Leaders – Demonstrate the programme’s contribution to the region’s economic growth; demonstrate the contribution of the Creative Industries to the region’s economic growth and future.

4. Scope of Work

The appointed supplier will work closely with the Create South East team and partners to develop and implement a targeted campaign that makes best use of existing brand assets and content. It will need to complement Creative UK’s current marketing that promotes the business support programme. A working knowledge of the South East and with existing contacts will be an advantage.

Responsibilities include:

- Developing a communications strategy and campaign plan aligned with programme goals and regional priorities.
- Working collaboratively with the Create South East team to ensure brand consistency and effective use of existing assets, including photography, design templates, and video case studies.
- Producing new campaign materials such as copy, visuals, and short-form video content to complement existing content.
- Coordinating press, PR, and digital communications activity across partner and stakeholder networks.
- Creating and managing a content calendar across relevant channels (e.g. LinkedIn, partner newsletters, regional press).
- Showcasing founder stories, impact narratives, and programme outcomes through compelling storytelling.
- Providing support for event planning and delivery, including communications for investor and showcase events and legacy activity.
- Monitoring and reporting on campaign performance, reach, and engagement.

Optional additions (depending on budget and capacity):

- Extending Create South East’s visual identity and communications templates.
- Developing regional or national media engagement opportunities.
- Producing short-form video storytelling to profile programme impact.

5. Deliverables

- Campaign strategy and implementation plan with metrics
- Key messages and content framework
- 3–5 founder and impact stories for targeted use – including events/presentations and within proposals
- Press releases and digital/social materials
- Campaign assets (copy, imagery, video, etc.)
- Support for event planning and delivery
- End-of-campaign performance and insights report





6. Timeline

Proposals due: 28 November 2026

Appointment confirmed: 5 December 2026

Campaign live: 5 January 2026

Completion / evaluation: 30th March 2026

7. Budget

The available budget is £15,000–£20,000 including expenses (but not VAT). Proposals should include a clear cost breakdown for creative development, production, delivery, and reporting and total amount.

8. Evaluation Criteria

Understanding of the brief and audiences	25%
Creativity and clarity of strategic approach	15%
Demonstrated experience delivering impactful communications for creative, public, or place-based programmes	15%
Existing knowledge of the South East Region and contacts	10%
Value for money	15%
Feasibility and delivery capacity	20%

9. Submission Requirements

Please include the following in your proposal: - Your proposed approach and rationale

- Overview of your organisation or individual expertise
- Relevant examples of previous campaigns
- Timeline and deliverables
- Budget breakdown
- Two references or testimonials from past clients

Submit proposals to Sarah Wren sarah.wren@kent.gov.uk

Deadline: 28th November 2026 5pm.

10. Contact

For questions or clarifications about this RFP, please contact

Sarah Wren sarah.wren@kent.gov.uk

