

Tender Proposal: Branding, Marketing and Communications Partner for Brent Place Partnership

Submitted by: Fan The Flames Marketing & Design Ltd & MAD4 Business
In partnership to deliver a locally rooted, creatively led campaign

1. Introduction

MAD4 Business and Fan The Flames Marketing & Design are pleased to submit our proposal to become the Branding, Marketing and Communications partner for the Brent Place Partnership, as outlined in the tender brief issued by London Sport. Together, we offer a powerful combination of local community knowledge, strategic marketing expertise, and a strong track record in delivering inclusive health and wellbeing campaigns.

We are a full-service team of 22 marketing, project management and community engagement specialists with extensive experience across brand development, communications, and behavioural insight – with a particular focus on engaging hard-to-reach audiences in North West London.

Local Knowledge and Community Roots

As a team with strong personal and professional ties to North West London, we bring first-hand experience of living, working, and delivering community projects in Brent. Our deep understanding of the local landscape, coupled with existing relationships across community centres, local stakeholders, and grassroots groups, gives us a head start in ensuring meaningful engagement from the outset.

We have successfully led and supported numerous health and wellbeing initiatives in the borough, both for independent businesses, for charities, Brent Council, and delivered for the NHS. This includes working with diverse audiences – including those for whom English is not a first language – and developing accessible, culturally relevant communications to support long-term behaviour change.

Our strengths, skills, relationships, and experiences allow us to bridge the gap between local insight and professional delivery. We will build on our shared

connections, local trust, and detailed knowledge of Brent and North West London's challenges and opportunities to ensure the campaign is authentic, inclusive, and truly reflective of the community it serves.

As a team, we are well placed to create a campaign that reflects the identity, energy and aspirations of local residents, while delivering measurable outcomes in line with the programme's goals.

Our shared reputation is built on authentic, inclusive, and strategic communications that connect meaningfully with diverse communities. Our combined experience spans branding, digital and print design, copywriting, paid advertising, and health-focused campaigns - with a proven ability to communicate complex or sensitive topics in persuasive and accessible ways.

With a strong track record in co-design and grassroots engagement, we are passionate about empowering local voices, supporting community-led initiatives, and ensuring all outputs are culturally relevant, locally resonant, and community-approved. We work closely with health professionals, local leaders and marginalised groups to foster trust and long-term behavioural change.

This proposal outlines how we would deliver a high-impact, place-based brand and communications strategy - supported by an engagement toolkit, partner training, and a digital infrastructure to maximise awareness, access and legacy across Brent.

2. Our Approach

We believe that truly impactful campaigns must be rooted in the community, co-designed with the people they serve. Our approach blends strategic insight with grassroots activation and creative delivery. At the heart of our method is a shared commitment to equity, participation, and sustainability.

We will:

- Co-create the brand and campaign with residents, young people and local organisations in Brent.
- Develop clear, compelling communications that speak directly to the needs and aspirations of diverse audiences.
- Equip local partners with practical tools, messaging and training to embed the brand across community settings.

We take a collaborative, inclusive and agile approach that is responsive to the needs of the community and informed by real-time feedback. This means

embedding co-production from day one, not only through creative workshops and lived experience research, but also by involving local health connectors such as Brent Health Matters and social prescribers.

By putting the resident at the centre of the process, we can ensure the campaign genuinely reflects their values and priorities. Our connections with wider networks, including the Wates Social Value team, community groups, and neighbourhood initiatives, will support long-term partnerships and open up additional routes to engagement.

This is not a top-down campaign. It is a collaborative movement, shaped *with* the community to foster ownership, pride, and momentum that lasts beyond the funding period. Through this approach, we aim not only to promote physical activity, but to build a communications model that empowers local people to lead healthier lives - together.

3. Methodology and Delivery Plan

Our delivery plan is structured into four key phases, built around deep community insight, accessible messaging, and sustained engagement. At every step, we will collaborate with local partners and residents to ensure authentic, inclusive delivery.

Phase 1: Discovery and Community Co-Design (July 2025)

- Conduct stakeholder interviews with local community groups, Brent Health Matters, social prescribers, and existing delivery partners.
- Facilitate co-creation workshops with residents and young people from priority neighbourhoods to define messaging priorities and brand identity.
- Map out existing touchpoints and local assets (e.g. trusted venues, community centres, local leaders).
- Review any relevant data on local health inequalities and physical inactivity to inform the campaign narrative.

Phase 2: Brand and Toolkit Development (August 2025)

- Design a locally resonant brand identity, shaped by community feedback.
- Develop a versatile engagement toolkit including:
 - Messaging packs in plain English and alternative formats
 - Leaflets, posters, business cards and presentation decks
 - Social media templates and digital content assets
 - Film and photography guidelines to support local storytelling

- A digital asset hub for ease of access by local partners

Phase 3: Campaign Activation and Community-Led Delivery (Sept – Dec 2025)

- Launch the campaign with a community event and digital rollout.
- Create and publish stories, interviews and visual content highlighting local champions and positive activity experiences.
- Support local groups and frontline services to deliver messages in familiar community spaces.
- Use paid and organic promotion to amplify reach and ensure visibility across Brent, with tailored content to reach less digitally connected audiences.
- Collaborate with social prescribers and community navigators to embed messaging into ongoing local work.

Phase 4: Training, Handover and Legacy Planning (Nov – Dec 2025)

- Deliver practical training to local partners on using the toolkit and sustaining the brand.
- Launch a dedicated campaign landing page with event listings, community stories and resource downloads.
- Host evaluation conversations with stakeholders to gather feedback and share insights.
- Develop recommendations and a forward plan for extending the impact into 2026, including links to wider partners such as Wates and local authority teams.

Ongoing Project Management

- Regular coordination calls with the Brent Place Partnership working group
- Shared progress dashboards and milestone tracking
- Dedicated point of contact for day-to-day communication and issue resolution

This plan reflects our understanding of Brent's community context and demonstrates our commitment to co-producing a campaign that truly resonates, mobilises, and empowers the people it's designed for.

4. Digital Platform and Web Landing Page

We will create a user-friendly, visually engaging, and locally relevant web landing page that acts as a hub for information, inspiration, and action. This platform will

connect residents, partners, and community groups with the Place Partnership and its opportunities.

Key Functions and Features:

- **Community-Led Design:** Informed by feedback from Brent residents, partners and local groups to ensure usability, language and visuals resonate with the target audience.
- **Responsive and Accessible:** Mobile-first design, fully responsive across devices, and built to WCAG 2.1 AA accessibility standards.
- **Multilingual and Inclusive:** Key information presented in accessible formats and common local languages where needed, to remove barriers for non-native English speakers.
- **What's On Hub:** Real-time listings of activities, events, taster sessions, and neighbourhood happenings with search and filter functionality.
- **Resident Stories and Videos:** Showcasing lived experiences and testimonials from Brent community members, social prescribers and local champions.
- **Resource Library:** Downloads for posters, toolkits, referral sheets and branded assets for local partners to use and share.
- **Partner Zone:** Secure section with communication guidance, templates and update forms for programme delivery partners.
- **Search Engine Optimisation and Analytics:** Fully optimised for search engines with built-in performance tracking to monitor engagement and reach.

Built for Sustainability: The site will be developed on a flexible, user-friendly CMS (e.g. WordPress), enabling local stakeholders to keep it updated with minimal training. Our team will provide full onboarding, maintenance guidance, and documentation, ensuring the platform remains an active resource after the contract ends.

This platform will not only raise awareness, but reinforce the campaign identity and make it easier for residents to get involved, learn from others, and feel part of a shared movement for health and wellbeing in Brent.

5. Relevant Experience and Case Studies

- **Friends of Know Diabetes:** An NHS/Brent council funded social media project, designed to create a peer-led Facebook community and Instagram to communicate key health messaging, especially to hard to reach communities not necessarily engaging with GPs

- **NHS GP:** Strategic Google ads campaigns to drive patient registrations for a group of GP practices, taking them to the second biggest group in the UK, as well as developing an engaging, responsive website in a number of languages, delivering key health messaging
 - **Retrofit West (Home Energy Advice):** Creation of an inclusive marketing pack and website copy tailored to diverse audiences including those for whom English is a second language.
 - **WALX (London):** Community fitness campaigns, inclusive programme promotion, instructor recruitment and engagement with audiences living with long-term health conditions.
 - **tapGP:** SEO and blog campaigns addressing accessibility of online GP services, reaching non-native English speakers.
 - **Bristol Wild Sauna:** Brand development and community-led storytelling approach to health and wellbeing.
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6. Team Structure

- **Eve Scragg - Project Lead:** 15+ years experience in community campaigns, health communications, digital marketing, and strategic development.
- **Denis Collen - Community Engagement Lead:** Specialist in behaviour change communications with experience working with BAME and youth audiences.
- **Creative Director & Design Team (4 designers):** Experts in place-based branding, inclusive visuals and culturally relevant assets.
- **Web & Digital Team:** UX/UI designers, front-end developers, SEO specialists.
- **Copywriters & Translators:** Skilled in plain English and localisation.

We will allocate a dedicated project manager for smooth coordination and delivery.

7. Governance, EDI & Social Value

Our partnership is built on a foundation of shared values around inclusion, equity, and community empowerment. We offer not only the technical and creative expertise to deliver an impactful campaign, but a strong ethical framework and proven experience in inclusive practice.

Governance:

- Regular coordination with London Sport and the Brent Place Partnership core group, with clear reporting lines and structured updates.
- Comprehensive project oversight and organisation, with a single point of contact for accountability and delivery.
- Transparent communication protocols, ensuring decisions and deliverables align with the aims and values of the programme.

Equality, Diversity and Inclusion (EDI):

- All campaign materials will be developed with accessibility and inclusivity at their core – including use of plain English, multilingual assets if required, and formats accessible for disabled audiences.
- Lived experience will shape both the brand and the delivery - through co-design workshops, storytelling, and ongoing feedback.
- Representation will be central to the visuals, tone and narratives used - ensuring Brent's diversity is not only recognised, but celebrated.

Social Value Commitments:

- We will engage Brent residents, including young people, in meaningful paid creative and content roles wherever possible.
- Existing relationships with community centres, health teams, and voluntary organisations will be leveraged to create stronger partnership working.
- We will support capacity building in the local community through training, upskilling, and sharing of resources and assets that extend well beyond the contract period.
- Our campaign will complement and amplify existing initiatives, ensuring shared value rather than duplication.

We are committed to delivering a campaign that not only raises awareness but actively contributes to a more connected, empowered, and equitable community in Brent.

8. Budget

The total cost for delivery of the project is **£25,000 inclusive of VAT and all expenses**. Below is a summary of how the budget will be allocated across key deliverables:

Deliverable	Description	Estimated Cost (£)
Discovery & Co-Design	Community engagement, workshops, stakeholder meetings	£3,500
Brand Development	Visual identity, tone of voice, brand toolkit	£4,000
Engagement Toolkit	Social templates, print materials, messaging packs	£3,000
Campaign Content	Storytelling assets, video/photo production, copywriting	£5,000
Digital Platform	Design and build of web landing page and partner hub	£3,500
Partner Training & Support	Capacity building, toolkit training sessions, resources	£2,500
Project Management & Evaluation	Reporting, coordination, learning review	£3,500
Total		£25,000

This budget includes all staffing, delivery, production, project management, VAT and disbursements. A detailed timeline, project plan and resource allocation plan can be provided on request.

9. Timeline

The proposed timeline aligns with London Sport's delivery window and ensures structured development, community engagement and implementation across each phase.

Phase	Activity	Timing
Initiation	Kick-off, contract signing, stakeholder meeting	W/C 1 July 2025
Phase 1: Discovery & Co-Design	Community workshops, stakeholder interviews, insight gathering	July 2025
Phase 2: Brand & Toolkit Development	Visual identity, messaging, engagement assets	August 2025
Phase 3: Campaign Rollout	Content creation, digital and print campaign delivery, community activations	Sept – Dec 2025
Phase 4: Training & Handover	Partner training, digital platform launch, sustainability planning	Nov – Dec 2025
Final Deliverables	Evaluation, asset handover, reporting	By 20 December 2025

We will maintain regular progress check-ins with London Sport and the Brent Place Partnership, ensuring flexibility to adapt as needed while remaining on schedule.

10. Referees

- **Friends of Know Diabetes:** Contact available on request
 - **WALX (Gill Stewart, Programme Director):** Contact available on request
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11. Conclusion

This is a unique opportunity to deliver a bold, community-driven campaign that brings the Brent Place Partnership to life in a way that is inclusive, impactful, and enduring.

MAD4 Business and Fan The Flames bring together local insight, creative excellence and proven delivery experience. Our approach is grounded in authentic relationships with the Brent community, practical knowledge of what works on the ground, and a shared belief that co-production leads to real, sustainable change.

We are excited to help shape and promote a movement that encourages participation, strengthens community networks, and supports better health for all.

Thank you for considering our proposal - we would welcome the opportunity to discuss it further and begin work with you on this vital programme.

We look forward to the opportunity to speak with you further. Please don't hesitate to contact us with any questions.