

16/01/26

ITQ

Cheshire and Warrington Investment Prospectus

Marketing Cheshire requires a specialist design agency to create a compelling investment prospectus for the Cheshire and Warrington Combined Authority (CWCA). The new organisation will be established in Spring 2026 as part of the Government's commitment to devolution across England.

Project Overview

The prospectus will be launched at The Great North (TGN) Investment Summit on Monday 18 May 2026 in Leeds, part of the annual UK's Real Estate, Investment and Infrastructure Forum (UKREiiF) and will position Cheshire and Warrington as one of the best investment propositions in the North, providing a unified and compelling resource that showcases the strength of the economy, key sectors, opportunities, and a detailed list of investment sites and propositions.

We have historically attended UKREiiF since its inception, representing our local authority partners, with our presence growing year on year through a dedicated stand presence and expanding fringe events and speakers. With the new CA, this represents an opportunity to break the mould of previous years and offer a fresh tone, style and direction aligned with our devolution consultation work, the prospectus at the centre of the offer.

Project Objectives

- Create a primarily digital prospectus (microsite or interactive digital document) that serves as the cornerstone resource for CWCA and councils to support inward investment activity
- Launch the prospectus at The Great North Summit to maximize impact with mayors, leaders, Government officials, and select investors
- Develop supporting print versions for use at TGN Summit, UKREiiF, and future investment events
- Create accompanying marketing collateral to drive traffic to the digital version

Target Audience

Primary:

- Investors (UK and international)
- Government officials and policymakers
- Developers and commercial property professionals
- Regional mayors and local authority leaders

Secondary:

- Site location advisors
- Corporate occupiers
- Professional services firms
- Media and journalists

Part of Enterprise Cheshire and Warrington

Registered in England and Wales, CWTB Ltd 05067662, VAT GB851645518
Riverside Innovation Centre, 1 Castle Drive, Chester, England, CH11SL

Deliverables

1. Digital Prospectus (Primary)
 - 1.1. Either a microsite or interactive digital document
 - 1.2. Interactive elements showcasing investment sites, opportunities, and data
 - 1.3. Video content (to showcase key stakeholders and regional assets)
 - 1.4. Downloadable PDFs for individual sites
2. Print Prospectus
 - 2.1. High-quality print ready artwork suitable for events and face-to-face meetings
 - 2.2. Estimated page count: 28-40 pages (to be confirmed based on content)
 - 2.3. Print ready artwork to a format: A4 landscape (or suitable alternative format to be agreed in advance)
 - 2.4. Support if required for print fulfilment
3. Marketing Collateral
 - 3.1. Print ready postcard/flyer design (A6 or DL finished size - must fit in pocket)
 - 3.2. QR code integration directing to digital prospectus (QR is to be generated through our bityl account)
4. Brand Assets and Templates
 - 4.1. Editable source files for future updates
 - 4.2. Brand guidelines for prospectus materials
 - 4.3. Templates for ongoing content additions

Content Structure (Indicative)

The prospectus should cover the following themes (content being compiled separately by ECW and council partners):

- Welcome/foreword from regional leadership
- Regional overview and strategic positioning
- Economic strengths and performance data
- Key sectors and specialisms
- Connectivity and infrastructure
- Skills and talent base
- Quality of life and place
- Investment opportunities by sector
- Strategic investment sites (detailed listings)
- Case studies and success stories
- Support available for investors
- Contact information and next steps

Design Requirements

- Brand alignment with CWCA, Devo consultation visual identity
- High-quality imagery and data visualization
- Bold, ambitious, and forward-looking
- Professional and investment-grade
- Contemporary, reflecting modern economy and sectors
- Accessible and easy to navigate

- Data-driven with strong visual storytelling
- Balance between aspirational and evidence-based

Technical Specifications

- Responsive mobile first approach to the microsite or digital document. Ensure compatibility across multiple mainstream devices and browsers
- GA4 Analytics tracking or similar
- On and off-site SEO, including keyword research, technical to include optimisation and usability for AI
- Digital platform; Ideally, consolidated within our existing portfolio of sites on Webflow.
- Load times to be within 90+ Performance, Google Lighthouse Standard
- Accessible design (WCAG 2.1 AA compliance), Low LCP and INP
- Print-ready PDF or Packaged INDD for physical materials

Inspiration and Reference

Please review approaches taken by other regions at UKREiiF, including:

1. East Midlands Combined County Authority: eastmidlands-cca.gov.uk
2. Invest Staffordshire: invest.wearestaffordshire.co.uk
3. West Midlands, Liverpool, and Tees Valley UKREiiF presence (online examples available)
4. Base style for branding: cheshireandwarringtondevolution.com

Project Timeline

Critical Deadline: Content and design must be finalized by w/c 20th of April for printing and w/c 04 May for digital and launch at TGN Summit on 18 May 2026

Proposed Timeline:

Published	16 January 2026
All queries by	28 January 2026 (no later than 09:00am)
All responses by	30 January 2026 (no later than 17:00am)
Appointment	Early February 2026
Initial concepts presentation	Early March 2026
Content integration and refinement	March-April 2026
Approval and final revisions	Mid-April 2026
Print ready files	27 April 2026 (no later than 09:00am)
Digital launch	18 May 2026 (TGN Summit)

Note: Content compilation by ECW and LA partners will be completed by end of March 2026. Design agency should plan for phased content receipt and integration.

Budget

Indicative budget: **c. £20,000 (+VAT)**

Please provide a detailed breakdown including:

1. Creative and design fees
2. Digital development/build costs
3. Revisions allowance
4. Any additional costs or optional extras

Tender Requirements

Your response should include:

1. Approach and Methodology
 - 1.1. Creative approach to positioning Cheshire and Warrington as a leading investment destination
 - 1.2. Recommended format for digital prospectus (microsite vs. interactive document) with rationale
 - 1.3. Project management and delivery methodology
 - 1.4. How you will work with ECW and LA partners during content compilation
2. Portfolio and Experience
 - 2.1. Examples of similar investment prospectuses or place marketing materials
 - 2.2. Experience working with public sector/combined authorities
 - 2.3. Digital portfolio demonstrating interactive capabilities
 - 2.4. Print production examples
3. Team and Resources
 - 3.1. Team members and roles
 - 3.2. Relevant skills and experience
 - 3.3. Capacity to meet tight deadline
4. Detailed Cost Breakdown
 - 4.1. Creative/design fees by deliverable
 - 4.2. Digital development costs
 - 4.3. Print production costs (itemized by deliverable and quantity)
 - 4.4. Revision allowances (number of rounds included)
 - 4.5. Photography/videography costs (if required)
 - 4.6. Any additional expenses or optional services
5. Timeline
 - 5.1. Proposed project plan from appointment to launch
 - 5.2. Key milestones and approval points
 - 5.3. Dependencies and assumptions
6. Terms and Conditions
 - 6.1. IP ownership and licensing
 - 6.2. Revision policy
 - 6.3. Payment terms

Submission Details

Deadline for submissions: 30th January (see page 3)

Submit proposals to: liam.hartzenberg@cheshireandwarrington.com

Questions and Clarifications: Please submit any questions by 28 January 2026 to
liam.hartzenberg@cheshireandwarrington.com

Selection Criteria

Proposals will be evaluated on:

- Quality and creativity of approach (60%)
- Relevant experience and portfolio (20%)
- Value for money (20%)

Contact Information

Project Lead: Cristian Marcucci, Managing Director,

Email: Cristian.marcucci@cheshireandwarrington.com

Organisation: Marketing Cheshire / Cheshire and Warrington Combined Authority

This brief is intended to guide your proposal. We welcome innovative ideas and recommendations that enhance the project objectives within the stated budget and timeline.