

Better Bankside Brief



PROJECT TITLE	Southwark Climate Collective branding, marketing and website project		
CLIENT NAME	Better Bankside		
POINT OF CONTACT NAME	Kate Turnbull	PHONE	020 7928 3998
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COMPANY	<p>We are Better Bankside (BB), the Business Improvement District for the Bankside area of London. Business Improvement Districts (BIDs) are business led partnerships which are created through a ballot process to deliver additional services to the area they operate within. Within the defined area of a BID, a levy is charged on all business rate payers in addition to the business rates bill. This levy is used to develop projects and service which will benefit businesses and the neighbourhood.</p> <p>Better Bankside represents 800+ business (members) and our aim is to make Bankside a place where people are proud to work and want to spend time. We lead positive economic, environmental and social action in our neighbourhood that benefits businesses and Banksiders, now and into the future.</p>
PROJECT BACKGROUND	<p>In Spring 2023, BB was successful in an application to UKSPF to deliver business decarbonisation support to 160 SMEs across Southwark before the end of March 2025. The total funding awarded was £653,775.22.</p> <p>The project will be led by the Southwark Climate Collective which is a partnership between BB, Team, London Bridge, Blue Bermondsey, Elephant and Castle, and Southwark Council.</p> <p>Over the course of the next 18 months, 160 SMEs across Southwark will benefit from expert consultancy support, providing tangible decarbonisation pathways and setting targets to drive action, while also enabling procurement ‘green’ low-carbon services, stimulating the local green economy.</p> <p>This project will build on the model of the Mayor of London’s Business Climate Challenge, with four low-carbon programme streams: energy, waste, freight and supply chains.</p> <p>A target has been set to provide support to 25% Black, Asian and Minority Ethnic-owned small businesses. A reduction in carbon dioxide emissions of 1,204 tCO₂e is estimated by March 2025.</p> <p>This is the first formalised partnership project between BB and Elephant and Castle.</p> <p>This was a highly competitive process with only seven projects receiving funding in the low carbon stream.</p>
OPPORTUNITY	<p>To support the work of the Southwark Climate Collective in not only recruiting businesses, but also communicating the importance of the campaign to external stakeholders in the fight against climate change, we are requiring a number of marketing assets and resources to be created, including:</p> <ul style="list-style-type: none"> - BRAND: An overarching Southwark Climate Collective brand including logo, tone of voice and assets that all partners and participants can use when talking about the campaign

	<ul style="list-style-type: none"> - MICROSITE: A microsite that can be used as a key resource for the lifetime of the project for partners and participants - RESOURCES: Delivery of marketing materials to promote the initiative including digital assets, posters, toolkits and more to be decided upon appointment
OBJECTIVE what does the project work to achieve?	<ul style="list-style-type: none"> - Create an overarching look and feel to initiative - Drive participation from SMEs - Reduce carbon emissions to help London reach net zero target - Provide quality and resourceful materials to help share best practice
TARGET AUDIENCE who are we trying to reach?	<ul style="list-style-type: none"> - Diverse range of SMEs in the Southwark area that fit with the criteria - External audiences such as stakeholders, politicians, local authorities, built environment, businesses outside London (Phase 3)
ATTITUDE style and tone	Modern, forward thinking, innovative
MESSAGE what is the key idea to be remembered?	<p>Being part of the SCC will give each business the tools to address climate crisis</p> <p>The outputs will lead to a significant reduction in carbon emissions</p> <p>By the end of the 12-month-programme, businesses will have made vital cost savings and improved their business efficiency through an easy process to follow</p> <p>The Southwark Climate Collective is a pioneering new climate project involving Better Bankside, Team London Bridge, Southwark Council, Blue Bermondsey, Elephant and Castle Business Forum.</p>
DELIVERABLES & FORMAT describe key pieces to be produced	<p>Deliverables include:</p> <ul style="list-style-type: none"> • Brand creation • New logo (jpeg, EPS, png) • Microsite • Event and project collateral ideas such as posters, leaflets, flyers, digital adverts • Potential for animation / video to promote project (if budget allows)
BUDGET	£20K (for all deliverables outlined)
SCHEDULE projected timeline, important dates, deadlines, etc.	<ul style="list-style-type: none"> • Proposal submissions must be submitted to Kate Turnbull, Director of Communications & Engagement - kt@betterbankside.co.uk - by Friday 11 August at 5pm • Proposals must include: <ul style="list-style-type: none"> • Portfolio/ credentials highlighting previous work in relevant areas • Brief outline of initial ideas and / or method of working • Timeline • Detailed cost breakdown • Agency appointed: 18 August 2023