



SUBJECT: Preliminary PR Marketing bids

1 PURPOSE OF REPORT

- 1.1 To inform the Canvey Island Neighbourhood Board (the “Board”) of the progress of the Request for Quotation (RFQ) for a PR marketing company to manage PR and marketing for the Pride in Place programme.

2 LINKS TO THE CANVEY ISLAND REGENERATION PLAN

- 2.1 **Promoting Canvey Island as a place to invest** - The regeneration plan seeks to stimulate economic growth and encourage business development. A PR agency can: Create positive media coverage about regeneration projects, promote success stories from local businesses, highlight investment opportunities to developers and investors and build a stronger external perception of Canvey Island
- 2.2 **Supporting Tourism and the visitor economy** – The plan includes investment in the seafront, leisure facilities and heritage. PR campaigns can: Raise awareness of Canvey’s attractions, promote events / festivals, lead to an increase in visitor numbers and spending and showcase the Island’s heritage and coastal identity.
- 2.3 **Engaging the local community** – Community involvement is a key theme in the Pride in Place programme. A PR campaign can: manage social media communications, gather feedback from residents and keep stakeholders informed about project progress.
- 2.4 **Supporting funding and partnerships** – A strong communication strategy can help demonstrate the impact of regeneration projects to funders, Government bodies and partners, which could help secure future investment opportunities.

3 MATTERS FOR THE BOARD TO CONSIDER

3.1 The following scope was put out for quotes to be provided:

RFQ Specification for PR Agency Brief: Canvey Island Pride in Place Programme

1. Executive summary

The Canvey Island Pride in Place programme is a £20 million regeneration initiative, led by the Canvey Island Neighbourhood Board and supported by Castle Point Borough Council as the accountable body. [Canvey Island Neighbourhood Board](#)

The programme aims to deliver long-term improvements for the island, shaped by local priorities as identified by local residents.

We are seeking to appoint a PR agency to support with ongoing communications and engagement, helping to build awareness, maintain momentum and promote key milestones.

2. Requirements for proposal

3. Our minimum requirements are as follows:

The selected agency must be able to provide the following services:

1. Social media management (currently just Facebook)

- Develop and deliver a content plan aligned to programme milestones
- Create engaging, accessible content (posts, graphics, short videos where appropriate)
- Manage and moderate the Facebook page, including:
 - Responding to comments/messages (in line with agreed tone)
 - Flagging risks or emerging issues
- Grow audience reach and engagement over time
- Advise on social strategy

2. Campaign and publicity support

- Plan and deliver proactive PR activity to raise awareness of the programme
- Draft press releases, media statements and feature opportunities
- Identify and secure local and regional media coverage

- Develop campaign ideas tied to key milestones or themes
- Provide advice on messaging and positioning

3. Launch event support

- Support the planning and delivery of a launch event
- This may include:
 - Media engagement (pre-event, on-the-day, and follow-up)
 - Supporting on-the-day PR activity (media handling, content capture, social updates)
- Ensure strong coverage and visibility of the launch

4. Content creation

- Develop high-quality communications materials, including:
 - Case studies / storytelling content
 - Stakeholder updates

5. Strategic advice

- Provide ongoing communications and reputational advice
- Ensure alignment with wider Council communications where needed

6. Working arrangements

- Close working with the Council's communications team and Neighbourhood Board
- Attendance at regular (monthly) board meetings – usually held face to face in Canvey Island
- Ability to respond quickly to emerging issues or opportunities

4. Timescales

Initial contract runs for a year from 1 October 2026 with an option to extend for a further year.

3.2 The Board is asked to consider and take decisions on the following matters:

The progress made so far with the PR marketing RFQ:

- 1) 5 Companies were put forward for consideration and were sent the RFQ documentation (1 year contract)
- 2) 3 companies submitted bids
Company 1 — £48,100.00
Company 2 – £31,450.00
Company 3 - £12,000
- 3) Company 3 has been sent clarifying questions following their submission (awaiting response at time of report being written)

4 FINANCIAL AND COST CONSIDERATIONS

4.1 These considerations will be dependent on the successful bid being agreed, could range from £12,000 to £48,100

5 OTHER RESOURCE CONSIDERATIONS

5.1 None

6 RISKS

6.1 None

7 LEGAL CONSIDERATIONS

7.1 Legal requirements will be covered by the terms and conditions of any agreement made with the successful company

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