



Energy Innovation Centre Public Relations Support Tender

February 2011

CO₂NTACT.

Steve Connor

Chief Executive
Creative Concern
Fourways House
57 Hilton Street
Manchester M1 2EJ

0161 236 0600
0797 117 1228

steve@creativeconcern.com
www.creativeconcern.com

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ENERGISING COMMUNICATIONS.

Our team at Creative Concern thrives on energy-related projects and is the ideal partner for the Energy Innovation Centre as it turns astounding and innovative ideas into the energy sources and applications of the future.

On the pages that follow are detailed some of our credentials, the team we would field for this project and an outline of our costs, but to save some time, we'd like to directly address the criteria outlined in the Energy Innovation Centre's tender.

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Value

We are locally-based in city centre Manchester and offer highly competitive rates for all of our creative services, including media relations.

Experience

We have an unbeatable track record in energy communications, particularly in the area of renewable energy. We have conducted media relations and marketing communications for: Peel Energy, the Northwest Energy Council, the Joule Centre, Renewables Northwest, the Tyndall Centre, Envirolink Northwest and the Co-operative Group.

Our sector-based experience is strong, not least through having worked for Envirolink Northwest for a number of years; we have also worked on sectoral strategies for the Northwest Development Agency (manufacturing and tourism).

Public sector experience is another strength, as we have conducted media relations and communications for, amongst others, the Northwest Development Agency, Manchester City Council, Central Salford and the Forestry Commission.

Project Management

We operate a dedicated project management system called Streamtime so that all of our projects are tracked carefully, kept on budget and well planned in terms of resources.

Press coverage

We achieve great results for our clients in securing coverage, have good relationships with key regional, national and specialist outlets and have in just the last few months secured coverage ranging from national print titles to international broadcast.

Awards programmes

We have worked on the media relations and communications for awards programmes previously, with a particular area of experience being the Northwest Business Environment Awards, where we have handled all communications since its establishment.

Science, innovation and incubation

We have a good knowledge of this sector, for example we wrote Manchester's Science City Strategy, and are currently working with Manchester Science Parks on a branding project for a new incubator building.

DELIVERING YOUR COMMUNICATIONS.

We are truly excited at the prospect of delivering media relations and communications for the Energy Innovation Centre. We see and understand the scope of this brief clearly.

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Great stories

We will work with your team to take story opportunities around new projects, new innovations and new developments and turning them into press releases that will secure solid coverage across a range of target media.

Working to a strategy

We will tailor a planned media relations campaign to the targets set out in your marketing strategy and work efficiently to ensure that quality coverage and audience reach is achieved within the identified budget of two days per month.

Solid distribution

We subscribe to an industry standard media and social media database which we would use in the first instance to build a target media list for the Energy Innovation Centre, this list of course could be updated should the possible reach of stories change – for example if there is a specific geographical or sectoral angle to a story.

Working in partnership

Many of our existing projects are based around partnerships and so we understand well the need to liaise with partners around stories, ensure a balance of coverage for all (without weakening the story) and to keep partners in the loop on coverage and reporting.

Copywriting and research

In addition to our media relations team we have a dedicated researcher on our staff and a full time, trained copywriter.

Scoping out opportunities

We like to keep our eyes and ears open for great story opportunities and so will pro-actively look for responsive media moments or feature opportunities. We subscribe to a number of industry journals and websites which keep us up to speed on current stories and trends.

Monitoring coverage

We have a media cuttings and monitoring service which will be at your disposal for the duration of this contract and will report on coverage secured by audience reach and equivalent advertising value. Where needed, we also like to dig a little deeper and look at the tone of coverage secured, key messages transmitted and ‘warmth’ of specific media outlets.

Photography

As a full service agency, Creative Concern has a wide range of freelance photographers in geographical locations around the Northwest who specialise in various styles of photography. Whether you require photos for news stories or shots for newsletters we have contacts that can provide the ideal image fit for purpose. We will also manage this process for you.

A SNAPSHOT OF OUR CURRENT WORK.

Our current clients include a broad range of players from housing associations to government agencies, visitor attractions, property developers and community partnerships. Here is a short sample of what we've got 'live' at the moment.

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Wythenshawe: Real Lives

A wonderfully grass roots campaign to help a Manchester community change negative perceptions perpetuated about their community, we work closely with Willow Park and Parkway Green Housing Trusts to deliver robust PR, community events and consultation workshops to empower local residents.

The Beatles Story

As our first project for our most recent client Beatles Story, Creative Concern undertook the global media launch of the John Lennon Peace Monument hosted in Liverpool city centre. Attended by Julian and Cynthia Lennon, we amplified Lennon's message of peace through his music. The campaign reached an audience of millions with live national TV across both Russia & the USA and blanket coverage across the world's print and online media.

You Can Foster

A partnership between 23 local authorities across the Northwest. You Can Foster is a live PR and marketing campaign with the aim of encouraging potential new foster carers to come forward and receive training. The campaign busts myths about who can actually foster in 2010. We have achieved coverage right across the region and in key trade press. At time of writing this the campaign has attracted just under 1000 enquiries and is well on target to exceed our client's goals.

Get Me Toasty

We're busy on a Greater Manchester-wide campaign which has featured heavily in local media promoting insulation to households across the city region. Tactics include media, a dedicated website, a radio advertising campaign, events in shopping centres and network communications through large employers.

People Power Wrexham

We are just putting the finishing touches to a climate change campaign for the county of Wrexham which includes three pilot campaigns in schools and a local community, climate change pledges, action packs and a series of workshops.

Manchester Museum

We are currently preparing for the media relations launch of Manchester Museum's new Living Planet gallery, which has been redesigned by a cutting edge fashion events company. We're handling a celebrity launch on the day, securing a fashion patron, and placing features in national and regional media.

EXAMPLES OF COVERAGE.

Get Me Toasty Wigan Evening Post (7th January 2011)



Get Me Toasty South Manchester Reporter (13th January 2011)



Wythenshawe: Real Lives in Manchester Evening News (12th August 2010)



Curiosities North West in the UK Metro (27th October 2010)



John Lennon Peace Monument in The Sunday Times (10th October 2010)



Forestry Commission launch on Click Liverpool (July 1st 2010)



WORKING WITH US.

Here's a little more about us. Creative Concern specialises in communicating sustainable development. Within this broad area, we have particular expertise in communicating climate change, environmental improvement, urban regeneration, environmental business support and low carbon technologies.

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The Agency

We are a Manchester-based creative agency with a team of 20 staff. We have a strong record of delivery and have worked with over 70 clients in the past eight years, including some of the world's biggest brands such as the BBC, Co-operative Group and national government.

Many of our core clients work with us on an ongoing, retainer basis including: Riverside Housing, BBC, ENWORKS, Forestry Commission and Manchester City Council. Some of these clients came to us for a single job and have since become retained clients.

The People

Our three teams are designed to ensure excellent customer care and robust delivery.

Advocacy team: project management, client services and direct delivery of public relations, marketing, copywriting, research and strategic communications.

Creative team: delivery of advertising, design, branding, digital, web and film services.

Business team: financial management, policies and procedures, production management and office management.

How we work

As a company, we are driven by our ethical outlook, as well as our ideas and creative edge.

We care about what we do. We deliver projects with intelligence and enthusiasm across different disciplines and platforms.

We have a comprehensive environmental policy and action plan for improvement. We are a Buy Recycled registered company and have been awarded silver in the Manchester Environmental Business Pledge Scheme.

More details of our work underway to reduce our environmental impact can be found here:

www.creativeconcern.com/our-ethical-approach

References

Wythenshawe Real Lives
Anne Taylor (Wythenshawe Regeneration Coordinator)
0161 499 7778

Marketing Manchester
Rachel Combie
0161 237 1010

Forestry Commission
Keith Jones (Regional Director)
01768 776 616

OUR WIDER OFFER.

The Energy Innovation Centre is tendering a media relations programme and we're focused on that and certain that we could deliver an excellent service, but it may be worth knowing that we are a full service agency with a broad portfolio of services including.

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Strategy development

Developing and delivering communications strategies, marketing plans, brand strategies and research projects.

Brand development

Our creative team are constantly devising and implementing brands for organisations, companies, charities, hospitals, regeneration bodies, destinations and campaigns.

Graphic design

From business cards through to billboards and brochures, our designers provide an efficient, intelligent design service covering advertising, print, exhibitions and design for online, digital, animation and motion film graphics.

Video and film

We direct and produce films for DVD, advertising, corporate promotions, events, exhibitions, online and virals using our in-house broadcast standard production facilities.

Website development

High-end website programmers, coders and front end web designers, with projects ranging from blogs and brochure sites through to fully integrated content management systems (CMS).

Multimedia programmers

Motion graphics, Flash animation and multimedia development including presentations, film graphics and online.

Public relations

An experienced team of media and stakeholder PR professionals devising and delivering PR strategies, running high-profile traditional and social media campaigns, providing crisis PR support and managing the reputation of our clients.

Copywriters

A copywriting, editing and proofing service covering news journalism, magazines, online content, brochures, feature writing and advertising copy.

This list is already long but isn't exhaustive. Our approach is to build a multi-skilled team who can work across different platforms to deliver your communications needs.

Though the Energy Innovation Centre is focused on media relations in this tender, a good media campaign can sometimes need inputs from other communications channels, and we have the skills, in-house, to deliver.

MEET THE TEAM.

We are a close-knit team that understand each other's strengths. On this account, the Energy Innovation Centre's first point of contact would be one of our two senior PR officers, Richard Hector Jones or Margaret Blackburn, who would be available at all times for consultation and advice. They would also present reports as and when required and attend all meetings as deemed necessary.

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Steve Connor Strategy

Steve is co-founder and CEO of Creative Concern. An experienced writer and strategic communications consultant, Steve formerly worked as Communications Director for Sustainability Northwest, a sustainable development think-tank and as Head of Public Affairs for the Vegetarian Society of the UK. Steve has extensive media experience and has appeared widely in the press and on radio and TV.

He is on the advisory board of Salford University's centre for Sustainable Urban and Regional Futures and also Chairs the Stakeholder Steering Group for Manchester's Climate Change Action Plan, which he helped to write.

Steve's climate change experience stretches back 15 years to his first campaign conducted around greenhouse gas emissions and agriculture. Since then he has established and managed a Northwest Climate Group and has edited several reports on climate change impacts, mitigation strategies and adaptation. In 2005 he directed and ran the Manchester is my Planet pledge campaign. He has also edited the Northwest Climate Change Action Plan and has assisted on key reports such as the 'Climate Change and the Visitor Economy report.

Richard Hector-Jones Senior PR Officer

A self-motivated team member with fifteen years' experience as a freelance journalist covering film, music and the wider arts, Richard has worked with and for some of the most interesting and challenging clients in the UK. From SMEs and the public sector through to multinationals he's enjoyed creating media interest in new, interesting and innovative ways for all his clients.

He's delivered successful cross platform PR campaigns for the £1bn Liverpool ONE urban regeneration project, ITV's Big Clean Up campaign, The Quays Partnership (an umbrella tourism directive between Imperial War Museum North, The Lowry Arts Centre and Old Trafford cricket ground) and the Transport Innovation Fund.

Since joining Creative Concern Richard has worked on the Wythenshawe: Real Lives campaign giving voice to the local community, often in challenging climates, through the strategic placement of positive media opportunities.

He's worked with The Forestry Commission on the launch of community woodlands in Liverpool securing the involvement of the BBC who broadcast live from the event. In addition he's secured extensive coverage for the Climate Change Action Plan.

Margaret Blackburn
Senior PR Officer

Margaret has extensive knowledge of both private and public sectors, delivering successful PR strategies for a wide range of clients. She has planned and delivered media events for organisations including Manchester Museum's Consortium and Natural Economy Northwest.

Her previous experience includes Manchester City Council's press office and the award-winning Manchester International Festival. Margaret trained as a journalist at Liverpool Community College and worked for several years as a reporter on local newspapers.

Rebecca Nicholl
Copywriter

With a Masters degree in Public Relations, Rebecca previously worked as a PR Assistant at the Manchester Museum and was the Marketing Officer for Groundwork Oldham & Rochdale.

Since joining Creative Concern in 2005, Rebecca has honed her skills as a copywriter. Her strong writing skills and versatility have seen her work for a range of clients including Marketing Manchester, English Partnerships, NWDA, ENWORKS, the Forestry Commission, Riverside and Wythenshawe Regeneration.

Currently Rebecca is working on Envirolink Guide to Renewables - researching and writing a guide on the various renewable energy technologies available; interviewing Wythenshawe's Ambassadors for the Real Lives campaign; editing the website for Manchester: A Certain Future; and working alongside Sophie on the copy for Bruntwood's sustainability campaigns.

OUR RATES AND COSTINGS.

We always keep a close eye on costs. Working to client deadlines, we agree schedules at the start of projects, which are then tightly managed but, importantly, have the ability to be flexible when needed.

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Deadlines and budgets

We build in clear deadline and sign off points into the schedule, having regular meetings to update on activity by phone or in person.

We provide contact reports and action points from any meetings so progress can be tracked efficiently. An end of campaign report will show you the coverage we have secured, and exactly where your money was spent.

We monitor timelines and budgets via a project management system called Streamtime. Streamtime allows jobs to be broken down into specific tasks, and our team members update their tasks each time they work on the project. This means clients can grasp exactly how many hours – and how much budget – has been spent on each activity.

Hourly rates

Our hourly rates for the Energy Innovation Centre would be set at our medium 'not for profit' rate as follows:

Director	£94
Manager	£66
Executive	£50

All figures are quoted excluding VAT.

For the outlined estimate of two days per month, taking into account a mix of the three tiers above, we would estimate costs (before monitoring and clippings) to be £1,050 exc VAT.

Sample cost - preparing a media list

The Energy Innovation Centre's targets for media relations will include end-users, collaborators, funders and the wider energy sector. We will prepare a media list with a particular focus on the specialist titles and specialist correspondents that will help us to reach our audience.

16hrs at £66 p/h
Total cost: £1,056

Sample cost - media monitoring and clippings

Creative Concern uses Durrants media monitoring services for its clients, which results in much more comprehensive and to-the-minute media monitoring than, for example, Google Alerts. We would recommend some caution in outlining search terms for media monitoring as 'Energy Innovation Centre' as keywords could throw up a wide range of results, all of which would carry a clipping charge. We can also offer a social media monitoring service.

Reading fee per month: £180
Per cutting (inc. distribution): £1.95
Newspaper licence (annual): £150
Monthly report to client: £250

Sample cost - a press release

This will include the drafting of the press release, the process to secure sign off with the Energy Innovation Centre and partners if appropriate, the development of a bespoke media list, the distribution of the release to media contacts and the follow up activity required to secure the expected level of coverage. This will also cover the time to arrange a straightforward photo call as part of the story.

8hrs at £66 p/h
Total cost: £528

Sample cost - press office function (for reactive PR)

4hrs at £66 p/h
Total cost £264 per enquiry*

*Dealing with the press on a reactive basis can be a very varied task, and each enquiry may require a different level of service. However, we have based this cost on an enquiry that may require the drafting of a written response from the client, the liaison with yourselves over the matter, the possible sourcing of an interviewee or other information for the journalist, and follow up with the journalist to ensure everything has been dealt with fully.

Sample cost - copywriting

If you had any copywriting needs, we would be happy to quote for these, based on your brief. We are also happy to consider limited budgets and proposal copy solutions that can be delivered within this budget.

£50 p/h

Sample cost - photography

This cost will cover a photographer to attend a photo call that we will arrange in advance, and will also include the provision of images to the Energy Innovation Centre following the call.

The images will be supplied digitally, and will be available for you to use in your PR activity.

Any props or materials that are required for photo calls or stunts may be charged in addition to this, but we will ensure that any quotes for these is agreed by you in advance.

Photo calls for PR purposes
£162.50 per hour

Beyond the brief

We have developed an e-news service 'Green Intelligence' for one of our clients ENWORKS. This service enables recipients to tailor the news to their own preferences in terms of frequency of delivery, subject area and the number of stories. The e-news service can be tailored to be relevant to both the media and key stakeholders.

APPENDICES.

APPENDIX: OUR CREDENTIALS.

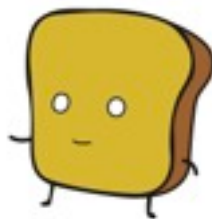
We've developed a strong reputation for devising and delivering integrated campaigns that often utilise the skills of our design, PR, marketing, advertising and digital teams. Our campaigns have included road shows, street teams, stunts, viral techniques, online advertising, conventional bus and billboard advertising these are a small example of what the integrated team at Creative Concern can produce.

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Get Me Toasty **Client: AGMA & The Energy Saving Trust**

Creative Concern is active throughout early 2011 running a major home insulation campaign for the Energy Saving Trust and the ten local authorities of Greater Manchester under the banner of 'Get Me Toasty'. The target is 7,500 referrals for insulation within a four week campaign timeframe.

Tactics include media relations, a roadshow in major shopping centres, a network and viral campaign drive, media relations, radio commercials, collateral such as postcards and a campaign website... oh, and a giant 'Mr Toast' made out of foam



Mersey Tidal Power Project **Client: Peel Holdings**



Creative Concern are working with Peel Energy to create a website and film for the public consultation process of their Mersey Tidal Power Project – a high profile project exploring the best ways to harness the power of the Mersey Estuary to create renewable energy.

The website will communicate the ongoing process of Peel Energy's feasibility study and will gradually create a body of 'questions and answers' that the public and stakeholders can comment and debate on. The site will be used to provide updates on the any developments.

The nine-minute film stars ITV's Fred Talbot and was shot around the Mersey Estuary. Alongside interviews with experts and stakeholders the film focuses on the potential the Mersey Estuary holds for the future of electricity generation in the Northwest.

Manchester: A Certain Future **Client: Manchester City Council**

In conjunction with Manchester City Council we drafted and edited the Manchester Climate Change Action Plan, a strategic framework of actions that need to be taken by organisations and individuals throughout Manchester to address the challenges and opportunities of climate change between now and 2020. The actions aim collectively to substantially reduce the city's emissions of CO₂ and to achieve a change in culture that enables residents, businesses and other organisations to take steps to adopt and implement the principles of a low carbon economy.

In addition to the document we have built the website and are now implementing phase two of the web development by allowing interactivity and personalised action plans for Manchester residents.



You Can Foster **Client: NW Local Authorities**

For the first time Local Authorities in the North West are working together to recruit more foster carers under one common branded campaign, developed by Creative Concern. The campaign required a name and brand identity, a TV and radio commercial, recruitment website and a suite of supporting advertising.

The You Can Foster campaign features carers from different ethnic backgrounds in a diverse range of situations including a gay couple, a single lady, a couple with their own children, a couple who rent their home and carers who choose to foster babies and teenagers. The You Can Foster campaign brand is friendly, memorable and accessible. The essence of the campaign can be summed up in the advertising line "If you have room in your heart and room in your home, you can foster."

Delivered on a tight budget and timeframe, the TV, radio and advertising campaign delivered over 7,000 unique visitors to youcanfoster.org within three weeks and requests for enquiry packs reached 1300 in the two months of the campaign.



Manchester is my Planet

Client: Manchester Knowledge Capital

The Green Energy Revolution study sought to find out how Manchester could engage its residents in climate change action. Combining civic pride and climate change action, Manchester Is My Planet (MIMP) needed to raise awareness and change behaviour. Creative Concern created the name and concept for the campaign, designed the initial website, brand, and marketing collateral.

We were set the ambitious target of signing up 10,000 pledgers in two months. We exceeded this and signed up 12,000 in total using street teams and branded collateral. MIMP still lives on today, motivating Manchester residents towards a low carbon future. The programme initiated a wide number of innovative projects to build the understanding, skills and capacity to address the low-carbon challenge across the boroughs of Greater Manchester.

Since the programme launched 20 low carbon or sustainable energy projects have been instigated. The campaign was awarded a second phase of funding from the EU and has been used as an exemplar case study on climate change engagement. The number of pledgers in the campaign now stands at 20,000.



Bruntwood Sustainability Communications Bruntwood Properties

In 2009, Creative Concern was appointed to communicate Bruntwood's commitment to sustainability, and further engage their staff and customers in sustainability issues. Bruntwood specialise in the commercial property sector and have engaged in a robust sustainability programme for a number of years including recycling buildings, investing in an Eco Cities initiatives and academic studies, installing green roofs and encouraging staff to cycle to work. Whilst their competitors have promoted their green projects, Bruntwood's environmental credentials have remained largely unsung.

Our work with Bruntwood is to reposition their sustainability strategy as integral to their business across their staff and wider external audiences. This begun with a positioning and scoping report to determine how Bruntwood's competitors talk about their sustainability activity, and how Bruntwood might aspire to position itself in comparison. This then informed the communications strategy we devised.

So far, we have worked on communication materials explaining Bruntwood's new recycling and cycling initiatives. We are currently producing a magazine-style CSR report, the first of its kind for the company, planning an incentivised behavioural change reward scheme for staff and customers, and producing a presentation and set of briefing notes for use in media relations and keynote speeches. A sustainability week is also planned for early 2011, where staff will be invited to a series of lectures with speakers from a variety of different backgrounds.

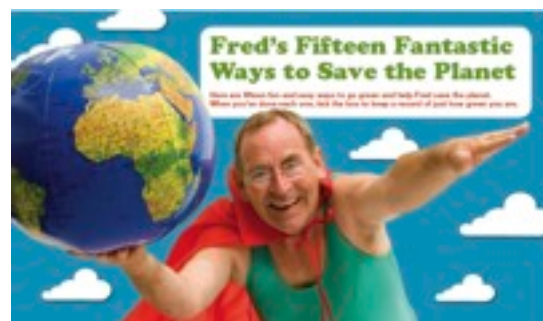
Fred's Green Guide Client: Granada Television

Working with Fred Talbot and the team at ITV Granada we pulled together a partnership of environmental organisations to run two week-long series of programmes on Granada Reports highlighting ways in which individuals could 'do their bit' and adopt a more sustainable lifestyle. This involved working with the film team and preparing scripts and briefings for the ITV team.

We also produced and distributed 10,000 advice packs to Granada Reports viewers who phoned in for more advice.

With a reach of 2.8 million households this project provided an invaluable opportunity to work with ITV Granada to reach a new and relatively untouched audience across the Northwest.

Through the two sets of promotion films (but most importantly through the second see airing week commencing October 23rd), a number of vital partner messages have been transmitted, with the added value of being embedded in the news programmes of Granada itself. The guide was made possible through a partnership that included Defra (through the Government Office for the North West), Northwest Regional Development Agency, United Utilities, North West Regional Assembly, Mersey Basin Campaign, Groundwork Northwest, GB Energy and Envirolink.



Love Your Bike

Client: Manchester Friends Of the Earth

We worked on the campaign creative, advertising design, media buying, media relations, website development and supporting print materials, in conjunction with Modern Designers. Appearing on 48-sheet advertising, bus backs, posters, postcards, online and delivered at street level by a team of Friends of the Earth volunteers, we brought an integrated campaign to the streets of Manchester.

The campaign won two awards - Best Integrated Campaign at the Green Awards, and the Earthmovers "Communicating Powerfully" award from Friends of the Earth. The campaign also is used as an example grass roots environmental campaigning at European level. The feedback responses from visitors to the website enabled FOE to qualify support for safer cycling routes in the city and to attract council funding into improving facilities for cyclists. The campaign received widespread local media coverage and subsequently significant national and international coverage in publications as diverse as The Guardian, and British Cycling and from as far afield as Chile and Bulgaria.



Wythenshawe Real Lives

Client: Manchester City Council (Wythenshawe)

Creative Concern has developed, and continues to deliver, the Real Lives Wythenshawe image campaign. The campaign aims to break away from stereotypical images of Wythenshawe and to challenge negative attitudes as well as raise awareness of more than a decade of change through sustained investment and regeneration.

The first phase of our campaign was an image campaign, where we commissioned photography to highlight the real people of Wythenshawe. These images were used on vans used by the housing trusts in the area, on hoardings and as part of an exhibition at the Wythenshawe Forum.

The campaign has since grown to a multi-platform campaign since its birth. We now have a roster of 'Ambassadors', people who live and work in the area championing the positive of Wythenshawe, and have organised a number of community and corporate events to highlight the cause, including public participation events and focus groups.

Northwest Climate Change Action Plan (2008)

Client: Northwest Climate Change Partnership – Northwest Development Agency (NWDA), Government Office for the Northwest, the Regional Leaders Forum (4NW) and the Environment Agency

Climate change communications are key to generating a true understanding and appreciation of the causes, impacts and necessary actions we need to take as a region. And for these messages to get through they need to be clear and consistent.

Creative Concern was commissioned by the Northwest Climate Change Partnership to write a 16-page summary of Rising to the Challenge – A Climate Change Action Plan for England's Northwest (2006-09). As a response to the Regional Economic Strategy, this Action Plan aims to stimulate and measure the progress of the region towards a low carbon economy, preparing it for the challenges climate change will inevitably bring while protecting our quality of life and rich environment. Following the structure of the full document, the summary took the salient points and objectives to create an informative overview of what the Northwest region is doing now, its future objectives and the plans in place to become the UK's leading low-carbon region.

We have since developed branded communications for the Action Plan and are now developing brand guidelines for the Agency. In addition, Creative Concern has worked on film projects to promote the Action Plan and showcase the low carbon economy work underway in the region.

Foundation, the Northwest Climate Fund Client: NWDA / Groundwork Northwest

Foundation is the Northwest's climate fund. It gathers up donations from people and businesses and uses them to support individual carbon reduction projects across the region.

Creative Concern was pivotal to the creation of the fund, initiating the concept, and pulling together a consortium bid to enable the fund to exist. Developing a tone of voice for a new climate fund presented an interesting challenge. With a huge potential audience, the words and phrases needed to draw people in, get the messages across and encourage them to donate were incredibly important. We developed a tone of voice that was confident and positive but with a real regional feel to the language. The use of key phrases such as 'stop gassing start giving' and 'small change big difference' were used alongside longer prose to get the messages across.

We have subsequently designed the brand for Foundation, built a bespoke typeface for the brand, designed the website and have worked on the PR campaign across the Northwest.



The Northwest Business Environment Awards

Client: Mersey Basin Campaign and ENWORKS

The Northwest Business Environment Awards are designed to celebrate the green credentials of businesses across the region. They also act as an incentive for green behaviour whilst raising the profile of the winners and runners-up. The event is now a permanent fixture in the region's event calendar, attracting a sell-out audience.

We have delivered the marketing and communications campaign for the event since 2005. This has included co-ordinating the call for entries, delivering a PR strategy 2005-2009, developing the brand identity and working with KTB events to deliver the awards ceremony.

The Awards use case studies of the winners and runners up in their awards' brochure, and present films of all the shortlisted nominees at the ceremony prior to the winning business announcements. Creative Concern have produced both from interviewing the nominees and writing the case studies for the brochure to the directing, filming and development of the shortlist films.

ENWORKS communications programme

Client: Enworks

Creative Concern have providing full agency support for ENWORKS since 2004. The organisation helps businesses to become more resource efficient, to reduce their carbon impact and increase their productivity. This is achieved through a combination of practical advice, awareness-raising activities, tailored on-site support, plus training, all focused on creating cultural change throughout the business workforce.

A small selection of the work we have provided for them includes; the communication strategy, films to encourage business resource efficiency, direct mail, advertising, exhibition materials and marketing collateral, public relations and most recently their re brand and web portal.

APPENDIX: POLICIES AND INDEMNITIES.



**CERTIFICATE OF INCORPORATION
OF A PRIVATE LIMITED COMPANY**

Company No. 4582786

The Registrar of Companies for England and Wales hereby certifies that
CREATIVE CONCERN LIMITED

is this day incorporated under the Companies Act 1985 as a private
company and that the company is limited.

Given at Companies House, Cardiff, the 6th November 2002



HC007A

Certificate of Employers' Liability Insurance (a)



(Where required by regulation 5 of the Employers' Liability (Compulsory Insurance) Regulations 1998 (the Regulations), one or more copies of this certificate must be displayed at each place of business at which the policy holder employs persons covered by this policy)

1. Policy number 40/TX/18211297/06

2. Name of policy holder
CREATIVE CONCERN LIMITED

3. Date of commencement of insurance policy 6th June 2010

4. Date of expiry of insurance policy 6th June 2011

We hereby certify that subject to paragraph 2:-

1. the policy to which this certificate relates satisfies the requirements of the relevant law applicable in Great Britain, Northern Ireland, the Isle of Man, the Island of Jersey, the Island of Guernsey and the Island of Alderney (b); and

2. (a) the minimum amount of cover provided by this policy is no less than £5 million (c);

~~the cover provided under this policy relates to claims in excess of £XX but not exceeding £XX~~

Signed on behalf of **Allianz Insurance plc**

Authorised insurers

D.A. Torrance

D.A. Torrance
Chief Executive

Notes

(a) Where the employer is a company to which Regulation 3(2) of the regulations applies, the certificate shall state in a prominent place, either that the policy covers the holding company and all its subsidiaries, or that the policy covers the holding company and all subsidiaries except any specifically excluded by name, or that the policy covers the holding company and only the named subsidiaries.

(b) Specify applicable law as provided for in regulation 4(6) of the Regulations.

(c) See regulation 3(1) of the Regulations and delete whichever of paragraphs 2(a) or 2(b) does not apply.

Where 2(b) is applicable, specify the amount of cover provided by the relevant policy.

Account number: 40/24622

Date printed: 17th June 2010

Allianz Insurance plc. Registered in England number 84638 Registered office: 57
Ladbroke Grove, London, W8 5AD, United Kingdom.
Allianz Insurance plc is authorised and regulated by the Financial Services Authority and

HCC INTERNATIONAL INSURANCE COMPANY PLC



Walsingham House, 35 Seething Lane, London EC3N 4AH Tel: 020 7702 4700 Fax: 020 7626 4820 Website www.hccint.com

SCHEDULE

Policy Number: PI10B538165

Form: PI Media Civil AOC 0108 **Date:** 10/02/2010

Date of Proposal Form: 19/01/2010

Insured: Creative Concern Ltd

Business: Media consultancy

Period of Insurance: From: 24/02/2010
To: 23/02/2011 Both dates inclusive

Indemnity Limit: GBP 1,000,000 any one claim defence costs in addition

Excess: GBP 1,000 each and every claim does not apply to defence costs

Additional Conditions: Retroactive Date: 24/02/2006
Geographical Limits: Worldwide
Jurisdiction: Worldwide excluding USA / Canada

HCC 032 Premium Payment Clause
HCC 017 Higher Limits Warranty

Premium: GBP 1,115.00 Plus 5.00% Insurance Premium Tax

HCC International Insurance Company Plc, A subsidiary of HCC Insurance Holdings Inc
Is authorised and regulated by the Financial Services Authority
Registered in England and Wales no. 01575839.
Registered office: Walsingham House, 35 Seething Lane, London, EC3N 4AH

