

# Represent

## Invitation To Tender- Marketing, Communications and Engagement Consultancy Services CROWN ESTATE SCOTLAND

Name of Organisation:	Represent Comms
Address:	57 Calton Road, Edinburgh, EH8 8FJ
Contact Name:	Judith O'Leary
Contact Position:	Founder & MD
Telephone Number:	[REDACTED]
E-mail address:	<a href="mailto:judith@representcomms.co.uk">judith@representcomms.co.uk</a>
VAT Registration Number:	842429133

## 1. OUR UNDERSTANDING OF THE AIMS & AMBITIONS OF ZEROFOUR

### A unique development in a special place

Montrose ZeroFour is a pioneering development comprising of a mixed-use enterprise hub and innovation park on Scotland's stunning northeast coast that will grow to become a national hub. The benefits to Scotland and the region are significant - attracting investment, providing a cutting-edge location for businesses, generating new jobs which attract people to live and work in the Angus region. Represent believes this to be an exciting high impact project which we would relish being part of.

The location is perfectly placed for supporting the blue-green economies and furthering marine-based and green economic growth in region. ZeroFour is laser-focused on supporting the development of clean enterprise and we note the attention on R&D for these areas and the establishment of an innovative drone hub at the Net Zero site.

This is a dynamic approach designed to bring together ambitious start-ups and established corporates that share ZeroFour's ambition to support Scotland's net zero targets.

Represent has worked with businesses and business locations to refine their comms and communicate their net zero journey, however we understand that each location is individual and with the heritage and ambitions of ZeroFour – you are unique.

### Engaging with Crown Estate Scotland

One of our core values and specialisms is collaboration and developing a close relationship with our clients, this is a vital part of how we deliver exceptional outcomes. Represent genuinely care about driving the growth and success of our clients' projects and their business overall, delivering a passion and commitment which is a cornerstone of our services provision.

Your brief was clear and combined with our deep experience in the blue-green economy and B2B marketing, Represent is confident we can meet and exceed your objectives and ambitions, leveraging our extensive knowledge of this sector. This will be achieved by Represent's team taking a deep dive as part of the on-boarding stage, ensuring we fully understand all stakeholders, drivers, targets, and priorities for this project to enable fully optimised outcomes.

### Achieving a deeper understanding of ZeroFour – Purpose & Outcomes

As a blue-green beacon, ZeroFour will become the Scotland's national hub supporting the development of clean enterprise with a particular focus on the blue-green economies. There are a number of similar projects in other regions, including Stirling. Represent will ensure that ZeroFour stands head and shoulders above competing projects and establishes itself as the natural choice for businesses and investment committed to being part of the green recovery.

Through careful segmentation of audiences and key message development, Represent will position ZeroFour as the preeminent hub for the blue-green economy, establishing it as a byword for sustainable innovation. Our work will present ZeroFour as the natural home to leading sustainable corporations and promising start-ups thereby driving significant economic growth in Angus and the north-east of Scotland.

### Partnering with Crown Estate Scotland for optimum success

ZeroFour is a clear proof point of Crown Estate Scotland's purpose, Represent's team of PR, media, and comms professionals will engage proactively with your comms team to deliver tangible benefits using a tailored best practice approach matched with a customer service second to none.

## Delivering your Objectives

Drawing on our significant expertise in securing investment, tenant marketing, stakeholder management and PR and digital marketing, Represent will create a strategic project plan containing clear milestones and deliverables in collaboration with the Crown Estate Scotland appointed team. This will build on the work already undertaken to date, with a focus on using the combined experience of both Crown Estate Scotland and Represent teams to mitigate potential risks and negative exposure.

Through careful stakeholder segmentation matched with compelling messaging, Represent will position ZeroFour, and Crown Estate Scotland, as a force for good for all stakeholders – a rich local amenity, a place where careers are made, a centre of excellence and a stimulus for significant economic impact.

## 2. REPRESENT'S EXPERIENCE

### Background

Founded in 2004, Represent is an award-winning integrated PR & digital communications agency based in Edinburgh, with sector expertise in Environment, Renewables, Business, and Fintech as well as in Education and Not-for-Profit. We are experts at building brands, expanding awareness, driving growth, bringing about trust and championing change at both a national and global level.

Represent has many accolades including winning:

- Marketing Society Star Awards for Tourism, Leisure & Sport, (2019)
- The Scottish Women's Award for Creative Industries Leader of the Year (Judith O'Leary, 2019)
- UK Content and Marketing Content Awards (2022)
- PRCA Dare Awards (2019)
- CIPR Pride Awards (2019) for our third sector work in digital marketing, international marketing, social media, and PR.

### Key Staff

Represent's proposed team structure for the project has been designed in response to the scope of services required:

#### *Judith O'Leary, Founder and MD (Project Lead)*

The Represent team is led by Founder and MD, Judith O'Leary, a multi-award-winning PR professional and established advisor to the sustainability and enterprise sector. Judith is a trusted advisor to windfarm developers, providing strategic PR and crisis communications advice to clients including Eneco – one of Scotland's largest windfarm developers. She leads on and drives stakeholder engagement for high-profile organisations including The Royal Highland and Agricultural Society of Scotland, Hopetoun Estate and Rosebery Estate. She was instrumental in the successful planning application of The Haymarket business park development in Edinburgh, crafting and implementing a considered stakeholder plan. She held similar role for Comcast and Singapore Telecom overseeing stakeholder comms around the \$30m cable project in Cambridge and East Anglia. As a senior member of the Represent team, she will work with your stakeholders and influencers, quickly building trust and becoming comms partner to the ZeroFour team.

#### *Grainne Byrne, Associate Director (MCIPR)*

With more than 15 years in senior PR and comms roles both agency-side and in-house, Grainne is one of Represent's most experienced and capable comms professionals. Grainne was a key member of the Scottish Public Service Ombudsman's policy & communications team, working for 8 years with public bodies across Scotland's public sector landscape.

Grainne's

professional qualifications include MA Film & Media studies with Spanish (University of Stirling), MA Journalism (Edinburgh Napier University)

*Melissa Albarran, Senior Consultant (MCIPR)*

An award-winning PR consultant, Melissa's strength is in her innovative thinking and digital skills. She leads on the digital marketing strategy for over 10 clients including, Rosebery Estate and St. Enoch Centre in Glasgow. Her expertise lies in social media strategy & content, website content (Umbraco) as well as stakeholder engagement & PR. Melissa is passionate about building communities and engaging audiences. She does this through a mix of dynamic PR and social content. Her curiosity and creativity are demonstrated by the impressive results she achieves across PR and digital content. Forever mining the press for opportunities and elevating clients' messaging and exposure on digital, Melissa will bring her creativity and tenacity to this project. Melissa's professional qualifications include BA English Literature & Spanish

*Stella Gage, Consultant (MCIPR)*

A St Andrews University graduate, Stella is a gifted content producer with exceptional skills in creating stand-out social media materials including video, graphics, and reels. Her writing skills are exceptional as is her attention to detail. Stella is our agency sustainability champion and is currently steering the agency through ISO 14001 which we are on track for achieving certification in March 2023. Her personal green ambitions would ensure her enthusiasm for working with ZeroFour both as a talented comms consultant and as an ambassador. Stella's professional qualifications include MA (Honours) Social Anthropology (University of St. Andrews)

**Delivering exceptional strategies & results**

Since launching in 2004, Represent has grown a reputation as a leading independent agency with exceptional client and staff retention. As an authoritative and established advisor to several of Scotland's leading businesses and not-for-profits, we are well-connected across several industries. This strong network of contacts will bring greater opportunities for this project, and our partnership with ZeroFour as we look to build awareness and drive engagement with the development.

Many regions in Scotland have stated their ambition to kick start the green economy recovery. It is, therefore, hugely important that we craft smart campaigns that capture attention, build trust and drive awareness. Represent will use our creativity, our connections, and our skills to communicate ZeroFour's ambition and drive to innovate, while inspiring key audiences to act. We see our role as driving the ZeroFour brand to a level which attracts investment, occupiers and takes stakeholders on this exciting journey.

Here are some examples of our similar work.

**Royal Highland Centre (RHC)**

- Situated next to Edinburgh Airport, RHC is a Scotland's largest event space spanning 180 acres of indoor and outdoor space. Following a £12m investment strategy, Represent was appointed to:
  - ✓ Effectively communicate to owner RHASS' 16,000 members that this investment was sustainable.
  - ✓ Change perceptions of the space to attract new tenants.
  - ✓ Establish RHC as a credible music events space.



Services Delivered	Outcome
<ul style="list-style-type: none"> <li>PR</li> <li>Stakeholder management</li> <li>Digital marketing including content &amp; website, publication production (brochures)</li> <li>Board advisor on communications &amp; crisis communications</li> </ul>	<ul style="list-style-type: none"> <li>Positive media coverage supporting the investment strategy leading to positive member sentiment</li> <li>Comms leading to securing x 3 major events in 2022</li> <li>Positioning the benefits of the investment as an important economic drive for Edinburgh (economic impact report)</li> </ul>
Measurement	Relevance to this project
<ul style="list-style-type: none"> <li>Event delivery - budget &amp; attendance</li> <li>Social media - growth &amp; engagement</li> <li>Stakeholder engagement - sentiment &amp; feedback</li> <li>Coverage in tier 1 media &amp; sentiment</li> <li>Website - traffic &amp; dwell time</li> <li>Marketing - lead generation</li> </ul>	<ul style="list-style-type: none"> <li>Successful brand positioning communicating strong ESG credentials &amp; positioning of skilled in-house events team</li> <li>Effective stakeholder engagement – neighbours, City of Edinburgh Council (planning), members, media, current tenants, potential tenants, businesses &amp; event organisers</li> <li>Profitable launch of The Pavilion (Dec 2021) event space securing +15 events in 2022 (conferences + dinners)</li> <li>Excellent coverage – see economic impact coverage on latest release</li> </ul>

Causeway Scotland Ireland Business Exchange	
<p>A dynamic membership network that represents and attracts people and businesses, that either currently operate, or seek to expand or export to, the island of Ireland or Scotland. Supported by the Scottish &amp; Irish Governments, businesses across diverse sectors and various career/lifecycle stages are connected through the network and encouraged to grow and collaborate. Causeway provides valuable opportunities for networking, sharing insights, and exploring business growth opportunities.</p> <p>Represent were appointed in 2021 to:</p> <ul style="list-style-type: none"> <li>✓ Raise awareness of the network</li> <li>✓ Drive increase in membership</li> <li>✓ Manage stakeholder engagement</li> </ul>	
Services Delivered	Outcome
<ul style="list-style-type: none"> <li>PR, website development &amp; content</li> <li>Social media</li> <li>Event organisation including awards ceremony</li> <li>Blogs and stakeholder engagement</li> </ul>	<ul style="list-style-type: none"> <li>Successful delivery of ESG speaker event (25<sup>th</sup> November) attracting 100 paying guests and securing speakers including: Pulse Market, AM Bid, Webhelp, Net Zero Nation, Chartered Banker Institute, Climeaction, Aegon Asset Management, abrdn and sponsored by Enterprise Ireland</li> <li>Membership + 15% in 12 months</li> </ul>

	<ul style="list-style-type: none"> <li>Secured sponsorship from Johnnie Walker experience (3-year awards sponsorship deal)</li> <li>Grown LinkedIn followers and engagement by 35% (6 months)</li> <li>Effectively engaged with Scottish Enterprise, Chambers of Commerce, Enterprise Ireland, and the Scottish &amp; Irish Governments &amp; secured funding.</li> </ul>
Measurement	Relevance to this project
<ul style="list-style-type: none"> <li>Membership growth</li> <li>Increase in social media followers &amp; engagement</li> <li>Securing sponsorship</li> <li>Successful delivery of events</li> <li>Successful account management &amp; budget management</li> </ul>	<ul style="list-style-type: none"> <li>We have the connections and event management skills to create engaging events attracting senior representatives from leading businesses and positioning the client as the expert</li> <li>We know how to build communities online, driving awareness and engagement</li> <li>We have a proven track record of effective stakeholder engagement delivering smart solutions &amp; providing platforms for clients to shine</li> </ul>

#### Leveraging our skills, experience and contacts for you

Represent is a highly experienced integrated PR & Digital Communications agency which excel at Marketing, Communications and Engagement Consultancy. Our core services are:

- PR, press office & media relations
- Stakeholder relations
- Website development, enquiry handling & content production
- Crisis communications
- Digital marketing including SEO content/blogs
- Social media creation and community management
- E-newsletter production
- Advertising
- Event management
- Creation of multimedia assets

Specifically for Crown Estate Scotland at ZeroFour we can provide:

#### PR Support & media relations

Represent's skilled communicators have an established network of business journalists across Scotland and the UK, who deliver award-winning PR campaigns for our clients consistently. With our finger firmly on the pulse of what make news, we have a record of accomplishment of delivering quality media content including news releases, features, opinion articles, data and reactive comment resulting in significant brand awareness for our clients. We think beyond the written word – our creativity shines through in providing media with standout graphics, video, research and vox pops – making it easy for media to feature clients such as ZeroFour resulting in meaningful coverage that influences and engages.

Our approach is dynamic – pitching to our established contacts and working to create a news line that connects with our audiences and reinforces our clients' messaging. For example, the drone story could be enhanced with video footage and comment from a leading clinician on how this could transform healthcare. It might feature a journalist visit to site to witness the take-off, bringing the story back to the 04 call sign as a nod to the past.



### Website development and content publishing

Represent manages websites for all our clients working to ensure they are technically sound, cyber secure, and user-friendly with content that speaks to all audiences. We work with our team of leading developers and content writers to produce positive on-page experiences with key-word rich content that drives visits and sessions from key audiences. Examples of websites we have built and provide content for include: [Chippendale International School of Furniture](#) which has seen traffic increase by 16%, new users by 14% and increased page views by 22%. As part of the Project with ZeroFour, Represent would update content and report using Google Analytics (and G4).

### Arranging and running events

Represent are skilled event organisers covering business roundtables to stakeholder events, launch events and awards ceremonies. Our processes are robust, and we bring our creativity to the fore. We understand that events are a great way of influencing not only those in the room, but those attending virtually. The reach and impact of events are bolstered by graphics, video, vox pops, social content, including Facebook live, speaker notes and referrals. Examples of events that we are involved with include:

- ✓ Eneco & Leadhills stakeholder consultation events
- ✓ Royal Highland Show media briefings & press office
- ✓ [REDACTED] / HIT / Perth College scholarship event
- ✓ Causeway awards and round table sector debates

### Attracting potential investors & tenants to the development

Represent is skilled in raising awareness of projects to attract investors. In November 2020, we handled the PR for the construction of Celtic Renewables' flagship biorefinery in Grangemouth, to secure £3.68m from almost 2,500 investors on Crowdcube.

While ZeroFour would not need crowdfunding, this evidences our ability to draft and leverage key messaging that speaks to the needs of key stakeholders and prompts them to act. This work attracted significant media coverage to raise both awareness, trust in the organisation and their vision and financial backing.

Represent worked on the marketing of the Haymarket Square – a £350m mixed-use development owned by Interserve and sold to Quartermile. We were successful in launching the development bringing on board the community and elected representatives, running a successful ground-breaking event and securing two major tenants. We managed social media and web content and handled all media and community enquiries enquiries, including managing the announcing the sale of the development and helped secure two anchor tenants. For ZeroFour, Represent will work with you to identify your ideal tenants, create content, and pinpoint the best channels to connect with these key targets whose values and goals align with those of the hub. We will develop a social media strategy to engage these companies and organise events to get the key decision makers in the room so you can engage and influence.

### Stakeholder relations

ZeroFour has already began working with stakeholders, Represent will quickly get up to speed by reviewing the existing plan and identifying any gaps for review and action. We will evaluate the existing messaging, and check that all channels are identified before planning a calendar of stakeholder engagement activity. Represent will increase outreach activities by identifying meaningful partnership opportunities and delivering a steady stream of good news stories to key press e.g., highlighting ZeroFour's work with Dundee & Angus College and Angus Council on driving diversity in employment and training opportunities.

Some of the relevant stakeholders Represent have worked with in the past include:

- Renewable UK
- Offshore Wind Investment Organisation
- FinTech Scotland
- Chambers of Commerce
- Scottish Enterprise
- Scottish Development International
- Business Gateway
- Federation of Small Business
- Local government

Represent is driven by collaborative working and we will bring significant added value by drawing on our established connections to extend ZeroFour's reach and influence including joint press features, events, and one-to-one meetings.



Represent's approach to community engagement is to get under the skin of the community so we truly understand and respond to their concerns and needs at the grassroots. The community needs to become ZeroFour's biggest ambassador and that will be our focus, achieving this in a way that is both inclusive and effective.

#### **Strong knowledge of the blue-green economy**

Represent works extensively in this sector with clients in the renewables sector ([Eneco](#)), FinTech industry ([Celtic Renewables](#)) and not-for-profits in the energy including ([Fuel Change](#)). Previous work included raising the profile & crafting a clear differentiation for [Changeworks Recycling](#). This B2B campaign delivered a growth of 15% in sales for the company in less than 6 months.



We see this work as directly relevant to ZeroFour's ambitions in attracting such sectors to locate to the development. Taking key learnings from this project, we will develop similar initiatives that will position ZeroFour as a hub for innovation in the blue economy.

#### **Social media management**



Social media will be essential in raising awareness of ZeroFour and achieving stand out on the right digital channels. The objective will be to develop a community of loyal followers who will engage and share content to expand your network and influence. Through our work with clients in the blue-green sector, we know the top influencers to target for ZeroFour as well as the audiences we need to proactively engage.

Our social media work will be leading indicator focused, providing KPIs around audience growth, engagement and positive sentiment. Represent will do this by creating impactful content that engages and stimulates using graphics, creative photography, video and listicles. Represent will create high impact profiles on LinkedIn and will develop a strategy to grow followers on this primary B2B channel. Represent will develop Facebook as a community channel with content aimed at this audience linking with other community groups including Montrose Community Angus (2.7k), and Montrose Online (2.8k). An advertising strategy will be prepared to support audience growth and engagement primarily on LinkedIn at key times in the project.

### Podcasts

There are currently 384 million podcast listeners globally as of November 2022 and it is predicted the number of listeners will reach 464.7 million by the end of 2023 and 504.9 million by 2024. Therefore, it is important that ZeroFour considers this channel to engage and influence their key target audiences. Represent has established contacts with producers of numerous sustainability & business podcasts as part of our work with Celtic Renewables including [Murgitroyd](#), [Mark Beaumont's Impact](#), and [MBM](#). Our target will be to place spokespeople from ZeroFour on these and other leading podcasts including GreenBiz 350 and FT's Behind the Money.

### Joint marketing initiatives

As the build of the ZeroFour development is underway, Represent will rely on partnerships to stimulate news and content. It would be one of our first priorities to engage with Dundee and Angus Council and Colleges to build out a comms and events plan. We have done this successfully in the past as part of the project with Celtic Renewables. In this project, we worked closely with Falkirk Council promoting the partnership in developing the Falkirk and Grangemouth Investment Zone as Represent launched Celtic Renewables' plant at Grangemouth. This collaboration helped position The Investment Zone as strategically important to sustain and grow Grangemouth's manufacturing sector in a way that is economically inclusive and contributes to net zero. This was also extended to IBiolC chair of IBiIC and former Chief Scientific Advisor to the European Commission Prof Dame Anne Glover DBE to promote the ambition to stimulate the growth of the biotechnology sector in Scotland to a £900 million industry by 2025 to support the circular economy and the wider green recovery.

### Resources

Represent invest in the most up-to-date software tools to enable us to undertake our work effectively and efficiently, including:



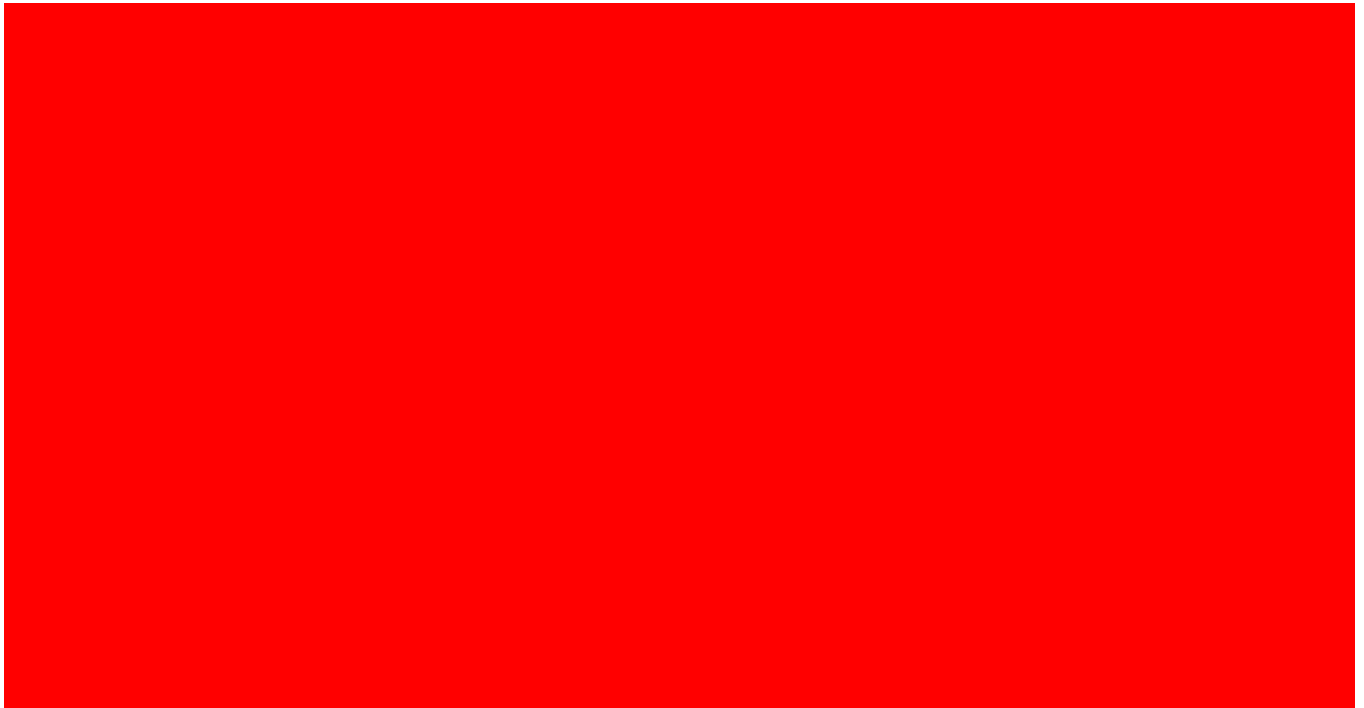
## 3. OUR APPROACH

Represent have demonstrated our experience and staff knowledge in similar projects in the previous section, but we understand that what sets agencies apart is how quickly they integrate in to the client's team adding

value from the outset. To achieve this, Represent will seek to immerse our team in to your organisation, understanding what success looks like, how you like to work, and what concerns you most about the project. This fact finding activity will bring significant insights that will enable Represent to deliver great outputs.

Represent's onboarding workshop has been designed to ensure we are 100% aligned with our clients' ambitions, objectives, and way of working. Our processes and systems are designed to provide complete transparency and drive efficiencies, allowing us to focus on activities that make a difference.

Represent possess the skills, knowledge, experience, and contacts to deliver effective marketing, communications and engagement consultancy services to Crown Estate Scotland and our proven and robust approach will be applied to ensure a quality delivery. Represent have full in-house capability to deliver the requirements in the contract.



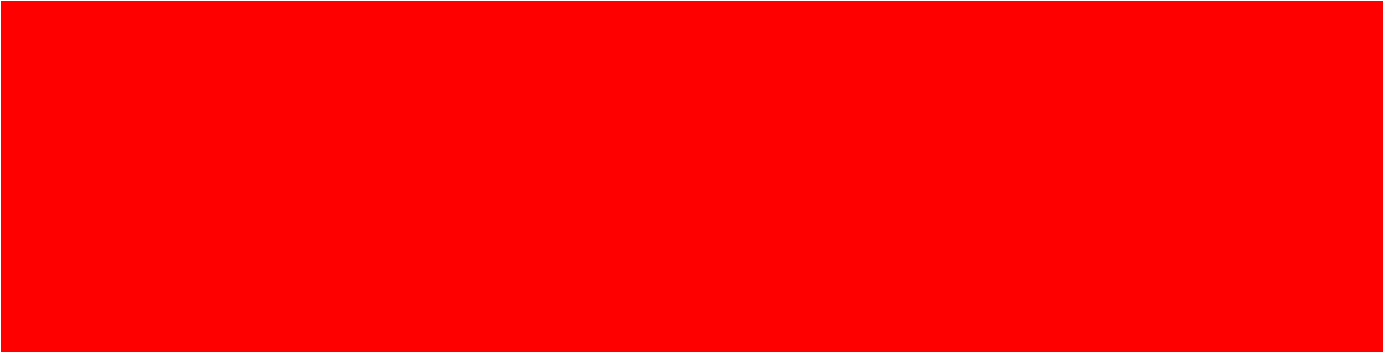


### **General approach to how we work**

Represent is a member of the Chartered Institute of Public Relations and our processes follow the Institutes guidelines and best practice to maintain the highest standards of professional endeavour, integrity, confidentiality, financial propriety, and personal conduct.

### **Tailoring this to Crown Estate Scotland**

Working in collaboration is key to a successful and rewarding client/agency relationship. From the outset we will work to gain a deep understanding of your organisation and how we can best work within the overall structure. We will seek to add value at every turn and propose new ways of working if appropriate to drive efficiencies and effectiveness. We would work on the following:







[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



## 4. OUR DIFFERENTIATION

### A true partnership

Represent stands for true partnership. We represent the interests of some of Scotland's hardest working and most enterprising small, medium and large size organisations. We only work with clients whose purpose we believe in, and whose values align with our own.



As an owner-managed Scottish business, we are invested in the success of homegrown enterprise and are 100% invested in our clients' success. We work shoulder-to-shoulder with our clients as partners and are seen as a trusted comms partner and a safe pair of hands to organisations that including Scotland's world-leading Royal Highland Show, ground-breaking green innovators Celtic Renewables, green energy champions, Eneco and fifth generation family businesses that represent the heart of the country's most diverse enterprises.

Represent's client retention is second-to-none, simply because we work to develop a real and lasting relationship with clients who see us as an invaluable extension of their team and a committed partner. We would seek to become the trusted comms partner to ZeroFour and Crown Estate Scotland to champion your mission and drive results.




### Our values are the backbone of our business

Our friendly, expert team is driven by six core values:

- **Collaboration** - We run on the power of collaboration and are easy to work with. Our strong team is backed by a solid network of long-standing connections and trusted suppliers.
- **Integrity** - We act with integrity and respect towards all clients, colleagues, members of the press and our supply chain.
- **Trust** - Our work environment is open, honest and solution driven. Clients can rely on us to develop and drive successful strategies.
- **Growth** - We genuinely care about driving the growth of our clients' businesses and are dedicated to getting the right results, which in turn makes Represent more successful – a win win.
- **Quality** - We strive to make amazing work that elevates our business and that of our clients. We are driven by solutions and adding value to those we represent.
- **Creativity** - Different perspectives, ideas, and imagination fuel all that we do, from finding innovative solutions and creating opportunities.

#### Unrivalled contacts

For over 25 years, Judith has secured and cultivated an unparalleled level of business contacts across Scotland, Ireland and the rest of the UK, especially in the green economy and sustainability sector. With a collaborative approach to doing business, these contacts would be engaged to work for ZeroFour, bringing about vast opportunities to reach new audiences.



#### Bringing creativity to stakeholder engagement

While many agencies have experience in stakeholder engagement, Represent brings a demonstrative creativity to the process. This is highlighted by our work on The Haymarket – outlined below - but also our stakeholder work for The Royal Highland & Agricultural Society of Scotland. With 16,000 members, the Society's stakeholder planning & implementation is complex and not without its challenges. We have successfully steered RHASS through some difficult times and repositioned them as a fundraising organisation in which members donated over £500k in 2021 following the cancellation of two shows. This was driven by a robust process, but also by our thorough understanding of members' motivations enabling us to successfully connect and drive action to a positive outcome. We find the most successful stakeholder engagement comes from empathy, collaboration, and action and this is where Represent will deliver exceptional results for ZeroFour.

#### Our location

Our office is in the heart of Scotland's capital, just a short walk from The Crown Estate Scotland office. This proximity will allow for timely and efficient face-to-face contact and communications as required.

As your neighbour, you can be assured that while we are only a phone call away for support, you are also most welcome at our own Edinburgh comms hub.

#### Your location

ZeroFour's location is your USP – we love that you are giving it a new lease of life and we will work with you to ensure this is presented front and centre to differentiate you from your competitors and create an aspirational location that will speak to potential tenants.

We have strong relationships with both the Dundee business community and with DC Thomson, the most important media company on ZeroFour's doorstep. These connections will allow us to harness the potential to reach and influence key audiences in the local area.

#### We can handle negativity & turn it into an opportunity

You have advised that this project will not be without its challenges with particular sensitivity around public access.

#### We are great to work with

Our team is small but mighty. We are passionate, committed, and are easy to work with. Feedback from Clutch reviews is that we stand out for our creativity, collaboration and responsiveness. Clients know they can rely on us, Represent are trusted to deliver and we always have a smile on our faces, even in a crisis.

#### Our experience of communication and engagement campaigns

The Haymarket Development, Edinburgh	
A £350m mixed-use development in Edinburgh city centre. 380,000 sq. ft of grade A office space, 40,000 sq. ft of retail space. High specification. High footfall. Highly desirable with strong sustainability credentials	
Services Delivered	Outcome
<ul style="list-style-type: none"><li>PR</li><li>Community engagement</li><li>Website build and content</li><li>Branding</li><li>Social media</li><li>Event organisation and B2B. marketing</li><li>Stakeholder engagement</li></ul>	From handling an exciting ground-breaking reception to devising a place marketing campaign that connected the site's history to current-day ambitions, we married values past & with the present culminating in an art installation designed in a collaboration with the community. This place marketing project generating 25 articles with broadcast coverage on BBC Scotland TV & radio. and most importantly connected residents with the development creating mutual trust and understanding, Our comms generated significant profile leading to securing 2 anchor tenants prior to the sale by Interserve in 2018 for £50m.
Measurement	Relevance to this project
<ul style="list-style-type: none"><li>Event delivery - budget &amp; attendance</li><li>Social media - growth &amp; engagement)</li></ul>	<ul style="list-style-type: none"><li>Developed compelling key messaging designed to attract Grade A clients</li></ul>



<ul style="list-style-type: none"> <li>Stakeholder engagement - sentiment &amp; feedback</li> <li>Coverage -tier 1 media &amp; sentiment</li> <li>Website - traffic &amp; dwell time</li> <li>Marketing - lead generation</li> </ul>	<ul style="list-style-type: none"> <li>Devised a creative stakeholder initiative that connected the developer and community in a way that inspired and united – this was shortlisted for an award</li> <li>Managed a potentially brand damaging media reporting around planning issues</li> </ul>
--	---

Eneco Windfarm Developer and Operator	
Eneco invests, develops, constructs, and operates utility-scale sustainable energy projects in the Netherlands, Belgium, Germany, France and UK. Eneco prioritises integration of wind farms into local environments. Represent has been retained since 2014 to handle UK comms & engagement	
Services Delivered	Outcome
PR, Stakeholder management and consultation, crisis communications, digital marketing, event management. Our primary focus was to engage with stakeholders to obtain build locations. Thereafter we have worked with community groups on benefits, handled issues management and collaborated with Eneco Netherlands on corporate campaigns	Represent has spearheaded Eneco's UK comms delivering a robust communications and issues management strategy. We have worked with a complex stakeholder map, supported various planning applications for extensions to wind farms, managed issues and effectively communicated its purpose "Sustainable energy for all". We launched a project with Mars (carbon offsetting) and piloted a local energy for local people project. We have organised launches for windfarms working successfully with Eneco corporate in the Netherlands
Measurement	Relevance to this project
Coverage in tier 1 media with 2+ key messages Stakeholder sentiment & relationships with community council Website traffic & dwell time Effective account management delivery	Complex stakeholder engagement including community, elected representatives & councils, pressure groups & media Key message development, media training & media outreach providing an effective press office Website development, content & social media Organising launch events with school and landowner participation Generating significant press coverage building an understanding of their mission & vision.

## 5. CONFIRMATIONS & ADDITIONAL INFORMATION

We are fully compliant with Data Protection requirements including GDPR. All data is resident in the UK, encrypted both in transit and at rest and we do not use deprecated encryption algorithms.

Our standard Retention Policy is 12 months, however we can archive data for as long as possible using our encrypted cloud storage service to meet contract requirements.

We are Cyber Essentials accredited and all our staff are Cyber Security trained annually

We can guarantee confidentiality of Crown Estate Scotland information and have processes to ensure no crossovers of info will occur, using password protection for accessing and storing files and folders.

There is no potential, actual or perceived conflicts of interest or no canvassing has taken place

We have professional indemnity to £1M.

I accept T&Cs and can meet the timescales for commencing and delivering the work in scope.

We are a Fair Work First and Living Wage employer and have implemented pre-employment checks for new employees based on the Baseline Personnel Security Standard

Community Benefit/Social Value. Represent provides up to £2k per month on pro bono work for charities and not-for-profits including: the Royal Highland Education Trust, Hospitality Industry Trust Scotland. This is a voluntary arrangement and is not connected to any contract in place.

Compliance with any applicable Scottish Procurement Policy Notes.

## **FEES & COSTS**



