

CREATIVE BRIEF: SOUTH EAST LOCAL ENTERPRISE PARTNERSHIP

Background

Local Enterprise Partnerships (LEPs) are public-private partnerships between local authorities and local businesses. There are 38 such LEPs across the country and they all operate to achieve the same goal – directing the Government’s investment funds into local projects to drive economic growth and local job creation.

South East LEP champions the economic growth of East Sussex, Essex, Kent, Medway, Southend and Thurrock. Geographically it’s the largest LEP in the country, has a population in excess of 4 million and a 344,500-strong business community.

South East LEP manages an investment programme of £500m, with 6 years remaining to spend this to best effect. This is one of the largest Growth Funds in England. £488m from the Government’s Local Growth Fund has been matched by a further £400m from local authorities and the private sector leading to a significant programme of investment (currently 58 projects). SELEP is on target to help deliver 23,000 new homes and create 45,000 new jobs by 2021.

The types of projects the LEP has invested in recently include:

- Conversion of Gray’s Magistrates Court building into new modern office space for start-up and small companies to support business growth;
- Regeneration of Tonbridge High Street;
- A new bridge across the M20 at Junction 4 to provide better connections for new housing development;
- Investment in world-class broadband for Colchester town centre;
- Investment in a new road between the A21 and the new Bexhill-Hastings Link Road in East Sussex to support new employment sites;
- Investment in construction facilities at the College campus in Folkestone; and
- A new Business Park creating new employment space and up to 330 jobs in East Sussex.

More information on SELEP projects and activity can be found in the following documents [SELEP Annual Report 2015-16](#) and [SELEP LGF 3 Submission](#).

Introduction to the creative task

In recent months SELEP has been developing and honing its proposition – it now has a new strategic focus and a reinvigorated sense of cohesion in the partnership to compete effectively with other LEPs in the eyes of Government. The magnitude and significance of this change within SELEP demands a brand relaunch – as such a new brand identity is required. We are engaging with talent in the LEP area to provide this. The creative task is to design a new brand identity for SELEP that reflects its new strategic focus and the brand values it aspires to be associated with. Specifically, a new logo created around the organisation’s full name:

SOUTH EAST LOCAL ENTERPRISE PARTNERSHIP

Brand values

The brand values desired to be attributed to the ‘new’ SELEP are:

- Progressive
- A true partnership
- Able to attract investment and growth
- A strong business voice
- A positive influence
- Outward-looking

Creative requirements

A new logo that uses SELEP's name in full, together with associated brand guidelines governing usage and providing the necessary components for a consistent brand identity to be delivered across all media. Specifically:

- Logo design (hi-res, multi-format, colour and mono versions)
- Brand guidelines inc. fonts, typeface, colour palette, page layouts, Power Point templates etc.
- Logo usage restrictions and co-branding guidelines
- Icons to identify specific SELEP activity areas:
 - Transport and Infrastructure;
 - Skills;
 - Business Engagement;
 - Housing;
 - Commercial Property development;
 - Thames Gateway;
 - Creative and Cultural industries;
 - Digital Infrastructure;
 - Coastal;
 - Rural;
 - Tourism;
 - Funding;
 - Growth.
 - Research & Commercialisation

An example of a 'branding pack' which was previously provided for the South East Business Growth Hub, can be found here.



LEP_Guidelines_2015
.pdf

Creative desirables

For the logo design to be adaptable to a name change sometime in the future if necessary.

Creative restrictions

The logo design should not embody a geographical reference, unlike the current logo.

Timing

Stage 1 - initial concepts to be received 7th Feb for initial distillation.

Stage 2 - development of shortlisted concepts to be received 17th Feb

Stage 3 – final presentation of developed concepts 24th Feb

The winning concept will be chosen by 6 Mar– creative deliverables to be available for use from 1 Apr.

Reward

The individual(s) responsible for the chosen design will receive £1000. SELEP will retain the copyright and owns the rights to the work produced on its behalf.

Author

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