



Brief for the Enterprise & Innovation Rebrand & Strategy

3rd February 2025

Introduction:

The University of Lincoln's Enterprise & Innovation department are seeking an agency or individual to undertake a project focussed on the rebranding of the work we do in supporting entrepreneurs across our Student Enterprise service, business incubation units at Sparkhouse & Enterprise, and innovation centre Think Tank.

As part of the project, we would also require a strategy document to support the rebrand and ensure that moving forward we have a coherent and clear plan of implementation. Our team will be on hand throughout the project duration to support and provide any context information required by the chosen supplier.

Context:

The Enterprise & Innovation department provides vital support for Lincolnshire SMEs, start-ups, pre-start businesses and entrepreneurs. Starting with our Student Enterprise service, which recently saw Lincoln ranked as a top 10 UK University for supporting graduate start-ups, offering key mentoring, support and funding to students and graduates wishing to explore self-employment as a genuine career path whilst at university and post-graduation.

Our incubation centres at Sparkhouse and Enterprise offer an accessible entry point into running a business, with staggered affordable rent being a big draw for those looking to start a business without a large financial commitment. Within rent at Sparkhouse we include a dedicated business mentor to help guide early-stage founders through the beginning of their journeys, as well events, networking and signposting to further support tenants.

Think Tank is a dedicated innovation centre, designed to be a hub for businesses looking to have an impact on their field of work, by introducing disruptive, creative and, ultimately, innovative products and services.

In the 2023-24 academic year, we commissioned a piece of work that reviewed our wider marketing, communications and events and we hope that this piece of work will inform the rebrand and play a key role in providing background context. Details of this work would be discussed within the early stages of the rebrand.

Project:

We would like a full-scale rebrand of the Enterprise & Innovation offer which would include a new overarching brand that brings Student Enterprise, Sparkhouse, Enterprise and Think Tank together into one brand.

The overarching aim of this rebrand is to bring together the different strands of our Enterprise & Innovation offer into a cohesive and impactful brand identity. This unified approach will add clarity and strengthen the offer the University provides to businesses, highlighting support, networking and collaboration between businesses and the University. We hope that through the rebrand it enables us to deliver greater opportunities for innovation, growth, and engagement.

Alongside the new brand, we will require a strategic implementation plan for the rebrand to ensure that the newly designed brand is able to have the greatest possible impact with our existing audience as well as engage new businesses.

Timeline:

Tender Application Opens: 3rd February

Tender Applications Closes: 28th February

Shortlisting: 21st March

Final Decision: 28th March

Project Commencement: April 2025

Budget & Costs:

We are keen to partner with the right agency or individual for this project and would be open to discussing costs based on proposal.

Contact & Disclaimer:

We reserve the right to close this tender process early should circumstances require, including but not limited to operational needs, budget considerations, or the early identification of a suitable partner. While cost will be considered, our primary focus is on selecting the right partner that aligns with our strategic objectives and values. To ensure a fair and objective evaluation, we will not be disclosing budgetary expectations at this stage.

For more information about the project, or for further discussion, please contact our team at enterprise@lincoln.ac.uk.