



# Dorset Community Energy

## Communication support brief

### Request for quotation

#### 1. About Dorset Community Energy

Dorset Community Energy (DCE) is a Community Benefit Society, registered with the Financial Conduct Authority. It was set up in 2013, its purpose is to provide low-carbon solar photo-voltaic electricity (PV) at no or low cost to community and public buildings in Dorset. To date DCE has delivered 32 solar PV installations, and in 2023/24 produced 1,528MWh, and provided an in year saving of £274,000 to 'hosts' of the 32 solar installations. DCE has over 200 members who own the assets worth over £1 million.

DCE is managed by six volunteer non-executive directors and has three part-time paid staff. [About – Dorset Community Energy](#)

DCE has a Community Fund whose purpose is to fight climate change, increase generation of renewable energy and benefit the local community. The fund will grow each year, in 2024 the value is £10,000. We wish to promote this more widely to receive more applications and to enlarge the number of Trustees.

#### 2. Contact information

Lucy Beasley, secretary  
[Lucy@dorsetcommunityenergy.org.uk](mailto:Lucy@dorsetcommunityenergy.org.uk)  
07429 065155

#### 3. Communications - Current situation

DCE currently communicates primarily in the following ways:

- Website – [www.dorsetcommunityenergy.org.uk](http://www.dorsetcommunityenergy.org.uk) The website was built in 2017 and is currently updated by one of the directors, with technical support provided by an external web specialist. Generally we are happy with this website it is easy to manage and keep up to date. (Wordpress platform, approx. 100 visits per month)
- Mailchimp – DCE has a mailing list of 353 recipients who have opted into receiving news. Communication is sporadic and generally about 3-4 times per year. Past newsletters are shared to the website (although a couple of recent editions are missing - [Newsletter – Dorset Community Energy](#))

- Members who have invested in our solar installations, receive regular communications associated with their shares, AGMs etc. These communications are managed by [Shareenergy](#).
- Attendance at events – DCE are often asked to attend local events such as County Show, Melplash Show etc, and also provide some educational workshops at schools.
- Other ad hoc press.
- DCE do not currently have a social media presence.
- DCE do not currently have:
  - Social media presence
  - Formal headed paper / email signatures / invoicing templates etc.

#### **4. Communications requirements**

DCE's current style has intentionally had a 'community look and feel' however as the organisation has grown to embrace bigger projects and broader stakeholders DCE's Directors believe its communications are in need of a review by a specialist.

##### **The ask**

- A one-off consultancy piece to review our current communications style and products, to advise and agree on new/improved 'look and feel' and to develop new products.
- Ad hoc ongoing support (e.g. for particular projects or campaigns)

##### **Not required at this stage**

- We anticipate continuing to update the website / send out emails etc internally – so need templates which are easy for us to use.
- We anticipate that once set up (potentially with your support) we will manage our own social media accounts.

##### **The brief**

We have drafted a few thoughts below but expect that the brief will be further developed in consultation with the Directors once a communications specialist is appointed.

<b>Purpose</b>	<p>Our communications style and tone and materials need to support our organisational purpose (community, renewable energy, Dorset) – We believe we may need a more ‘corporate’ look, to help us engage with new stakeholders – for instance funders, planning committees, potential ‘hosts’ of our panels.</p> <p>We need to be able to explain our finance model to our stakeholders.</p> <p>We need to look professional.</p>
<b>What products do we need?</b>	<p>We will be led by you but we believe we need the following:</p> <ul style="list-style-type: none"> <li>• Website a review and revision</li> <li>• SOCIAL MEDIA presence – your advice on channels and content / frequency of posting</li> <li>• Mailchimp template – review and revision – advise on frequency of posting</li> <li>• Letterhead / email signature</li> <li>• Powerpoint / Presentation template</li> <li>• Advice on style to assist us to communicate with: <ul style="list-style-type: none"> <li>○ Organisations / businesses hosting solar panels on roofs</li> <li>○ Funders</li> <li>○ Potential shareholders</li> </ul> </li> <li>• Advice on style and products to support education workshops in schools – eg display materials</li> <li>• Advice on style to promote our Community Fund</li> </ul> <p>We would also like to benefit from your advice on the below.</p> <ul style="list-style-type: none"> <li>• Videos</li> <li>• Blogs</li> <li>• Banners</li> </ul>
<b>Our stakeholders</b>	<ul style="list-style-type: none"> <li>• Members (i.e. those who have shares in our solar panels – approx. 200)</li> <li>• Newsletter subscribers – (approx. 350)</li> <li>• ‘Hosts’ – those who have our solar panels on their roofs</li> <li>• Potential ‘Hosts’ – eg. Community groups, public sector bodies, local businesses who may be interested in having solar on their roofs</li> <li>• Funders</li> <li>• Community Fund applicants and recipients / potential trustees</li> <li>• Planning Committees</li> <li>• People who live in Dorset</li> <li>• People interested in community energy in England</li> </ul>

## 5. Budget

DCE has a budget of:

- £4,000 - £5,000 for this review and products to be developed.

## 6. Expressing your interest

Please send an expression of interest detailing your intended approach, examples of previous work, and price to [Lucy@dorsetcommunityenergy.org.uk](mailto:Lucy@dorsetcommunityenergy.org.uk) by 25/11/2024

Name	
Contact details	
Examples of other work	
One off price (including cost breakdown)	
Rate for ad hoc ongoing support	
Intended approach	
Any other comments	

