



## Print and PR

Framescape are seeking a partner to support with print and PR support for their Love Stoke 100 project.

In 2025 Stoke on Trent will celebrate its 100th birthday! It's 100 years since the City obtained official City status from King George V and to remember this occasion we are curating a project whereby we challenge and enable people from across the area to create 100 short films about why they love Stoke. A quick look online or on YouTube will reveal quite a negative opinion of Stoke. Content created by people from the City and by visitors portrays a City plagued by social issues and lacking purpose or identity. The people, places and ideals that made our City and which continue to provide inspiration for current and future generations are sadly lacking. As we turn 100 we want to flood the site and our City with positivity - Positive memories, brilliant people, amazing achievements and the best of Stoke on Trent.

**Print** - There will be a requirement throughout the project to support design and print. This will involve the production of banners and flyers which will be used at events to identify the project and promote participation.

**PR** - The project will run from February until December and we would like PR support at four instances throughout this timescale. To announce the launch of the project, to encourage participation at drop in events and press support around the final event in December.

The budget for this project is **£3,500**. We are looking for a company with experience in working on youth-oriented projects and heritage initiatives, with a portfolio that showcases both creativity and cultural sensitivity.

You'll be working with the Framescape project management team to deliver this project.

If your company is interested in this opportunity to help shape the visual identity of Love Stoke 100, please submit your proposal, including your approach, relevant experience, and examples of previous work to [lovestoke100@framescapeedu.co.uk](mailto:lovestoke100@framescapeedu.co.uk)

Please apply by January 31st for a mid February start.

Framescape is a non-profit project which supports, educates and inspires current and future generations of digital and technical professionals across Stoke on Trent. Framescape is committed to supporting, educating and inspiring the people of Stoke-on-Trent to develop their creative, digital and technical skills. In doing so, we aim to enable the city's Createch community to employ more local talent and grow its share of this lucrative market. Framescape is committed to playing an active role in this journey by ensuring that The Potteries is not left behind. Together, we can help Stoke-on-Trent capitalise on the digital revolution, and, in doing so, empower current and future generations of Createch professionals to thrive.

Love Stoke 100 is made possible with The National Lottery Heritage Fund.

The National Lottery Heritage Fund supports a broad range of projects that connect people and communities to the UK's heritage.

Providing funding and support to create projects that preserve stories and memories that are important to diverse places, communities, and people across the UK.

From historic buildings, our industrial legacy and the natural environment, to collections, traditions, stories and more – heritage can be anything from the past that you value and want to pass on to future generations.

Thanks to National Lottery players, we have been able to celebrate 100 great reasons to love Stoke.