

Call for expressions of interest for Communications and PR services for the Liverpool BID Company



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About BIDs and the Liverpool BID Company

Liverpool BID Company is an independent non-profit organisation that represents more than 1,500 businesses in Liverpool city centre via the two business improvement districts (BIDs) in Liverpool, City Central BID and Commercial District BID. Detailed map of the BID area can be found on the [Liverpool BID website](#).

A BID is a designated zone in which businesses benefit from a wide range of additional services over and above those council services funded through the standard Non Domestic rates.

Established through UK Government Legislation in 2004, a BID is a powerful, independent voice representing the interests of the varied business community, committed to working together to ensure that the area continues to progress whilst providing the best possible trading and working environment for its occupiers.

These extra benefits are aimed at vastly improving the quality of the area for the businesses, visitors and employees within it as well as improving attractiveness to new investors. This can include physical projects such as better lighting and street cleaning as well as the creation of green spaces, crime reduction programmes, events, transport and accessibility improvements, in addition to marketing, networking and inward investment initiatives.

Every five years businesses in the designated area vote for the continuation of the BID and if they vote yes, any occupiers within the BID are levy payers for the duration of the next 5 year term. Businesses within the area pay a levy based on a small percentage of their rates to contribute towards these benefits and improvements.

Liverpool BID Company was formed in 2005 as one of the first in the UK. Its main focus is to support and improve the business trading environment by investing monies, raised from a levy and sponsorship, into 4 core areas: Environment & Safety, Marketing & Animation, Connectivity and Business Support.

Each BID has a separate business plan and annual report documents, they can be viewed via the links below or on the Liverpool BID website:

[City Central BID Business Plan 2013-2018](#)

[Commercial District BID Business Plan 2016-2021](#)

The Liverpool BID Company has to engage with B2B and B2C audiences. The main consideration when approaching PR and communication for the Liverpool BID Company is to effectively engage with all levy payers and diverse stakeholders.

B2B – BID members

Within the 2 BID areas there are distinctive locations and sectors, in City Central BID there is a retail focus including the main shopping centres (St Johns, Metquarter, Clayton Square and Cavern Walks) and the main high street area outside Liverpool ONE; leisure destinations such as Bold Street, Queen Square and Cavern Quarter. The Commercial District BID area covers the traditional and expanded commercial core of the city centre with a heavy concentration of professional and financial service businesses focused around Old Hall Street, but increasingly the area is home to digital and creative businesses and the transformation of Castle Street reflects a strong leisure and hospitality offer in the area.

The BID needs to communicate effectively with its wide range BID membership considering their differences in terms of turnover, number of employees or ownership. Having to deal with local owners, head offices, large organisations...

B2B – Stakeholders

The Liverpool BID Company has a vitally important role within the Liverpool City Region. It is essential that it has a strong relationship with main stakeholders Liverpool City Council, Liverpool Vision, Merseytravel, Merseyrail, LEP, LCR, Liverpool and Sefton Chambers of Commerce, Merseyside Police, property owners and managers.

In the often confused local landscape it is critical for the success of the BID that its voice is heard clearly and its message understood.

B2C – Place Making

The BID Company acts on behalf of all sectors of businesses within the different areas of the city centre under its control, it therefore needs to have a distinct approach when promoting those different areas/destinations, recognizing their individual strengths. Main areas include: Bold Street, High street outside Liverpool ONE, Cavern Quarter, Castle Street area, Commercial District.

The BID company's role is to act as the champion for these areas as distinct locations yet having a coherent voice within one city centre.

The key issues and priorities around each area are:

- Bold Street – Promote and develop its own identity as an independent thriving destination to a local and regional audience and tourists. Having an emphasis on increasing footfall, sales and keeping occupancy rates high.
- High Street outside Liverpool ONE – Position and target bespoke audiences for the different retailers and shopping centres in the area with a special emphasis on increasing footfall and sales.
- Cavern Quarter – Promote the tourist and leisure destination in partnership with key businesses in the area.
- Castle Street area – Raise the awareness of the new leisure destination in the city centre through engagement with BID members.
- Commercial District – Promote the district as the place to do business, start-up, grow and excel. Focusing on attracting investment and new businesses into the area in partnership with key organisations.

Objectives and main duties

Objectives

The Liverpool BID Company is expecting that the PR and Communications services provided in the upcoming 18 months will contribute to

- Strengthen relationships with key strategic media platforms and stakeholders in order to raise the Liverpool BID Company profile.
- Increase awareness and engagement in BID projects.
- Improve the positioning of the BID areas.
- Achieve a successful City Central BID ballot in March 2018, increasing the level of support beyond a 68% on both numbers and rateable value.

Main duties

The appointed agency/freelancer is expected to work closely with the Liverpool BID team, delivering an integrated service within the overall strategy of the BID around its 4 core areas. Passion and commitment with the BID aims will be expected. The main duties required involve corporate and specific audience tasks:

Corporate - Liverpool BID Company

- Develop communications and PR strategy for the Liverpool BID company
- Deliver communications and PR for the Liverpool BID company including media relations, attending meeting on behalf of the BID Company, drafting of press releases, copy, speeches...
- Reputation management including positioning and profile building
- Communication crisis management (proactive and reactive)
- PR monitoring, measurement and evaluation including press cuttings

B2B – BID members (levy payers)

- Review current communications methods and propose strategy for the delivery of effective communications with BID Levy payers.
- Identify and deliver a plan for enhanced engagement with levy payers.
- Generate opportunities for BID members through partnerships with media platforms and stakeholders.

B2B – Stakeholders

- Identify opportunities at forums, key events and media platforms to maximise the ROI of the BID projects and to improve BID positioning in local economic hierarchy.

B2C – Place Making

- Develop PR strategy and positioning plan for the different main BID areas
- Identify and develop partnerships with stakeholders and key media platforms including: print, TV, digital and influencers to promote the different areas on a bespoke approach. The range (local, regional or national) will vary depending on the area

KPIs will be set during the development of the Communications and PR strategy and the evaluation will be based around those.

Timing

01/02/2017 – Brief released
15/02/2017 – Deadline for applications
17/02/2017 – Shortlist announcement
01/03/2017 – Panel/Interviews
03/03/2017 – Appointment of successful bidder
06/03/2017 – Service commences

Budget

Please tenderers should note:

Tender must identify a monthly fee for tendered services and identify those areas where sub-contractors or outside partners are to be used.

The service provision is tendered on the basis of a monthly retainer fee covering progress against all elements of the objectives and main duties, with estimated average days per month commitment. The service provision will be reviewed quarterly.

Supply a quote for all the main duties listed above and possible extra services required.

The overall budget allocated for this contract is £24,000-£30,000 per year.

Application

We're seeking proposals from professionals that include:

- Portfolio showcasing similar work.
- Overview of your approach linked to evidence of relevant experience and brief.
- Details of individuals to be involved and their roles.
- Cost itemisation and payment plan.

For further information please visit www.liverpoolbidcompany.com or email alvaro.costela@liverpoolbidcompany.com

Submit your application by emailing alvaro.costela@liverpoolbidcompany.com

Deadline for applications is Wednesday, 15 February 2017.

Criteria for selection

The following criteria will be used to make the selection:

- Approach – 40%
- Experience – 20%
- Cost – 20%
- Presentation – 20%