



Communications and PR Services for Liverpool BID Company

Budget - £15,000-£18,000/year

Deadline to apply - Thursday 31/10/2019

About the Liverpool BID Company

Liverpool BID Company is a private, not-for-profit organisation, working on behalf of its 1,500 BID Levy Payers in Liverpool across two BIDs (Business Improvement Districts): Retail & Leisure BID and Commercial District BID.

A BID is a designated zone (BID Area) in which businesses (BID Levy Payers) benefit from a wide range of additional services over and above those funded through the standard commercial rates and council services. Constituted by UK law in 2004, a BID is a powerful, independent voice representing the interests of a varied community of organisations, committed to working together to ensure that the area continues to progress whilst providing the best possible trading and working environment for its occupiers.

The Liverpool BID Company provides services for its 1,500 BID Levy Paying businesses around 4 key areas of work:

- Improving the environment and safety
i.e. BID Police Team and Street Rangers.
- Animating and promoting the BID areas
i.e. Christmas Campaign, Celebrating Bold Street and Castle Street, Independents' Week and Food and Drink Week.
- Improving opportunities for connectivity
- Providing business support to BID Levy Payers
i.e. Mystery Shop Awards and Footfall and sales figures.

Communications and PR context

The Liverpool BID Company has to engage with B2B and B2C audiences. The main consideration when approaching communications and PR for the Liverpool BID Company is to effectively engage and work with BID Levy Payers and the diverse stakeholders.

B2B – BID Levy Payers

There is a wide-range of sectors, business sizes and areas within our 1,500 BID Levy Paying businesses. The involvement of levy payers and their employees within our communication initiatives is key for the success of the BID.

B2B – Stakeholders

It is essential that the Liverpool BID Company continue to strengthen its position within the hierarchy of the Liverpool City Region. Improved partnerships with our main stakeholders including Liverpool City Council, Combined Authority, Merseytravel, Merseyrail, LEP, Liverpool and Sefton Chambers of Commerce and Merseyside Police are key for effective communication and to overcome current city centre issues. It is critical for the success of the BID that its voice is heard clearly and its message understood.

B2C - Placemaking

Championing the different sectors and destinations within the BID Areas is a core element in our communications and PR plan. There are needs to have:

- Retail focus around the main shopping centres in the BID Area (St Johns, Metquarter, Clayton Square and Cavern Walks) and the main high street area outside Liverpool ONE.
- Visitor economy approach (hospitality and leisure) via destinations in the BID area such as Bold Street, Castle Street, Queen Square and Cavern Quarter.
- Focus on investment and office space via the professional services, financial businesses, digital and creative industry located in and around Old Hall Street.

Main duty

The appointed freelancer/organisation is expected to work closely with the Liverpool BID Company team delivering the Communications and PR for the Liverpool BID Company and acting as the main point of contact for media platforms.

Objectives

The Liverpool BID Company is expecting that the PR and Communications services provided will contribute to:

- Keep strengthening relationships with key strategic media platforms and stakeholders in order to raise Liverpool BID Company's profile and awareness of BID core projects.
- Support the position of the Liverpool BID Company as a champion for the destinations within the BID areas, its levy payers and the main sectors (retail, leisure, visitor economy and professional services) represented across its 1,500 BID levy paying businesses.

Deliverables

- Develop and deliver the communications and PR strategy and plan for the Liverpool BID company.
- Deliver communications and PR for the Liverpool BID Company including:
 - Media relations
 - Writing and issuing of press releases
 - Identifying and issuing statements/comments on hot topics
 - Copywriting
 - Liaising with third parties about producing content
- Reputation management including positioning and profile building of the Liverpool BID Company within the hierarchy of Liverpool City Region and different sector forums.
- Identify and develop relationships with stakeholders and key media platforms including: print, radio, TV, digital and influencers to promote the different areas, campaigns and BID project. The range (local, regional or national) will vary depending on the campaign.
- PR monitoring, measurement and evaluation including press coverage/cuttings.
- Communication crisis management (proactive and reactive).

Budget

The budget to deliver this brief £15,000-£18,000 per year. Based on an average of 5 days/month. There will be an initial 6-month period of work to be extended after successful review.

There is an additional £4,000 allocated to complement the delivery of the Communications and PR initiatives via use of external providers for the production of video features, creation of pieces of content or collaterals to increase reach and impact of communications and PR initiatives.

Timing

- 17/10/2019– Brief released
- 31/10/2019, 23:59– Deadline for applications
- w/c 4/11/2019 – Shortlist announcement
- w/c 25/11/2019 – Panel/Interviews
- 2 January 2019 – Service commences for initial 6-month period

Criteria for selection

- Experience – 50%
- Cost – 20%
- Presentation/interview – 30%

Application

We are seeking proposals from communications and PR freelancers/organisations that include:

- 1-page overview of your approach to deliver this brief.
- Portfolio showcasing similar work.
- Cost itemisation and payment plan.

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

Send your application to marketing@liverpoolbidcompany.com