

TENDER BRIEF FOR PR AGENCY FOR NORTHAMPTON TOWN CENTRE BID

Issued 11-3-2021

Northampton Town Centre BID has a remit to deliver projects in line with the attached Business Plan and its objectives (see section 13 in particular)

For the start of this new BID term (our third 5 year term which will run from 1 April 2021 to 31 March 2026) we are seeking a new local PR Partner/Agency to bring a fresh and new approach and work with us to provide digital PR such as social media and reputation management support plus occasional related marketing/copywriting services, for example content for newsletters. Our preference is to appoint an agency that is based in or near Northampton Town Centre and can assist us with strategies, tactics and good local press relations.

There is a degree of flexibility in the way this arrangement can work, although very often an immediate turn round is required if an issue arises. However, wherever possible we try to ensure a planned and managed workload. Please explain in your proposal your preferred method of working and suggest your approach for us.

A BID is unlike any other company/organisation and you will be able to see from our current website www.northamptonbid.co.uk that we have previously run a wide variety of projects including the production of magazines, social media campaigns, projects to encourage business engagement and footfall, and projects to showcase our town. Our remit is one of additionality (ie not replacing baselined services of statutory agents) and whilst we are promoting the activities to the public our key audience is that of the businesses who pay the levy in trying to improve their trading environment via these activities. We also want to be able to help businesses and organisations to achieve more by supporting them to increase their operating and trading ability across and between a range of, digital, virtual and physical channels.

We anticipate that the work will include but may not be limited to:

- Participating on relevant project planning meetings (Estimate 2 hours a month) where you will offer strategic support, suggestions and PR opportunities whilst aligning our objectives and promoting and celebrating Northampton Town Centre and its businesses.
- Marketing support - Coordinate the copywriting, production and distribution of publications and promotions such as leaflets, newsletters, place marketing, social media campaigns, etc based on current projects
- Manage all current existing social media sites for the BID (Facebook (FB) and Twitter, LinkedIn, Instagram), creating and publishing content and engagement with other social media users (responding to both adverse and positive comments upon agreed directions/guidelines that will be pre-agreed). Producing regular and timely analytics reports. Produce a calendar that aligns with our events/promotions and deliver regular social media scheduling of content that is both proactive & reactive. Produce social media with stories fed to you throughout the week, proactive sharing /commenting/interacting with other relevant content/stories, in order to strategically positioning the BID in the wider context.

Northampton

TOWN CENTRE BID

For the businesses by the businesses

- Local Press liaison and production of releases, coordination of media coverage and exposure – between 1 and 3 estimated per month.
- Overall Public Relationship/Reputation Management

Based on our previous contract we estimate this total workload to be 8 hours a week (equating to 4 days a month) but are open to suggestions and happy to explore efficiencies as to be suggested in your tendered bid.

Budget circa £1200 - £1500 per month (£14,400 - £18,000 pa)

The BID may also run other bespoke projects, which could be commissioned separately dependent on time allowance. (Please supply additional hourly rates and/or fees for a range of typical ad-hoc work.

You will report to pfb UK who are the BID Project Management Company who has the remit for delivering the BID projects in line with the BID Business Plan.

KPIs will be set in conjunction with yourselves for output as appropriate for each project and monitoring reports should be produced monthly to evidence work and outcome.

We will welcome an approach to work as part of a team with us and to be proactive and enthusiastic in helping shape the delivery over the next five years.

Please respond by Thursday 19 March 12 noon to melanie@pfbuk.co.uk