



HWBIDCo Tender Document

Request for PR services

Background

HWBIDCo is the Business Improvement District (BID) company for High Wycombe. We are an independent not-for-profit company, limited by guarantee, with a Board of Directors elected by the business community. Part of our funding comes from a supplementary levy on business rates in the town centre. We have an initial five-year mandate to support the town centre, and its business community, with a view to making it as economically viable as possible. We have a five-year business proposal that feeds an annual business plan covering a broad remit of project activity that ranges from business security through to marketing and PR.

The majority of our current PR activity is delivered in-house. This is historically due to funding pressures and a decision to maximise resources in other aspects of our work. We do, however, work with a graphic designer in order to ensure that any materials created are fit-for-purpose and print-ready. However, it has been decided by our Board that it is an appropriate time to consider raising our game and introducing some third party expertise.

Our Requirement

Therefore, HWBIDCo is seeking to work with a company who can provide PR expertise for two key aspects of our work. The two key aspects are as follows:

1. Enterprise HQ business incubator project

HWBIDCo manages a fairly prominent retail unit in the town centre. The unit is a timber-framed double-fronted, two storey retail space. It is leased for the purposes of providing a business incubator space for new or start-up businesses. This means that we will work with occupants to trial a business idea that is open to the public. Occupants are able to lease the space temporarily under a license to occupy and pay a subsidised all-inclusive fee.

We are coming to the end of a period of extended occupancy for a tenant who is well-liked in the town centre. We therefore have two requirements as follows:

- a) to manage the PR impact of a tenant leaving, potentially without an alternative premises to sustain their offer;
- b) to launch a campaign to recruit new occupants and to oversee our PR relationship with each one so that we have digital media for social media and website.

2. BID renewal campaign

Every five years BID companies must go out to ballot to every business ratepayer in their defined local area. Each business has the chance to determine the future of the BID and whether they feel it should continue to operate. All are entitled to vote and the BID company must achieve a majority for successful renewal.

HWBIDCo is planning its renewal campaign, culminating in the launch of a formal proposal in April 2017 and a formal ballot in June 2017.

We have the following requirements:

- a) to support HWBIDCo in designing and building a campaign strategy that achieves auditable engagement of the voting business community;
- b) to advise HWBIDCo on methods of delivery that will maximise response rates by different audiences.

Our Audiences

The primary audiences for Part 1 are as follows:

Potential occupants for Enterprise HQ – new or start-up business owners in Buckinghamshire (or wider), artisan collectives, students (individual or cohort), social enterprises or community interest group who might consider taking temporary *high street* space in order to trial a business idea;

General public – to promote awareness of the Enterprise HQ opportunity both from a consumer perspective and from a peer-group facilitation perspective, spreading the word about the good work that the project delivers;

Stakeholders – to prove to BID levy payers and town centre stakeholders that the project is a good use of time and resource and has a positive impact on the efforts to reduce the volume of empty commercial space in High Wycombe town centre;

The primary audiences for Part 2 are as follows:

Business Ratepayers (local) – those businesses that pay NNDR in the designated BID Area of High Wycombe town centre;

Business Ratepayers (national) – those individuals who take responsibility for company voting rights but are based elsewhere;

Local Managers and Employees – those employees of companies that are situated in the BID Area and who may have need of, or engage with, the BID company for self-interest or to pass on information to a senior employee.

What We Need From You

Interested parties are requested to submit the following:

1. Details of how you would approach the requirements stated in the tender document;
2. Statement of Agency Structure and Ethos
3. Specification of the resources/individuals that would be made available to work with HWBIDCO on the brief, including CVs for key team members;
4. Outline of similar briefs completed;
5. Statement of suggested performance measures to assess the qualitative performance of the brief delivered;
6. Example of, or link to, singular piece of work that you think defines you as an agency;
7. Anything else relevant that would support your tender.

Tender documents to be submitted no later than **5pm Friday 19th February 2016**. Please return electronically to gemma@hwbidco.co.uk

For a brief discussion on requirements please call Oliver on 01494 452705.

Further information on HWBIDCo can be found at www.hwbidco.co.uk