



Hexham BID

Contract for communications and public relations support 24th July 2017

Hexham Business Improvement District (BID) is business led and business funded, and works in Hexham to invest collectively in new projects and services that businesses have prioritised. There are more than 680 Levy payers in Hexham, covering a diverse range of business sectors. We are led by a team of 11 voluntary Directors and a BID Manager, structured as a Company limited by guarantee, not for private profit. The BID commenced operation in October 2016, and will run its current programme until April 2021.

Further general information is available on our website at www.hexhambid.co.uk, or by speaking to the BID Manager, Helen Grayshan, on 01434 607 962. Informal enquiries are welcome.

We are seeking a partner experienced in public and business facing communication and public relations services to support BID events and projects.

We are developing a number of projects for which clear communications are required. Our Business Plan contains 21 projects (visible on our website) of which 13 are in development. Having launched successfully, the BID needs to find its voice, improve key messages to businesses, and raise its profile in the wider region. We require a suitably experienced local company to support this on an ongoing contract basis.

Specific work required in the next 3 months is likely but not exclusively to include:

- Launch of a refreshed Visit Hexham website
- Promotion of Hexham as a brand on social media
- Key town marketing projects around brands and weddings
- Launch of a BID Company membership scheme
- The BID's first Annual General Meeting

Background resources and work to date can be seen on our website and our social media feeds. We can also supply copies of our Communications Strategy and draft Town Marketing Strategy.

Twitter @hexhambid
Facebook.com/hexhamBID
Instagram/hexhambid

It is anticipated that a half day per week will be needed as a regular commitment, although there may be some demand responsive work. Work will be paid monthly by

BACS. The BID seeks to re-invest the Levy collected in Hexham wherever possible, and a copy of our procurement policy is available on request.

Please send a proposal by 9th August 2017 at 12 noon, to our Manager helen@hexhambid.co.uk We may ask shortlisted organisations to a discussion.

Please include in your proposal:

- Your price for delivering the service and how this has been calculated (day/hourly rate or item)
- Examples of your work and/or evidence of a track record of delivery similar services
- Details of your approach to delivering the contact, including staffing, timescales, understanding of the brief
- Your availability
- Your organisation's legal status, company registration etc
- Names and business address of contract manager(s)
- Confirmation of appropriate insurances
- Relevant organisational policies and procedures, including Health and Safety at Work
- Ability to comply with our data protection policy and procedures
- Any references from previous customers you may have
- Membership of any relevant professional bodies or quality marques.

This brief refers solely to this work and does not create ongoing contractual arrangements. Future contracting opportunities will be advertised on the BID's website.