



North Notts Business Improvement District (BID) is the UK's first ever area-wide, place shaping BID and covers the whole district of Bassetlaw.

The idea to develop a BID for North Nottinghamshire came about following a successful place shaping campaign in 2013/14 when a private sector Place Board was formed to deliver the place shaping objectives, and our North Notts Envoys ambassador scheme was born.

Due to the success of this work and the engagement and passion our businesses have for improving the area that they work and live in, the North Notts Place Board decided to develop a BID for North Nottinghamshire. After extensive consultation with our businesses this concept was taken to ballot and, on 17th May 2017, we received the overwhelming results - over 85% of our businesses, by both numbers and rateable value, had voted in favour of the North Notts BID.

North Notts BID Ltd commenced trading on 1 September 2017 and focuses on three key themes:

- **The Business Voice**
- **The Experience**
- **The Destination**

Examples of projects from our business plan include:

- Help our BID members make great savings on utilities, telecoms, PAT testing, etc
- Improve safety and security for our businesses, staff and visitors
- Deliver business showcase events to promote our businesses in the area
- Install CCTV with automatic number plate recognition into the industrial areas
- Introduce branded directional signage and parking for locals and visitors
- Encourage local recruitment, increasing awareness of education and career opportunities
- Aim to keep our towns, villages and country roads clean, tidy and well maintained
- Install free WiFi in main towns, review current broadband speeds in towns and rural areas
- Offer unique visitor experiences to encourage people to stay longer and spend more
- Ensure BID services are additional to what the Council and partners already provide

Retained Communications & PR Support

A communications agency or freelance professional is required to provide support on a retained basis.

The agency must be extremely proactive and have their ears and eyes open to ensure that we maximise all opportunities to cascade the message out about the BID's plans, activities, events, projects and general news.

This will be through the creation of copy for inclusion in the local and regional press and via our social media channels. We will also require the creation of copy for inclusion in the BID Annual Review and other publications.

We will require evidence that the campaign has raised the profile of North Notts BID and its businesses through media coverage generated and other indicators/analysis to be recommended and agreed

Public relations and media-management:

- Manage the BID's publicity to ensure smooth relations between the BID, BID members, stakeholders and the general public
- Planning and delivery including writing press releases, interviewing spokespeople, drawing up target media lists and contacts and reporting/evaluation
- Develop and foster excellent relations with the local and regional media
- Creation and distribution of press/news articles
- Supporting the production of a regular e-bulletin to members
- Copy writing for a range of local and regional publications as well as the North Notts BID website and BID publicity material
- Work with our BID members to showcase their good news and success stories by producing case studies for use in printed and online media sources and our website.

What we require:

Ongoing PR consultancy and campaign delivery to North Notts BID to include:

- Press releases x2 per calendar month
- Media enquiry handling
- Build and maintain a bespoke media database to include NNBD operating area and surrounding region plus national media as required
- Use of dedicated media research and distribution software
- Identification and organisation of x2 media features per annum
- Arrange interviews and briefings as required
- Organise x2 press calls per annum
- Ongoing liaison and meetings with NNBD senior team estimated at x1 per calendar month
- Collation of coverage achieved into a dedicated media evaluation system for reporting

Activity is based on a proposed x2 days work per calendar month.

The successful agency will have:

- Experience with a range of different audiences - locally, regionally and occasionally nationally
- Proven experience of working with a range of partners and stakeholders including local government
- Excellent quality copywriting, case studies, third party endorsements would all contribute to this digital marketing approach
- An understanding of business improvement districts and how they are operate would be advantageous.

Please email your CV/portfolio and indicative costs to: info@northnottsbid.co.uk with a brief explanation as to how you can help North Notts BID achieve its goals through an effective PR campaign.