

## Tender clarifications

Thank you for your interest in the Marketing & Comms tender for St Albans BID. We will add to this document as additional questions arise.

**Last updated 31 January 2018**

### Tender questions 23 January 2018

#### Agency Location

##### Will agencies outside the District of St Albans be considered?

BID must justify the spending of its funds in whatever form that takes. One of the core elements of the BID is the promise to support local procurement and ensure money stays within the BID area ie money from local businesses support local business by procuring local business where possible. Having said that, that focus on local need not preclude quality or be a means to turn away from excellence if suppliers' proposals are cost effective, of high design and providing the evaluation return that we are looking for. You would need to show that your proposal was **\*more\*** cost effective, of **\*higher\*** design and a demonstrably better return than local suppliers, but that is not necessarily unachievable.

We are aware that the tender is large and far-reaching. We think it unlikely that a one-person team would be able to achieve the full project, including the design, printing, online, offline, booking, copywriting etc. On that basis, if a proposal demonstrates any personal or working relationships you may have to the City, potential contacts that you could use locally to deliver your work along with the local knowledge that we would need/expect successful suppliers to have, you would not be automatically out of the running.

To be clear: BID have not preselected any candidates for this project and are excited and eager to hear what proposals come forward in this process. We do not wish to preclude anyone from submitting a tender.

#### Reporting Structure

##### How many meetings will the successful agency be required to attend and with what frequency?

We have quarterly board meetings and will have (alternate) quarterly subgroup meetings too. Please plan for an hour a month on average which may ebb and flow over the course of the tender.

#### Database

##### Does St Albans BID have existing GDPR compliant databases? Are they segmented and personalised?

No. We have collected email addresses in relation to our Nutcracker trail but will rely on your expertise to confirm the opt-in/opt-out element of their use. We have a mail-chimp database of two-thirds of our levy payers but again, this is not segmented and will require monitoring and making compliant.

Annual Report (Section 2 Business to Business)

Who would provide content for the annual report (e.g. Chairman's statement, summary of accounts, images etc.)?

This content will be collated by the BID office, based on your provision of timescales, leadtimes and suggestions for styles/messages. We have a small image library. We assume that photography will be required for other areas of the proposal that can be used for annual reports: if you anticipate more images we suggest this falls outside the scope of the tender.

#### **Questions updated on 24 January 2018**

What are the 6-8 events and what are the dates?

These are not confirmed.

How many residents fall within the BID area?

This is not known to us at this time.

532 businesses fall within the BID – can you advise on sector breakdown?

We do not have a formal breakdown but the businesses could be categorised to include the following:

1. Retail (independents and chains)
2. Professional services (solicitors, accountants, council and municipal offices and courts, etc)
3. Health & Wellbeing (spas, hairdressers)
4. Estate Agents and Banks
5. Food & Beverage (retail)
6. Food & Beverage (hospitality)
7. Leisure (theatres, gyms, hotels)

The categorisation could of course also be determined by their location in the BID area and also by their size / number of employees in their BID area office. This would then determine comms streams in a different way...

How frequent would you expect the newsletter to be and are you set on it being printed/emailed?

We are happy to be advised by the winning supplier on best communication streams for B2B comms.

Who is to run the feedback surveys into levy payers' satisfaction?

This would be undertaken by the winning supplier.

To what extent are printing costs to come out of the sum of money mentioned – is there a criteria for what is / isn't included in this budget?

Printing costs are included in this budget. We anticipate the winning supplier to use their experience to advise on reasonable printing costs and distribution methods to fall within pre-budgeted costs.

Paid social media – has this been tried already or would this be new activity?

We have sponsored posts on Facebook in the past.

Could you offer any insight as to what costs would be classed as event costs so we could be clear on what is classed as marketing costs?

An event will be delivered on the ground by the events budget. The marketing budget will suggest 'x' as a reasonable and appropriate budget for that event. Should the events subgroup wish there to be more exposure over and above that included in your fees, that would be additional and would be funded separately.

Have you already secured business ambassadors and if so how many? Are you able to share who these are?

We have not already secured business ambassadors but could work with the winning supplier to develop this stream.

What is the expectation around no of different versions of brochures p.a.?

We have previously suggested three to four brochures of 'What's On in St Albans' similar to this year's Christmas in St Albans guide. There is however no expectation and we would look to you to use the vehicles that you feel most appropriate to our budget and events to promote the BID and the City most effectively.

Re: small income streams, is there an expectation around the value of this and how much the marketing team should deliver as part of the overall target?

There is no expectation, but any revenue generated could be ploughed back into spend. Therefore, for example, if 10 adverts at £100 per advert were booked for a Christmas Guide, that would create an additional £1,000 in the marketing budget to spend on comms.

Could you explain why you would be looking specifically for 5 pieces of PR?

A target must be SMART: the 5 seemed like a reasonable target for the famously intangible world of PR. We are happy for the winning supplier to suggest alternative KPIs that are SMART.

How many tourists visited St Albans in the last 5 years, p.a.?

We do not have this information but can put the winning supplier in touch with Visit Herts to develop effective benchmarking opportunities.

Do you have any demographic information around the tourists that currently visit St Albans BID area?

Not specifically to the BID. Based on previous work undertaken by the St Albans Visitor Partnership the BID understands that the vast majority of visitors were Visiting Friends and Relations (VFR).

Are you able to advise who would be on the presentation panel on the 23<sup>rd</sup>?

No but they will all be members of the Board of St Albans BID and members of the BID office team.

Would the tender winner be able to have a BID email address?

Yes. There is also space at the BID office for occasional occupancy of a desk should proximity/embedded working be suggested.

To what extent will you be GDPR compliant by the time the tender is awarded, given that the new GDPR regulations take effect in May 2018?

As a new organisation we are working to become GDPR compliant by May 2018. However, we will be seeking assistance with this from the winning supplier in relation to our marketing streams.

### **Tender Questions 24 January 2018 (pm!)**

What is the internal BID structure team and how are roles and responsibilities shared/decided?

The Office consists of Helen Burridge (BID Manager), Vanessa Sharp (Business Liaison) and Sally Merridan (Office Administrator). The roles and responsibilities are shared/decided based on job descriptions, skillset and workplan.

Do you have any existing research available such as BID Levy-payers attitudes/views; visitor feedback etc?

No

Can you confirm if you are expecting all media placement and partnership costs and also associated production costs to be included within the proposed budget?

Yes, to the extent that they are predictable ie a brochure to publicise this season should run to c.16 pages which we would want to distribute to all houses in the district. To design, print and distribute this should cost in the region of x.

Do you have any previous media strategy documentation in relation to PPC in particular?

We're not aware of PPC? If you're referring to the CCP then not that we are aware of.

Is there a strategy to develop effective management/partnership with TripAdvisor?

Not at this time.

Is there a specific requirement for any proposed enjoystalbans.com revamped site to be hard coded?

Not at all. We would welcome the use of CMS or the like to reduce costs and improve flexibility.

You mention that part of the brief is, "To promote and support the delivery of circa 6-8 events/projects per year, delivered by the BID office." Are these existing St Albans events, new ones, or a combination of both? Could you provide a couple of examples?

These events are a combination of both. The programme is not yet confirmed for the future, but the three examples from 2017/18 were The St Albans Motor Show, George Street Gin & Jazz and St Albans Christmas, which incorporated the Nutcracker Trail, sponsorship of the Christmas Lights Switch On and the Christmas Lights themselves. The support that we would look for in these instances would be in relation to PR and marketing support rather than necessarily on-the-day event mechanics.

### **Tender Questions 31 January 2018**

Does the tender include the creation of a new brand?

The tender budget is as stated. If you require a new brand to be created in order for your programme of work to be coherent then that cost should be stated. Ideally this cost would be spread over the four years in some way, perhaps by reducing other costs in Year 1... Please note that the existing brands are the St Albans BID brand and the Enjoy St Albans/Choose Your Story branding which has been supplied by the St Albans Visitor Partnership. Any changes to the latter brand will need to go through a signoff process with the SAVP.

As regards the 6-8 events, does the tender budget include the creation and print of all promotional material for the events?

Yes. There is an events budget which could be approached for additional funding but it is intended that the core events marketing be included in this tender, with any 'optional extras' to be considered by the events subgroup as 'nice to haves' rather than core requirements.

Is there a budget for the BID to attend consumer travel or travel trade shows?

There is no separate budget for marketing of St Albans City or District from St Albans BID beyond what is outlined here. If you feel that travel shows will positively benefit the City, then you will need to justify allocating spend to those costs over and above other marketing streams.

Please note that the tender is only for marketing the City Centre. Should St Albans Council wish to contribute to the budget in order to expand the remit to include St Albans District at a later date, they will do so with their own KPIs and deliverables.