



Orpington 1st – Marketing & Promotions Services

Invitation and briefing for the supply of marketing services to enhance the Orpington 1st Business Improvement District

Background

In February 2013, the businesses of Orpington voted “yes” to creating a Business Improvement District for the Town Centre, to re-invigorate the area and encourage visitors and shoppers to choose to spend time and money in the area. In recent years Orpington has been losing out to nearby Bromley and Bluewater shopping centre, so the newly formed Orpington 1st BID is investing in our town’s future to ensure that it is promoted as a great place to do business, and a great place for visitors, shoppers and communities to enjoy.

Orpington 1st has created a strategy with four key themes:

- First for Customers
- First for “Look and Feel”
- First for Access
- First for Business

Together these include promoting the Town Centre’s history and individuality; improving shoppers’ access with signage and parking; attracting new and vibrant businesses and supporting existing businesses to develop; co-ordinating a range of events and activities to encourage new footfall; improving safety and security – particularly in the public perception; and attracting future investment and funding.

The marketing, events and promotional services which are the subject of this tender, are specifically part of the *First for Customers* theme in Orpington 1st’s town Centre improvement strategy.

What is the Orpington offer and who are our customers?

Orpington is an Outer London town centre – with several existing strengths including its own distinct identity, an affluent catchment population, easy access to central London and North Kent, recent investment in the public realm and a new public Library. The town has a principal catchment area population of over 400k – weighted towards families and older adults. The catchment population is forecast to grow above the GB average. The catchment includes around 60% ABC1 households, with household income 9% above the GB average.

The town has seen a decline in footfall, with the shopper population falling by nearly 31% between 2002 and 2012 (with the population of the principal catchment only dropping 8%).

The Business Improvement District includes traditional high street shopping areas with many independent retailers and cafés, the Walnuts Shopping Centre (indoor), leisure facilities, Orpington College and a large Tesco superstore.

Recent research undertaken on behalf of the Walnuts Shopping Centre suggests that there is a realistic trading gap of nearly £60m for the town centre, nearly half of which could be achieved from current shoppers by improving market shares to benchmark level. At present there is much potential revenue leakage to other accessible shopping centres such as Bromley, Bluewater and the Nugent Retail Park. There is therefore considerable potential for the town and its retailers to do better, but a collective investment in marketing the town and improving the town's image needs to be made to help close the gap.

Our customers are visitors to the town centre, residents, shoppers, businesses, people passing through the town centre, schools, churches, visitors to Orpington websites and potential visitors.

Marketing & Promotional Services

There have been substantial public realm improvement programmes in recent years in Orpington including widening pavements, traffic calming and various visual enhancements. The public library has been relocated and re-developed, the College has made a significant investment in its building and many renowned eateries have opened their doors. Now we need to encourage local people and visitors back to the area to regain the former vibrancy and develop community pride and participation.

To support Orpington 1st *First for Customers* strategy, we require a marketing and promotions professional or team who can drive footfall into the area through a series of events and special activities. The role of this contract will be to provide both a comprehensive marketing plan for the town centre and then the promotional and events management activities needed to realise the plan.

The purpose of the marketing plan will be to create linkages between the various offerings of the High Street, anchored as it is by Tesco at the south end and the Walnuts Shopping Centre towards the north end. It will challenge the negative or low value perceptions of the town centre and target marketing towards affluent residents and neighbourhoods within the catchment. A programme of events is aimed at increasing footfall and generate improved revenues for the businesses in the BID district both during the events and in the aftermath.

The marketing plan will need to include a variety of strands, including but not limited to:

- Planning and delivery of a programme of events (approx 1 per month or more)
- Promoting and managing the delivery of key public events
- Clear programme of communication with customers and potential customers (advertising, direct marketing, interaction through social media, etc)
- Competitions to encourage customer and business participation

The key events are usually centred around Bank Holidays, Christmas, Easter, and public holidays. The events would usually involve fetes, performances, presentations, prize draws, special discounts and other promotional activities. The Christmas Lights switch on event in November is a key date in our calendar that must be included within any proposed marketing plan.

Other suggestions have included participation in national events such as the Big Dance, and the Big Lunch, a Party in the Park event, traditional May fairs, specialist food and craft markets, community festival activities and even mobilising a team of volunteer "Place Makers" following the successful example of the London 2012 "Games Makers".

Events management requirements may include liaising with Council departments to get appropriate licences and planning approvals (e.g. for parking, erecting temporary structures, closing thoroughfares for events etc); working alongside key stakeholders to plan and deliver activities; booking entertainments or market trading facilities; "stage management" of individual events; negotiating with participants to achieve cost effective results; and providing logistical support as required.

Ultimately, your success will be measured through improvements in footfall in the Town Centre and attendance numbers at key events.

Orpington 1st Business Improvement District is funded primarily through a levy on local businesses. Therefore it is imperative that our spending is both transparent and efficient in terms of achieving a return on investment. The appointed marketing consultant/team will be expected to ensure synergy with the marketing budget available for the Walnuts Shopping Centre and to liaise with all key stakeholders in the area to maximise opportunities. The marketing plan will need the flexibility to dovetail with other elements of the BID's improvement strategy.

We have a limited amount of funding available to support all marketing activities, so creativity in planning and activation are essential in order to achieve success. To supplement existing funding, any revenue generated by events will be re-invested in the BID's activities.

The budget allocated to the Orpington 1st *First for Customers* events and promotions programme is £25,000 (+VAT where applicable) per annum. This is *inclusive* of the marketing consultant/team's fees. There is an additional budget of £10,000 (+ VAT where applicable) which is allocated to the Christmas Lights switch-on event.

This contract is initially offered for two years, and may be extended up to five years in line with the Business Improvement District's own term.

Statement of Requirements

To be considered for this tender opportunity you should provide responses to the following questions.

1. Company information
 - a. Company Name / Address / website
 - b. Contact Name / Telephone / email
 - c. Insurances: Public / Employers
 - d. Confirmation that you have a Health & Safety Policy and an Equal Opportunities policy (we may ask to see these at a later date)
 - e. Two references from work undertaken in the last 3 years
2. An understanding of the skills and competencies needed to deliver this contract
3. Examples of previous similar projects (max 4). This could include projects which increased footfall and visitor numbers, promoted locations, involved working with other BIDs or key stakeholder groups, achieved results even with very tight deadlines, targeted similar audiences or used similar events methodologies.
4. Identification of the challenges involved in this contract and how these issues have been addressed by you on previous projects.
5. How you will provide quality control throughout the contract period (2 years)
6. CVs of key personnel who will undertake this work
7. An outline 12 month marketing plan to include the Christmas Lights switch on (23rd November – tbc); a programme of suggested events; the promotional and communication activities that would be undertaken; the resources you would use for planning, communications and events management; what results you would expect to achieve. Please state what assumptions you have made and what further information you will need to create a fully formed plan.
8. Pricing: Based on our available marketing budget of £25,000, please indicate how you propose to allocate and apportion this to event costs, promotional costs and your fees. We welcome your suggestions on how additional revenue streams could support further marketing activities and services.

Evaluation Criteria

The success criteria for evaluation of proposals will be based on 60% quality / 40% cost, with the quality of the proposals scored on the basis of a demonstration of the following:

- Relevant track record, skills and experience (30%)
- Understanding of requirements (30%)
- Deliverability of proposals (30%)
- References (10%)

Timetable

Invitations to tender sent out	Friday 5th July 2013
Submission deadline	5pm Friday 19th July 2013
Assessment & estimated notification of outcome	Friday 26th July 2013
Contract Commencement and full briefing to be given	w/c Monday 29th July 2013
Detailed marketing proposal to be presented to B.I.D. management team	w/c Monday 5th August 2013

Proposal submission

Proposals including the above responses should be submitted by email to info@orpington1st.co.uk by 5pm Friday 19th July 2013

Queries during the tender process should be addressed to info@orpington1st.co.uk We undertake to respond by within 48 hours and will make information available to all applicants on an equal basis. Your query will be anonymized to protect your identity.

Appendices

Appendix 1 Orpington 1st: Let's Make Our Town Centre Better for Business

Appendix 2 Footfall data for Orpington & the Walnut Centre