

Marketing & PR Services for Blackpool Business Improvement District (BID) Ltd.

Contract Term: 5 May 2026 – 31 March 2029

Extension Option: 12-month period

Procurement Route: Competitive Tender

1. Introduction

Blackpool Business Improvement District (BID) is a business-led, business-funded organisation working to enhance the vitality, safety, and commercial success of Blackpool's business and visitor economies. The BID delivers a programme of initiatives focused on improving the visitor experience, supporting local businesses, and promoting Blackpool as a vibrant destination for residents and visitors.

Blackpool BID limited operates two BIDs – Blackpool Town Centre BID and Tourism BID representing the interests of over 500 levy payers.

To support the next phase of its strategic development, Blackpool BIDs is seeking to appoint a Marketing & PR agency to manage digital and levy payer communications, deliver content for the GO Blackpool brand, support the growth of Blackpool Restaurant Week, and provide responsive PR services.

The appointed agency will play a central role in shaping the town centres and tourism narrative, strengthening business engagement, and driving positive perceptions of Blackpool with visitors and residents.

2. Objectives of the Contract

The contract aims to:

1. Deliver consistent, high-quality marketing and PR activity that enhances the visibility and reputation of Blackpool BIDs and business activities.
2. Increase engagement across digital channels, improving reach, sentiment, and audience growth.
3. Position GO Blackpool as the leading consumer-facing digital tool to explore all Blackpool has to offer whilst providing levy paying businesses opportunities to promote their services.

4. Grow Blackpool Restaurant Week into a flagship annual event with strong business participation and measurable visitor impact.
5. Provide agile, professional PR support for both planned campaigns and reactive opportunities.
6. Ensure all communications reflect Blackpool BIDs identity, values, and ambitions.
7. Manage Blackpool town centre and tourism BID websites and content creation and publishing statutory documents for Blackpool BIDs Ltd. (note there are currently two websites, and the future ambition to create one website with distinctive sections for each BID).

www.blackpoltowncentrebid.org

www.blackpooltourismbid.co.uk

3. Scope of Services

3.1 Social Media Management

The agency will be responsible for:

- Managing all BID and GO Blackpool social media channels and website content.
- Developing monthly content calendars aligned with seasonal priorities and BID initiatives.
- Creating engaging written, visual, and short-form video content.
- Scheduling and publishing posts across platforms.
- Community management, including responses, moderation, and proactive engagement.
- Monthly analytics reporting with insights and recommendations.
- Management of paid social campaigns where required (budget to be agreed per campaign).
- Manage content on BID websites and make sure legal and regulatory compliance along with BID accreditation and best practise principles are adhered to.

3.2 Content Creation for GO Blackpool App

The agency will:

- Develop a year-round content strategy for GO Blackpool.
- Be responsible for the curation of content on GO Blackpool including oversight of the content created by third parties.
- Produce high-quality content including photography, videography, business features, and visitor-focused guides.

- Work collaboratively with BID businesses to showcase local stories, offers, and experiences.
- Ensure content aligns with brand guidelines and enhances Blackpool's appeal.

3.3 Marketing and project management delivery for Blackpool Restaurant Week

The agency will:

- Develop the annual marketing and communications plan for Blackpool Restaurant Week.
- Create campaign assets including digital graphics, print collateral, and promotional materials.
- Support business recruitment and participation through toolkits, templates, and guidance.
- Manage all aspects of the dedicated website www.blackpoolrestaurantweek.co.uk
- Manage the development of an event programme including promotions, venue details, events, and partner activities.
- Manage influencer outreach and media engagement.
- Deliver a coordinated digital campaign across GO Blackpool and BID social media channels.
- Produce a post-event evaluation report with recommendations for future years.

3.4 Ad Hoc PR Services

The agency will provide:

- Press releases, media statements, and briefing notes.
- Media liaison and journalist engagement.
- Crisis communications support if required.
- PR support for BID events, activations, and announcements.
- Monitoring and reporting of media coverage.

4. Deliverables

The agency will be expected to deliver:

- Monthly content plans and analytics dashboards.
- Quarterly performance reviews against agreed KPIs.
- Annual campaign reports for GO Blackpool and Restaurant Week.
- PR coverage logs and evaluation summaries.
- Levy payer communications strategy.
- A clear communications protocol for reactive PR.

5. Key Performance Indicators (KPIs)

KPIs will be agreed during mobilisation and may include:

- Growth in social media reach, engagement, and audience size.
- Delivery of content to agreed schedules and quality standards.
- Media coverage volume, sentiment, and relevance.
- Restaurant Week participation levels and campaign reach.
- Responsiveness to PR requests and reactive opportunities.
- Contribution to BID strategic objectives.

6. Contract Term

Initial term: 5 May 2026 – 31 March 2029

Option to extend for a rolling 12 months, subject to performance and BID Board approval.

The BID terms end on 31 March 2031.

7. Budget & Pricing

Tenders must provide:

- A fixed monthly retainer for core services.
- Itemised costs for optional or ad hoc work.
- Day rates for additional services.
- A clear breakdown of any third-party costs (e.g., paid social, print, influencer fees).
- A statement on value for money and efficiencies.

8. Agency Requirements

Tenders must demonstrate:

- Proven experience in destination marketing, place-branding, B2B and /or BID-related communications.
- A strong portfolio of social media management and content creation.
- Experience delivering campaigns for hospitality, events, and visitor-economy sectors.
- Capacity to provide responsive PR support.
- Understanding of Blackpool's identity, challenges, and opportunities.
- Ability to work collaboratively with BID staff, stakeholders, business community and partners.

9. Evaluation Criteria

Proposals will be evaluated using the following weighting:

Criteria	Weighting
Quality of proposal & methodology	40%
Relevant experience & team expertise	25%
Creativity & strategic insight	15%
Value for money	20%

10. Procurement Process & Timeline

1. Tender issued: Monday 2 March 2026
2. Submission deadline: Monday 23 March 2026 12 noon
3. Presentations: Tuesday 14 April 2026
4. Contract award: Thursday 16 April 2026
5. Mobilisation: April 2026
6. Contract start: Tuesday 5 May 2026

11. Contract Management

Monthly operational meetings with BID leadership – online and in person.

Quarterly strategic reviews.

Annual performance assessment linked to extension decision.

Clear escalation routes for urgent PR matters.

12. How to apply

Submission requirements

Agencies are invited to submit a concise proposal that includes:

- **Agency Overview** – core specialisms, relevant sector experience, and your approach to place-based marketing
- **Proposed Account Team** – names, roles, and relevant expertise

- **Approach & Methodology** – how you would manage our social media channels, website content, engagement, and reporting
- **Three Relevant Case Studies** – ideally demonstrating measurable impact
- **Proposed KPIs & Reporting Framework** – how success will be monitored and communicated
- **Fee Structure** – monthly retainer, day rates, and any additional costs
- **Two Client References** – current or recent

Proposals should be clear, evidence-based, and demonstrate an understanding of Blackpool BIDs brand, stakeholders, and ambitions.

13. Format & Length

To ensure consistency across submissions:

- Maximum **12 pages** (or **20 slides** if submitting a deck)
- Submit as a **PDF**
- Links to portfolios or social channels may be included

14. Submission method

Deadline for submissions: 12 noon on Monday 23 March 2026

Please submit your proposal by email to: admin@blackpoolbid.org

Use the subject line – **Marketing & PR Services proposal**

If your file exceeds email limits, send via WeTransfer or a similar secure transfer service.

Clarifications – all queries should be directed to sue.grindrod@blackpoolbid.org

To ensure fairness, responses to any questions may be shared with interested parties.

15. Terms & conditions

- Blackpool BIDs Limited reserve the right to appoint an agency.
- All costs associated with preparing proposals are the responsibility of the agency.
- All information shared within this process must be treated as confidential.
- Agencies must comply with relevant data protection legislation when handling BID assets or accounts.

Please note – if you are successful and short listed for interview, please be available on 14 April 2026.