

## **Key requirements of the BID Manager**

Within the Marketing Role you will need to be able to perform the following duties

- Market Living Lerwick (LL) by devising and delivering on a marketing strategy,
- Create imaginative media campaigns,
- Promote the BID area with the aim of increasing footfall
- Aid in communication between all BID members, Statutory bodies (e.g. SIC, Port Authority)
- Manage the Heritage Trail app,
- Organise Christmas Festival, Summer Decorations and flowers, and ensure that the physical improvements in the BID area are appropriate for the area.
- Investigate and apply for funding appropriate to LL projects
- Work in partnership with Local Authority and Arts Trust on specific development projects
- Support and represent BID members opinions at appropriate meetings

Within the Administration Role you will need to have sound knowledge in the following duties:

- Ability to write reports for BID Members, LL Management Board, BID Scotland, SIC, etc.
- Set and maintain budgets for each project
- Preparation of end of year accounts for submission to accountant
- Preparation of end of year AGM
- Dealing with all enquiries
- Ability to update website, add content in the form of a blog and contributions
- Communication with LL Management Board, BID Members
- Ability to use Sage ACT would be an advantage but training can be given.

## **Objective**

- To market the BID Area to inspire people to come to the area
- To increase footfall
- To create a 'destination' that appeals to all ages
- To create fun and memorable activities annually

## **1 Invitation to tender**

The purpose of this document is to invite tenders for the contract of BID Management for Living Lerwick Ltd until the end of its second term on 31<sup>st</sup> August 2021. The contract will pay an average of approximately £26,500 per full BID year. Budgets and requirements are set annually with the Board of Directors. An immediate start is preferable.

Tenders are invited from suitably qualified and experienced individuals or organisations. This document constitutes an Invitation to Tender for the contract. Subsequent sections describe the background to the project and the work to be done under the tender during the first year.

## **2 Background**

For Lerwick Town Centre, the businesses developed a business improvement district (BID) in 2012. A BID is where legislation is used to manage businesses in a defined area investing collectively to improve their trading environment. The aim of the BID is to work together to make Lerwick town centre a better place to do business. Details of what was achieved in the first five-year term of Living Lerwick are available at [www.livinglerwick.co.uk](http://www.livinglerwick.co.uk).

Living Lerwick achieved a successful renewal ballot result on 25<sup>th</sup> August 2017, which means Lerwick Town Centre is a BID from 1/9/17 to 31/8/21. Living Lerwick Ltd has responsibility to deliver the projects within the Living Lerwick business plan 2017-2021. The Company is led by Directors who have been elected from the businesses in the area.

A manager/management company is required to ensure the projects outlined in the business plan come to fruition as directed by the board and working closely with the Chair. There is also a requirement for a significant level of consultation with stakeholders and statutory reporting.

## **3 Requirements**

**To carry out the following BID management duties:**

- Dealing with the media
- Keeping the website up to date
- Annual report and AGM
- Managing the Sage ACT billing and communication database
- Reporting progress to BID Scotland
- Sharing best practice with other BID managers
- Assisting directors to develop partnerships with police, SIC departments, Lerwick Port Authority and Shetland Arts
- Paying bills and banking receipts
- Keeping the accounting system up to date including submission of quarterly VAT returns and invoicing.

- Preparing year end information for accountant, answering accountant's queries and arranging for accounts to be signed.
- Filing director updates and annual return with Companies House
- SIC grant application, claim and supporting evidence
- Small grant applications and claims (2 x Lerwick Community Council + 1 Community Development)
- Annual invoicing run by SIC – inform SIC of how much to invoice each member and provide details of dates, rateable values and property details. Check invoices produced before they are sent out by SIC.
- Receiving weekly assessor's updates and reviewing for changes relevant to properties in the area. Ensuring all assessors updates have been received.
- Informing SIC of changes sent by assessors and instructing them on who to issue credit notes to, how much and for what dates. Informing SIC on new members to invoice, how much and for what dates and what rateable value of property is.
- Sending out information to new members including welcome letter, business plan, information on who to contact etc.
- Dealing with SIC Finance general queries
- Meetings with SIC Finance
- Setting budgets and monitoring against actual costs
- Preparing cashflows for directors and monitoring for changes to ensure all costs can be paid for
- Preparing financial information for directors' meetings as required and keeping directors up to date.
- Keeping a watching brief on funding available and submitting applications as appropriate
- Writing papers for board meetings
- Attending board meetings
- Taking board meeting minutes, typing up and circulating to the board
- Any other duties deemed necessary by BID Scotland and/or Living Lerwick Board of Directors

**To carry out the following duties under the More Marketing objective detailed in the business plan:**

- Compile a detailed marketing strategy covering all projects
- Create and implement a Buy Local campaign using local media, website and social media accounts.
- Provide Buy Local campaign graphics to all members for their own use.
- Promote use of the member directory on the website to members and the public
- Create and implement a social media strategy
- Share member business posts on Living Lerwick Facebook page
- Manage and update the heritage trail smartphone app and website
- Write a bi-monthly blog giving news from the town centre on the website featuring news/interesting content from members

- Create and implement local media campaigns for all Living Lerwick events
- Promote vacant properties

**To carry out the following duties under the More Informed Decisions on Access objective detailed in the business plan:**

- Lobby local and national government on Decriminalised parking enforcement
- Keep up the pressure on local and national government to legislate for a realistic solution for small towns.
- Distribute consultations from SIC Roads department
- Email/post consultations from SIC Roads to all members
- Inform SIC Roads department of issues facing members and seek solutions
- Meet with SIC Roads regarding consultation results and discuss possibilities

**To carry out the following duties under the More Attractive objective detailed in the business plan:**

- Select and buy replacement Christmas lights and Christmas tree lights
- Select and buy Christmas trees
- Engage and manage contractors to hang Christmas lights and erect trees
- Organise Christmas lights including a rolling replacement programme
- Select and buy bunting
- Engage and manage contractors to hang bunting
- Calculate flower requirements
- Engage and manage contractor to provide floral display
- Source funding for additional street furniture
- Engage and manage contractor(s) to provide street furniture
- Provide SIC planning with all data possible to assist with town centre health check
- Assist SIC Planning in their consultations on the local plan and town centre health check
- Work closely with SIC planning to ensure SIC will partner in large joint funding applications for town centre physical improvements
- Investigate funding opportunities, develop large projects to provide property improvement grants and apply for funding in partnership with relevant SIC departments
- Negotiate timings of street slab improvements with SIC Roads
- Work in partnership with Shetland Arts to gain funding and develop a large public art project in the town centre
- Work on funding and project development with SIC Roads on new low carbon lighting scheme for the town centre
- Investigate funding opportunities, identify project partners and develop project to provide free wi-fi throughout the area.

**To carry out the following duties under the More Business Support objective detailed in the business plan:**

- Be the voice representing members with relevant departments of the SIC
- Research members opinions and put them forward where it matters
- Log directors' summaries of their meetings with members on the communications database.
- Gather a wide range of business information and produce a bi-monthly report for members
- Organise quarterly business forums for planning events and sharing information
- Give members information on how to appeal on their rates and write to the relevant authorities
- Provide information on cruise passengers for each ship to members
- Set up a forum where businesses can share tips to enhance sales to cruise passengers with each other
- Circulate information to members on training available
- Assess training needs and organise bespoke training where necessary

**4 Format of Responses Required**

The tender proposals should be submitted no later than 5pm on Monday 6<sup>th</sup> November and include:

- A covering letter outlining how you would fulfil the requirements of the tender
- Short CV/Company or consultancy profile

If there are any queries regarding this brief, please contact Ben Mulla by email [ben@thecameracentre.net](mailto:ben@thecameracentre.net).

**5 How to return**

Please submit your application to: - Living Lerwick, C/O The Camera Centre, 72 Commercial Street, Lerwick, Shetland, ZE1 0DL. Please mark the envelope – Project Manager Application