

Winchester Business Improvement District (BID) is seeking to appoint a creative agency to help promote and celebrate the city's independent business community

Winchester BID is a business-funded and business-led organisation working on behalf of over 700 businesses in Winchester city centre. In April 2018 the BID established an Independents Advisory Group to help create a new programme of campaigns and projects to promote and support independent businesses in Winchester.

Call for creative agencies

Winchester BID is seeking to appoint a creative agency to work with the team and with the Independents Advisory Group to plan and deliver a marketing and PR campaign to promote and celebrate independent businesses during the 2019 festive season. Subject to a successful campaign, there are further opportunities to work on other initiatives including, among others, Independent Business Month celebrations in July 2020.

The Winchester Independents 2019 festive campaign objectives

- To further establish The Winchester Independents brand.
- To help make consumers aware of the diverse and unique offer of independent retail and food & drink businesses in Winchester during the festive season.
- To encourage consumers to move around the city and to explore all of the different areas where independent businesses are located.
- To encourage local businesses and consumers alike as well as other organisations and institutions in the city to celebrate the contribution independent businesses make to the local economy and to the character and distinctiveness of Winchester.
- To promote Winchester's car parking app Park Winchester and other transport initiatives including, among others, additional Park and Ride services to help make travelling into Winchester easier during the busy festive season.
- To promote late night shopping in Winchester (Thursdays until 8pm, beginning on the evening of the Winchester Christmas Lights Switch On Event on Thursday 14th November until Thursday 19th December).
- To engage local and national press and media in the story of Winchester's independent business community and all it has to offer during the festive season.
- To measure the success of the campaign and provide a post-campaign review.

About Winchester BID

Winchester BID has been delivering services to local businesses since 2008 and was one of the first BIDs in the South of England. There are now over 300 BIDs across the country where business communities have voted to invest collectively, through the payment of a levy, in improvements which are in addition to those provided by local statutory bodies. The work of Winchester BID falls under four key themes, including positioning and promoting Winchester, managing and enhancing the cityscape, supporting business growth and influencing and inspiring change to secure a stronger future for Winchester.

To find out more about Winchester BID, please visit: www.winchesterbid.co.uk.

About the Independents Advisory Group

As part of Winchester BID's business plan for the period 2018 to 2023 an annual budget of £50,000 has been allocated to promote and support levy-paying independent businesses in the city centre. In April 2018 the BID launched a new Independents Advisory Group to represent the interests of BID members who operate independent businesses and to help to develop a new programme of campaigns and projects to be funded by the BID.

Applications were welcomed from individuals who are proactively engaged with the local independent business community and able to make contributions collectively on behalf of the retail and food & drink sectors. The BID is now also looking to expand the remit to parts of the service sector and is recruiting additional members of the group.

Current membership of the group includes:

- Catherine Brandwood, Toscanaccio (Chair)
- Gary Whiter, Cabinet Rooms (Vice Chair)
- Sarah Barrett, Sarah Barrett Hair Salon
- Harriet France, Jeremy France Jewellers
- Jayne Gillin, The Little Pub Group
- Thomas Jeram-West, Winchester Framing
- Donna Laine, Donna Laine Fine Jewellery
- Marcelo Pugliese, The Old Vine
- Martin Smart, Cornflowers Gift Shop

To find out more about The Winchester Independents, please search #IndieWinch on Facebook, Twitter or Instagram.

Expressions of interest, including campaign proposals and a summary of costs should be sent by 5pm on Friday 20th September by email to paul.spencer@winchesterbid.co.uk.

A shortlist will be made after the closing date and shortlisted creative agencies will be invited to meet with Winchester BID and members of the Independents Advisory Group before an appointment is made.

Thank you for your interest.