

## NOTTINGHAM BID 2018 DELIVERY PLAN

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### **INTRODUCTION:**

This document outlines the Nottingham BID's plans for projects and campaigns in 2018. These plans have been formulated and amended as a result of the following:

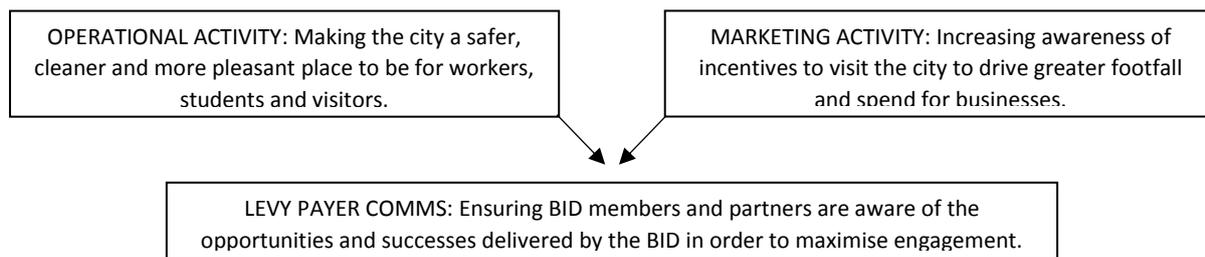
- Feedback and reports from previous BID delivery
- Feedback from businesses given to our Board, Office Team and Ambassadors
- The results of the Nottingham BID summer survey
- A planning morning with the BID's Board of Directors
- Feedback from the Retail and Leisure Working Groups
- One on one meetings with partners and levy payers

These plans were communicated to members at a meeting on Tuesday 24<sup>th</sup> October from 6:30pm at the National Justice Museum, to which all levy payers and partners are invited. The following day, an updated version of the Nottingham BID website was set live showing plans for 2018 and the presentation given to levy payers has also be updated with this information.

The plans for 2018 have been split into three main sections based on the three core purposes of the BID; Operational Activities, Marketing Activities and Levy Payer Comms. Although this does not match the headings of the business plan, or the areas required in our financial reporting, we feel this is the simplest way to divide and plan for the year ahead. The business plan and financial reporting area for each plan is set out in the header, including which member or staff is responsible for its delivery.

The header for each plan also includes other key information, including the dates the project or campaign will be taking place (if applicable) and the dates of the opportunities for businesses to feed back on the project. This may either be as an agenda item on an existing meeting such as the Working Groups, or for larger projects this may be a standalone meeting. These meetings can be attended by any levy payer who would like to be a part of shaping the delivery.

The relationship between the operational, marketing and communication activities can be seen below:



**PROJECT/CAMPAIGN PLANS:**

Each project plan will contain the following information:

- An overview of what the project/campaign entails and how it has been devised.
- The reasons for delivering this project/campaign, including what sectors it supports.
- What the key outputs will be of the project/campaign.
- How we can work with partner organisations on this project/campaign.
- What potential issues may arise and how these can be solved.
- Measurables from the project/campaign which can be used to demonstrate return on investment.

In the case of certain projects or campaigns, not all of the above information will be applicable, however where this is the case the reasons for this are briefly explained.

**MEASURABLES:**

In the case of many of the projects/campaigns, particularly in the case of marketing activities, the measurables in the final section of the plan can be split into the following topics:

- Measuring consumer engagement with the activity
- Measuring the consumer reach and awareness of the activity
- Measuring the number of businesses taking part in the activity
- Measuring the number of businesses who found this activity to be beneficial

Some plans also include a KPI relating to the generation of additional income for the campaign, and this is a target figure to help the delivery continue at less overall cost to the BID.

**SUPPORTING DOCUMENTS**

As well as the project/campaign plans for each area, the Nottingham BID 2018 Delivery Plan is also accompanied by the following supporting documents, provided as separate files:

2018 CALENDAR

This calendar shows, by quarter:

- The events and campaigns which will be delivered through the Its in Nottingham brand
- The nationally and locally significant dates which will form the It's in Nottingham secondary content messages, covered through our channels but with no allocated budget.
- The Nottingham BID levy payer comms activities including email schedule and meetings, as well as PR topics throughout the year.
- The Street Ambassador schedule to show the periods of time they will be chasing businesses for involvement in campaigns and other such tasks.

This calendar, once confirmed and signed off by the Board, will be edited and designed into a wall planner for businesses which will be printed and circulated at the beginning of November.

### 2018 PROJECT AND CAMPAIGN OVERVIEW TABLE

This table shows an overview of the Nottingham BID's projects and campaigns including a brief overview, business deadlines and the member of staff responsible for overall delivery of the plan. This is intended to act as a summary of the more extensive individual project/campaign plans. This is supplied separately to this document.

### 2018 IT'S IN NOTTINGHAM MARKETING PLAN

This document is a short overview of the It's in Nottingham brand, written to be given to levy payer Head Office marketing departments to enable them to, at a glance, understand the role and strategy of the brand as well as the opportunities to get involved and benefit from this. The document is updated annually and will be available from the end of November. This is supplied separately to this document.

### **ADDITIONAL PROJECTS**

Due to the rates re-evaluation in April 2017, next year Nottingham BID will receive an additional income surplus to that which was budgeted in the business plan. This money will not be absorbed into existing delivery and all of the plans outlined below can be delivered for the budget allocated in the business plan. Instead this money will potentially be spent on funding four completely new projects which are in addition to the plans set out in the business plan:

- 1) Funding an integrated police operation to tackle the most prolific and high profile beggars in Nottingham in order to reduce the presence of this in the city centre and work towards longer term solutions through rehabilitation.
- 2) A discretionary fund to wrap vacant units in Nottingham city centre in order to make the city centre more visually appealing and also promote the It's in Nottingham brand.
- 3) Helping to establish a website and marketing materials to provide a unified message for organisations on the city centre regarding begging and anti-social behaviour, with the intention of encouraging the public to give money to one of the many organisations in the city who offer help to these people rather than giving money to the beggars themselves.
- 4) Providing some funds to support and establish a relationship between Nottingham BID and the Castle Trust, in order to benefit from the traffic this attraction will bring to the city and help support such vital investment.

As the projects above are completely new to the BID, these project plans and costings may develop over the year following discussions and feedback from the Board, levy payers and partner organisations.

In order to ensure that plans are progressing for the rest of the BID's delivery, all budgets and project plans below are as per the forecasts set out in the business plans and once the final figure for the additional income is calculated, this will be added as a separate budget code in order to show additional spend and services clearly.

<b>PROJECT PLAN:</b>	<b>STREET AMBASSADORS</b>
<b>DATES:</b>	<b>ONGOING THROUGHOUT THE YEAR</b>
<b>RESPONSIBLE:</b>	<b>BID MANAGER AND STREET AMBASSADOR SUPERVISOR</b>
<b>BUSINESS PLAN AREA:</b>	<b>MANAGED CITY</b>
<b>DISCUSSED AT:</b>	<b>JANUARY RETAIL AND LEISURE WORKING GROUPS</b>

#### OVERVIEW:

- Street Ambassadors provide a business liaison service and a visible uniformed presence in the city.
- They ensure that retail and leisure businesses understand what they can receive from the BID and act as the initial point of contact for businesses with any issues they may have.
- Supporting BID campaigns and projects as needed via interaction with the general public and other reasonable requests.

#### WHY ARE WE DOING THIS?

- To give a visible presence from the BID to our levy payers, providing them with a primary point of contact.
- Maximise business engagement with the BID and its services and campaigns.
- By maximising business engagement in campaigns, they should be more successful and so drive more footfall into the city and businesses.

#### WHAT ARE THE KEY OUTPUTS?

- A team of four Ambassadors, managed by a Street Ambassador Supervisor, providing a presence in the city from Monday to Saturday.
- A route of building relationships with levy payers in order to share comms messages and encourage engagement with projects and campaigns.
- Intelligence from the Street Ambassadors about what businesses would like to see the BID do to improve the services we deliver.
- Look into reducing cost of delivery by offering roles to apprentice level Ambassadors.

#### HOW CAN WE WORK WITH PARTNERS?

- Distribute messages on behalf of partners via Street Ambassadors.
- Use Street Ambassadors as a source of information for the office staff which can be shared with partners.

#### CONSIDERATIONS AND CONTINGENCIES:

- **ISSUE:** Turnover of staff means that relationships have to be rebuild with levy payers.
- **SOLUTION:** Ensure each business is assigned a Street Ambassador and, should an Ambassador leave, these businesses are swiftly redistributed so that no business does not have a current point of contact assigned.
- **ISSUES:** Street Ambassadors might give out incorrect information to businesses and we cannot guarantee consistency of messages.
- **SOLUTION:** Ensure Street Ambassadors are given thorough briefings about projects and are asked questions to test understanding. Ensure all opportunities are also emailed to businesses.

#### KPIS AND MEASURABLES:

- Ensure two substantive visits to each business per year
- Meet relevant engagement targets per BID marketing campaign
- Ensure that 75% of business see the ambassadors as valuable (measured during annual survey)

<b>PROJECT PLAN:</b>	<b>TAXI MARSHALS</b>
<b>DATES:</b>	<b>ONGOING THROUGHOUT THE YEAR</b>
<b>RESPONSIBLE:</b>	<b>BID MANAGER</b>
<b>BUSINESS PLAN AREA:</b>	<b>MANAGED CITY</b>
<b>DISCUSSED AT:</b>	<b>JANUARY RETAIL AND LEISURE WORKING GROUPS</b>

#### OVERVIEW:

- The Taxi Marshals scheme provides six uniformed Taxi Marshals on a Friday and Saturday evening, working between 10am and 4am, marshalling five designated taxi ranks in the city through out the evening.
- The aim is to ensure that incidents of violence do not occur at a potential flash point in the Night-time economy.
- This year we will ensure we approach other potential suppliers in the city to ensure the contract is provided at the best possible value.

#### WHY ARE WE DOING THIS?

- The BID has committed to delivering this as part of the exemption from the Late Night Levy.
- To reduce incidents and the risk to vulnerable individuals when getting into taxis on their own.

#### WHAT ARE THE KEY OUTPUTS?

- A uniformed presence in the night time economy.
- Ensuring that taxi details are recorded when a lone female is travelling
- Ensure that risk of violence at taxi ranks is reduced by using SIA accredited Taxi Marshals
- Cover the taxi ranks located on:
  - Wheeler Gate
  - Canal side
  - Outside the Cornerhouse
  - Lace Market
  - Outside Rock City

#### HOW IS THIS RESOURCED?

- Through a contract with A-Guard security currently but to be reviewed and a new supplier may be chosen.
- Delivery monitored and managed by the BID Manager.

#### HOW CAN WE WORK WITH PARTNERS?

- Work with police licensing to provide information on taxis that act outside of their licensed conditions.
- Look at vulnerability training for the marshals to improve service.
- Review colour of jackets, potentially to purple to fit in with the city's Purple Flag accreditation.

#### CONSIDERATIONS AND CONTINGENCIES:

ISSUE: Working in potentially volatile situations, there is a risk of physical contact.

SOLUTION: All marshals should have a SIA accreditation in order to be trained to diffuse and handle such situations.

ISSUE: Marshals behaving inappropriately or get involved in a physical altercation while in BID uniform.

SOLUTION: All marshals provided with training and SIA accredited. Gemini to prepare crisis communications plan.

#### KPIS AND MEASURABLES:

- Number of vulnerable individuals getting into taxis in the city
- Number of people helped into taxis
- Number of violent incidents recorded.

<b>PROJECT PLAN:</b>	<b>STREET PASTORS</b>
<b>DATES:</b>	<b>ONGOING THROUGHOUT THE YEAR</b>
<b>RESPONSIBLE:</b>	<b>BID MANAGER</b>
<b>BUSINESS PLAN AREA:</b>	<b>MANAGED CITY</b>
<b>DISCUSSED AT:</b>	<b>JANUARY RETAIL AND LEISURE WORKING GROUPS</b>

#### OVERVIEW:

- To provide 50% of the funding for the Street Pastor project, which provides soft support in the night-time economy for those who are overly intoxicated, reducing the burden on emergency services.

#### WHY ARE WE DOING THIS?

- Provides an increased feeling of safety in the night-time economy
- Reduces the burden on the emergency services, freeing them up to deal with more severe incidents.

#### WHAT ARE THE KEY OUTPUTS?

- A uniformed presence in Nottingham city centre's late night economy.
- Reduction in the number of incidents in the night time economy which require referral to the emergency services.

#### WHAT ARE THE KEY DATES?

- January: Rebranding the Street Pastors to include the It's in Nottingham logo.
- March: Invoicing for annual support.
- December: PR piece about BID support for Pastors and reduction of strain on emergency services.

#### HOW IS THIS RESOURCED?

- Service provided by the Malt Cross Trust
- Involvement with the scheme monitored and managed by the BID Manager.
- The other 50% of funding is supplied by the Police and Crime Commissioner.

#### HOW CAN WE WORK WITH PARTNERS?

- Funded jointly with the Police and Crime commissioner and training support provided by the Police.

#### CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: The Street Pastors are a religious based organisation, which the BID provides funding to, which may be perceived as religious bias of the organisation.
- SOLUTION: Ensure that a pre-prepared response to any such comments is written, explaining that the work of the Street Pastors provides a vital service that supports people of all beliefs.
- ISSUE: The Street Pastors may intervene in a situation that is potentially volatile or may fail to call the emergency services when appropriate.
- SOLUTION: The Street Pastors have extensive training and any liability would be with the Malt Cross Trust as the providers. The BID PR agency should have a crisis comms ready in case something goes wrong.

#### KPIS AND MEASURABLES:

- Over 75% of businesses to be satisfied with the work of the Street Pastors, measured as part of the annual survey.
- Number of incidents diverted from the emergency services.

<b>PROJECT PLAN:</b>	<b>WELCOME PEOPLE</b>
<b>DATES:</b>	<b>ONGOING THROUGHOUT THE YEAR</b>
<b>RESPONSIBLE:</b>	<b>BID MANAGER</b>
<b>BUSINESS PLAN AREA:</b>	<b>MANAGED CITY</b>
<b>DISCUSSED AT:</b>	<b>JANUARY RETAIL AND LEISURE WORKING GROUPS</b>

#### OVERVIEW:

- To provide a welcoming presence in the city focused on consumers, especially at transport hubs, mitigating the confusion that can be felt by visitors when reaching an area.
- Give out maps and time specific campaign collateral to increase visitor interaction with the city centre.

#### WHY ARE WE DOING THIS?

- To provide an early positive experience of a visit to the city.
- To mitigate what is not a very positive first impression of the city when arriving by car or train at the moment.

#### WHAT ARE THE KEY OUTPUTS?

- Provide a uniformed, identifiable Welcome Team, staffed by volunteers, from Thursday to Sunday.
- Provide a Welcome Team when major events are on in the city, for example, the cricket, tennis, or major arena shows.
- A positive change in visitors' perceptions of the city.

#### WHAT ARE THE KEY DATES?

- December 2017: Send tender to interested parties to provide project
- 3<sup>rd</sup> January 2017: Interviews with tendering parties
- Wednesday 4<sup>th</sup> January: Announcement of preferred supplier
- Monday 8<sup>th</sup> January-28<sup>th</sup> March 2017: Supplier to recruit and train welcome team
- 1<sup>st</sup> weekend in April: Welcome team ready and out on streets on an on-going basis.

#### HOW CAN WE WORK WITH PARTNERS?

- Several partners in the city could potentially provide this service.
- Potentially work with the Tourist Information Centre to use their staff room for breaks.

#### CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Service provided by a partner and not directly controlled by the BID.
- SOLUTION: Ensure that robust KPIs are monitored and performance management is set.
- ISSUE: A Welcome person could provide a negative first impression of the city.
- SOLUTION: Ensure that training and management of the Welcome Team is robust and checked, and also ensure feedback is gathered on the team members.

#### KPIS AND MEASURABLES:

- The number of maps to be given out.
- The number of recorded interactions with the public.
- The number of hours of volunteer time provided.

<b>PROJECT PLAN:</b>	<b>GROT SPOT CLEANING AND GRAFFITI REMOVAL</b>
<b>DATES:</b>	<b>ONGOING THROUGHOUT THE YEAR</b>
<b>RESPONSIBLE:</b>	<b>BID MANAGER</b>
<b>BUSINESS PLAN AREA:</b>	<b>MANAGED CITY</b>
<b>DISCUSSED AT:</b>	<b>ALL RETAIL AND LEISURE WORKING GROUP MEETING PLUS MEMBERS BREAKFASTS</b>

#### OVERVIEW:

- Provide additional cleaning services over and above the baseline cleaning services of the BID area.
- Moving beyond the current reactive service to provide additional proactive cleaning services through the weekly walking of the BID area by Ambassador Supervisor, issues to be reported to City cleansing Operations Manager in order that they can resolved.

#### WHY ARE WE DOING THIS?

- To ensure the perception of Nottingham is that the city is clean and welcoming.
- To deal promptly with the mess that occurs following Friday and Saturday nights.
- To ensure that business can focus on running their business and not on dealing with cleaning issues

#### WHAT ARE THE KEY OUTPUTS?

- Weekly additional street cleaning, guided by the findings of the Ambassador supervisor and the wider team
- Responses in line with the agreed reporting timeline to be provided by the clean team
- Ambassadors to tackle graffiti if possible, if the wipes provided to ambassadors are not sufficient then graffiti should be reported to cleaning service for removal
- Ensure that Nottingham City Council are meeting their commitments under the agreed Service Level Agreement.

#### HOW CAN WE WORK WITH PARTNERS?

- Work with local authority to ensure baseline standards are being met.
- Work with local authority to ensure issues reported to the cleaning hotline resolved as per agreement.

#### CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Business do not use line because when a cleansing issue occurs they want to resolve it immediately.
- SOLUTION: Business critical issues resolved within an hour. Weekly proactive reporting of cleansing problems.
- ISSUE: Businesses believe that cleaning should be provided by the local authority and not something the BID should provide in addition to this.
- SOLUTION: Ensure that the local authority meets its baseline requirements and highlight through a marketing campaign the additional nature of the BIDs cleaning.

#### KPIS AND MEASURABLES:

- Increased perception of cleanliness in the BID area, measured as part of annual survey.
- Ensure 95% of issues reported to cleaning line are resolved in line with agreed operating agreement.
- Number of issues reported by Ambassador Supervisor.
- Number of issues reported by businesses to hot spot cleaning line.

<b>PROJECT PLAN:</b>	<b>ACCESSIBILITY</b>
<b>DATES:</b>	<b>IN LINE WITH MARKETING CAMPAIGNS</b>
<b>RESPONSIBLE:</b>	<b>BID MANAGER</b>
<b>BUSINESS PLAN AREA:</b>	<b>MANAGED CITY</b>
<b>DISCUSSED AT:</b>	<b>ALL RETAIL AND LEISURE WORKING GROUP MEETING PLUS MEMBERS BREAKFASTS</b>

#### OVERVIEW:

- At a time when parking in the city of Nottingham is incredibly challenging due to the pre planned closure of one car park and the forced closure of another (also leading to a severe constriction on available space in a third) the BID must focus on innovative ways to promote the fact that Nottingham is more easily accessible than the current perception.
- In order to achieve this, the BID will need to work with all transport providers to make sure that maximum impact is achieved.
- The main area where parking offers can make a difference is for BID member staff, as this is a key concern for businesses and a factor in staff retention.

#### WHY ARE WE DOING THIS?

- To combat the perception that Nottingham is not an easy place to visit.
- With the closure of the Broadmarsh car park and the issues with the Mount Street car park on going, there is a need to promote other forms of transport including the tram, bus and park and ride.
- To increase staff retention and business satisfaction through exclusive parking offers for workers.

#### WHAT ARE THE KEY OUTPUTS?

- To minimise the perception damaged caused by the on-going roadworks and general perception of Nottingham as being a non-car friendly city.

#### CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Perceived difficulty in access and lack of parking availability in the city centre.
- SOLUTION: Ensure marketing messages highlight messaging that shows the easiest ways to access the city and the different car parks which people may not be aware of but may suit their needs.
- ISSUE: Enduring perception of parking costs in Nottingham as high in line with national averages.
- SOLUTION: Deliver PR messages about the cost reduction funded by the BID with marketing messages linked to the BIDs delivery.

#### KPIS AND MEASURABLES:

- Increased usage of all forms of transport
- 1,500 staff members from across the city to use agreed staff parking offers

**PROJECT PLAN:** PURPLE FLAG  
**DATES:** SUMMER/AUTUMN  
**RESPONSIBLE:** BID MANAGER  
**BUSINESS PLAN AREA:** MANAGED CITY  
**DISCUSSED AT:** ALL RETAIL AND LEISURE WORKING GROUP MEETING PLUS MEMBERS BREAKFASTS

OVERVIEW:

- The Purple Flag accreditation has been held for eight years, demonstrating a safe and vibrant late night economy.
- This year's assessment is a 'light touch' assessment which is shorter and less rigorous to retain the accreditation.
- There will be a content campaign to promote this, run through owned channels.

WHY ARE WE DOING THIS?

- To demonstrate that Nottingham has a safe and vibrant night time economy.
- To challenge old perceptions of Nottingham with evidence of safe licensing practices.
- To maintain safety message of Purple Flag.
- To maintain the Late Night Levy exemption

WHAT ARE THE KEY OUTPUTS?

- Retention of Purple Flag status for the city for the eighth consecutive year.
- A PR plan to promote the consumer and business messages.

WHAT ARE THE KEY DATES?

- 5<sup>th</sup> March 2018: Meet with partners to discuss this year's Purple Flag submission.
- 10<sup>th</sup> March 2018: Walk around the city with partners taking place.
- 1<sup>st</sup> May 2018: Share final draft of application with Neil Fincham and Andrew Crawford for feedback.
- 1<sup>st</sup> June 2018: Submit final application to ATCM.
- August/September: Find out if we have secured the accreditation.
- September: Brief Gemini to deliver the promotional campaign for Purple Flag weekend.
- September: Brief Annie and Kelly to create comms to communicate the achievement.
- October: Purple Flag weekend takes place.

HOW CAN WE WORK WITH PARTNERS?

- Purple Flag steering group includes the all-major partner organisations in the city.
- Ensure message is communicated to the Universities, for whom the accreditation hold the most importance.

KPIS AND MEASURABLES:

- Maintain Purple Flag status.

<b>PROJECT PLAN:</b>	<b>DISC (DATABASE AND INTRANET FOR SAFER COMMUNITIES) &amp; EXCLUSION NOTICE SCHEME</b>
<b>DATES:</b>	<b>ONGOING THROUGHOUT THE YEAR</b>
<b>RESPONSIBLE:</b>	<b>BUSINESS CRIME REDUCTION EXECUTIVE</b>
<b>BUSINESS PLAN AREA:</b>	<b>MANAGED CITY</b>
<b>DISCUSSED AT:</b>	<b>EVERY RETAIL AND LEISURE WORKING GROUP</b>

#### OVERVIEW:

- DISC is a secure, members only, intranet system which can be used by businesses to report incidents of crime and disorder to Nottingham BID for the purposes of issuing exclusion notices to persistent offenders and also for the purpose of circulating information regarding prolific offenders to businesses and seeking information regarding unidentified offenders.
- Nottingham BID operates the two exclusion schemes for city centre businesses.
- The retail exclusion scheme bans offenders for prolific shoplifting and related offences.
- The licensed premises exclusion scheme bans offenders for offences such as disorderly conduct, violence, drug use and other night-time economy related offences.
- Access to DISC and participation with either exclusion scheme requires a member business to formally sign agreements to participate and follow the guidelines of the Nottingham BID Business Crime Reduction Partnership, the banner under which these initiatives are operated.
- Regular contact is maintained with members which have signed up to the scheme to ensure that they are aware of their legal responsibilities in relation to the sharing of information and are adhering to the codes of practice.

#### WHY ARE WE DOING THIS?

- To support members in the reduction of crime and disorder and make the city a safer place.
- To facilitate the sharing of information regarding prolific offenders operating in the area in a legally compliant way.
- To use a 'ban from one, ban from all' scheme to exclude prolific offenders from member premises.
- To identify crime trends affecting member businesses and provide information and support in deterring these.

#### WHAT ARE THE KEY OUTPUTS?

- A secure, members only system which can allow businesses to be aware of prolific offenders operating within Nottingham city centre.
- A platform which allows businesses to report offences to Nottingham BID for the purposes of the exclusion notice scheme to target prolific offenders.
- Civil exclusion warnings and notices issued to prolific offenders.
- To work with the Community Protection ASB team if exclusions are being breached by offenders and to look to take action in court against these offenders in the form of court issued orders.
- Increased usage of the system through increased face to face visits and use of feedback from businesses to refine the system and the way it is promoted by the team.

#### WHAT ARE THE KEY DATES?

- Annual Review of Business Crime Reduction Partnership activity: January
- Organising and delivering levy payer DISC briefing prior to Xmas: October

#### HOW CAN WE WORK WITH PARTNERS?

- Nottinghamshire Police have access to DISC system, enabling them to identify prolific offenders as reported to Nottingham BID by member businesses.
- Information sharing agreement in place between Nottingham BID and Nottinghamshire Police to enable offender information and photographs to be provided by police to assist with the issuing of exclusions.
- Agreement in place for police to issue exclusions on behalf of Nottingham BID, potentially under review due to police resourcing.
- Regular contact with Nottinghamshire Police on behalf of member businesses regarding recurring issues and areas of concern.
- Information and updates provided by Nottinghamshire Police for member businesses transmitted through DISC.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: The DISC system encounters a malfunction.
- SOLUTION: Have a pre-prepared comms plan for this, communicate with members as soon as a malfunction is reported and establish a response plan with the providers of the system to understand time lines for any fixes or repairs.
  
- ISSUE: Businesses not using the DISC scheme to report incidents.
- SOLUTION: Contact from Business Crime Reduction Executive and/or Business Crime Reduction Ambassador to encourage participation and discuss the benefits of a partnership approach to tackling crime and disorder. Businesses will be reminded at this point that exclusions cannot be issued without information being supplied to Nottingham BID from member businesses.
  
- ISSUE: Offender information being shared between businesses in a way other than DISC (e.g. WhatsApp etc.).
- SOLUTION: Individuals found to be sharing information through illegal means such as social media will be removed from the DISC system and the management of that business will be notified. Information will regularly be shared with businesses warning against using any means other than DISC to share information. As part of their introduction to the Nottingham BID Business Crime Reduction Partnership, information to this effect will be provided in their agreement packs and must be signed and accepted.
  
- ISSUE: Businesses not enforcing active exclusions.
- SOLUTION: Visits from Business Crime Reduction Executive and/or Business Crime Reduction Ambassador will take place with businesses which are seen to not be enforcing active exclusions having signed up to the scheme. If there is evidence to suggest that a member business is consistently allowing breaches of exclusions to take place then they may be removed from the exclusion scheme. This is covered in the Codes of Practice document that is issued to businesses at the time of signing up to the scheme.
  
- ISSUE: An excluded individual disputing the ban issued against them.
- SOLUTION: Full plans and process are in place to deal with any appeals against a ban and the final decision will be voted on by the Nottingham BID Board of Directors.

KPIS AND MEASURABLES:

- Number of businesses signed up to the Nottingham BID Business Crime Reduction Partnership.
- Number of members signed up to the DISC system.
- Number of individuals logging in to the DISC system.
- Number of incident reports received through DISC system.
- Number of Exclusion Warnings issued under the retail exclusion scheme.
- Number of Exclusion Notices issued under the retail exclusion scheme.
- Number of Exclusion Warnings issued under the licensed premises exclusion scheme.
- Number of Exclusion Notices issued under the licensed premises exclusion scheme.

<b>PROJECT PLAN:</b>	<b>RADIO SCHEME</b>
<b>DATES:</b>	<b>ONGOING THROUGHOUT THE YEAR</b>
<b>RESPONSIBLE:</b>	<b>BUSINESS CRIME REDUCTION EXECUTIVE</b>
<b>BUSINESS PLAN AREA:</b>	<b>MANAGED CITY</b>
<b>DISCUSSED AT:</b>	<b>EVERY RETAIL AND LEISURE WORKING GROUP</b>

OVERVIEW:

- The radio scheme enables city centre businesses to hire a digital radio from Nottingham BID which allows them to communicate with other businesses and Woodlands CCTV.
- In September 2017 there are 156 radios held by businesses, as well as 10 radios held by partners such as Woodlands CCTV, Street Pastors and Nottinghamshire Police.
- Businesses pay an annual fee of £385 + VAT per annum to hire the radio.
- Additional equipment such as replacement and alternative earpieces can also be purchased.
- The radios are owned outright by the BID and generate additional income in excess of £40,000 per annum.

WHY ARE WE DOING THIS?

- To provide a means of instantaneous information sharing between businesses.
- To link city centre businesses to the Woodlands CCTV centre which covers this area.
- To support businesses with another service which helps improve security in the day time and night time economies.

WHAT ARE THE KEY OUTPUTS?

- A linked radio scheme of over 150 members.
- A recording function which allows transmissions to be monitored and submitted to Nottinghamshire Police as evidence if requested.
- Income generation in excess of £40,000.
- Increased uptake of the radio scheme through increased face to face visits/training and use of feedback from businesses to refine the system and the way it is promoted by the team.

WHAT ARE THE KEY DATES?

- Beginning of February: Begin annual radio audit
- Beginning of March: Main invoicing batch to be conducted
- Beginning of April: Chase overdue invoice payments
- Beginning of June: Removal of unpaid radios

HOW CAN WE WORK WITH PARTNERS?

- Give free radios and support to partners including CCTV Woodlands, Nottinghamshire Police and the Street Pastors.
- Gain feedback from partners to understand how the radio scheme can be improved to be as useful as possible.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: The radio scheme encounters a malfunction.
- SOLUTION: Have a pre-prepared comms plan for this communicate with members as soon as a malfunction is reported and establish a response plan with the radio providers to understand time lines for any fixes or repairs.
- ISSUE: Business are not using the radio scheme for its intended purpose.
- SOLUTION: Have an established process for handling complaints about misuse of radios, ranging from initial warning to removal of radio depending on frequency and degree of misuse, and enforce this.
- ISSUE: A radio falling in to the hands of an unauthorised person through loss or theft by a business.
- SOLUTION: Use the central disabling function to stop that radio from receiving or transmitting messages.

KPIS AND MEASURABLES:

- Number of businesses signed up to the radio scheme in 2018.
- Number of businesses finding this service of value in the 2018 survey.

**PROJECT PLAN:** BEST BAR NONE  
**DATES:** JAN - SEPT  
**RESPONSIBLE:** BUSINESS CRIME REDUCTION EXECUTIVE  
**BUSINESS PLAN AREA:** MANAGED CITY  
**DISCUSSED AT:** EVERY LEISURE WORKING GROUP

OVERVIEW:

- Best Bar None is a nationally recognised accreditation scheme for licensed premises and has been operated in the city centre by Nottingham BID since 2010.
- The accreditation is based on a set of criteria decided by the National Best Bar None Scheme.
- In the case of our scheme, the assessments are undertaken by the Nottingham BID Street Ambassador team and have been for the past 3 years.
- To enable them to carry out this role the Street Ambassador team have been trained and are qualified with BIIAB Level 2 Award in Assessment of Licensed Premises (Social Responsibility) (QCF).
- Anonymous judging takes place for the businesses that have achieved the highest scores in each category using licensing professionals based outside of Nottingham city centre to retain a fair process.
- Awards ceremony will be expanded to include awards for other elements of the Night Time Economy, such as Street Pastors etc, to make this a celebration of licensing in the city.

WHY ARE WE DOING THIS?

- To encourage businesses to meet high standards of compliance and policies relating to safety and crime reduction.
- To provide support to businesses and help them to reach the level required for accreditation and in turn, improve their operating practices.

WHAT ARE THE KEY OUTPUTS?

- In 2017 69 businesses were accredited: 54 Gold, 14 Silver and 1 at Bronze level.
- An awards ceremony takes place for businesses that have taken part which is generally seen by licensed premises as being a great event for networking.
- Application for the national Best Bar None Awards to cement Nottingham's place as a leader in the scheme.
- Sponsorship of the award ceremony to help cover the costs.

WHAT ARE THE KEY DATES?

- |                                       |                                                                |
|---------------------------------------|----------------------------------------------------------------|
| • Wednesday 17 <sup>th</sup> January: | Leisure Working Group for feedback and planning                |
| • Beginning of February:              | Applications for the scheme open                               |
| • Mid-February:                       | Assessments begin                                              |
| • Beginning of June:                  | Applications close, assessments still underway                 |
| • Beginning of July:                  | Improvement action plans sent to assessed businesses           |
| • Mid-August:                         | Deadline for additional information, final marking takes place |
| • Mid-August:                         | Judging panel                                                  |
| • Mid-September:                      | Best Bar None Awards Ceremony                                  |

HOW CAN WE WORK WITH PARTNERS?

- Work closely with National Best Bar None to ensure that national standards are being met throughout the process and to ensure that we are compliant with their guidelines.
- Input on scheme through partner attendance of Leisure Working Group.
- Invitations to relevant partners to awards ceremony.
- Offer opportunities to sponsor the awards.

CONSIDERATIONS AND CONTINGENCIES:

- **ISSUE:** Lack of business take-up of the scheme.
- **SOLUTION:** Use of comms messages and ambassador visits to remind businesses that the scheme is open and to encourage participation. Direct contact from scheme coordinator with businesses to ensure businesses that regularly take part are aware that the scheme is open. Encouragement to engage through Nottingham BID Leisure Working Group.

- ISSUE: Businesses not reaching the set standard for accreditation.
- SOLUTION: Process in place to compile improvement plans during the marking process and issue to businesses in order to show areas where additional marks can be gained and policies can be improved.
  
- ISSUE: Lack of take-up for the awards ceremony.
- SOLUTION: Use of comms messages and ambassador visits to remind businesses that the event is taking place and encourage attendance.
  
- ISSUE: Businesses changing their minds on the best format for the awards.
- SOLUTION: In the past we have struggled to ensure that as many businesses as possible are happy with the format for the awards ceremony. With this in mind we will take feedback from businesses after the 2017 event as well as consulting with businesses prior the organisation of the event in 2018 through the Nottingham BID Leisure Working Group.

MEASURABLES:

- Number of applications to the scheme in 2018.
- Number of businesses accredited to the scheme standards in 2018.
- Number of businesses accredited at Gold level in 2018.
- Number of businesses finding this scheme of value in the 2018 survey.
- Business approval rate of scheme and awards ceremony in post event review survey.
- Winning of an award at the national Best Bar None awards.
- Amount of income generated through sponsorship.

**PROJECT PLAN:** BREAKFAST EVENT FOR OFFICE SECTOR  
**DATES:** WEDNESDAY 24 JANUARY  
**RESPONSIBLE:** PROJECT EXECUTIVE  
**BUSINESS PLAN AREA:** WORKING CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 7<sup>TH</sup> NOVEMBER

OVERVIEW:

- The Breakfast Event (name TBC) will be modelled on the successful ‘Morning Rave’ events held in other cities where people have a dance class and healthy breakfast in a bar or club before work.
- This event will be run twice – once exclusively for office sector employees and again afterwards for students.
- This event is a part of the Wellness Week campaign.

WHY ARE WE DOING THIS?

- To support the office sector and University by boosting the health and wellbeing of their staff and students.
- To allow businesses the opportunity to showcase themselves to attendees.

WHAT ARE THE KEY OUTPUTS?

- A marketing campaign to drive awareness of the event in the two key audiences:
  - Emails to MORE Nottingham data
  - Emails to student data
  - Ads in student publications
  - Leaflets for businesses and on campus
- An office sector exclusive and student exclusive ‘Morning Rave’ in a venue, possibly The Contemporary, featuring dance class, mini beauty treatments, healthy breakfast refreshments and goodie bags.
- A landing page on the It’s in Nottingham website about the ongoing pre and post work activities available throughout the year.

WHAT ARE THE KEY DATES?

- Tuesday 7<sup>th</sup> Nov 2017: Planning meeting with interested levy payers
- Friday 10<sup>th</sup> Nov 2017: Engagement comms go to levy payers
- Tuesday 2<sup>nd</sup> January: Invitations to workers and students sent out
- Friday 12<sup>th</sup> January: Deadline for business participation
- Friday 19<sup>th</sup> January: Deadline for RSVPs
- Wednesday 24<sup>th</sup> January: Morning Rave takes place
- Monday 29<sup>th</sup> January: Post campaign feedback survey sent out

HOW CAN WE WORK WITH PARTNERS?

- Link in to Nottingham City Council’s healthy citizen’s initiative in first quarter of the year, potentially share branding.
- Ensure we are working with the Universities to offer work experience to their students where possible.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: People booking to attend the Morning Rave but then not showing up due to the early morning start.
- SOLUTION: Ensure that the venue can accommodate 200 people and book in the first 200 to register but only have enough goodie bags and refreshments for 150 and expect 100 to turn up. Use leftover refreshments and goodie bags to drop to office sector members. Promoting the goodie bags as a key draw.

MEASURABLES:

- Number of 100 attendees to office sector event.
- Number of attendees to the student event.
- Number of levy paying businesses represented by attendees.
- Number of attendees who would attend again.

**PROJECT PLAN:** HALF TERM/LIGHT NIGHT CAMPAIGN  
**DATES:** FRIDAY 16 – SUNDAY 25 FEBRUARY  
**RESPONSIBLE:** MARKETING EXECUTIVE  
**BUSINESS PLAN AREA:** PROMOTED CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 7<sup>TH</sup> NOVEMBER

OVERVIEW:

- Run a half term promotional campaign from Friday 16<sup>th</sup> February (Chinese New Year) to Friday 23<sup>rd</sup> February.
- Include Light Night as part of this promotion.
- We are looking to sponsor and market Light Night and brand this event as ‘It’s in Nottingham Light Night’ and include our own installation as an Urban Intervention project.
- Move event to take place on Friday 23<sup>rd</sup> February to take part in the school holidays.

WHY ARE WE DOING THIS?

- To promote the events and activities taking place during Half Term to bring families into the city.
- To support Nottingham City Council to enable them to deliver their events and bid for Capital of Culture 2023.
- To promote the MORE After Four message and link in to midweek dining offers.
- To link into retail by encouraging businesses to stay open later.

WHAT ARE THE KEY OUTPUTS?

- A marketing campaign including car park, bus and tram advertising, a press call at the launch of the Urban Intervention, posters and leaflets and a guide showcasing all the activities and events
- A content campaign to promote the half term week business messages.
- A preferential rate negotiated for our members for the market stalls.
- A trail of businesses with light displays to promote as part of the campaign.

WHAT ARE THE KEY DATES?

- Tuesday 7<sup>th</sup> Nov 2017: Planning meeting with interested levy payers
- Friday 10<sup>th</sup> Nov 2017: Engagement comms go to levy payers
- Friday 12<sup>th</sup> February: Deadline for business involvement
- Friday 16<sup>th</sup> February: Campaign week goes live and installation begins
- Wednesday 21<sup>st</sup> February: Light Night event takes place
- Friday 23<sup>rd</sup> February: Last day of campaign
- Monday 26<sup>th</sup> February: Post event survey sent out

HOW CAN WE WORK WITH PARTNERS?

- Supporting Nottingham City Council to deliver this event.
- Working with Nottingham City Council and Marketing NG to deliver joined up marketing campaign.
- Working with intu to potentially link into a VIP night with late night shopping.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Businesses don’t send through content due to proximity to Christmas.
- SOLUTION: Send comms to businesses to ask for content before and after Christmas and build in a week in early January to chase up before everything goes live.
- ISSUE: Change in date from early to late February decreases attendance.
- SOLUTION: Schedule the event to fall in line with school holidays and ensure some activity runs throughout the week. Ensure marketing campaign is very clear on our own and partner channels.

KPIS AND MEASURABLES:

- Number of impressions made by the campaign
- Number of businesses take part in the campaign
- Number of businesses reporting the campaign as beneficial

**PROJECT PLAN:** LIGHT NIGHT INSTALLATION  
**DATES:** FRIDAY 16 – FRIDAY 23 FEBRUARY  
**RESPONSIBLE:** BID MANAGER/MARKETING MANAGER  
**BUSINESS PLAN AREA:** MANAGED CITY/PROMOTED CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 7<sup>TH</sup> NOVEMBER

OVERVIEW:

- Deliver an interactive Light Night installation as an Urban Intervention project to run alongside the half term and Light Night marketing campaign.
- Begin the installation to launch on Chinese New Year but run for as long as the budget will allow.

WHY ARE WE DOING THIS?

- To create a focal point in the city which runs for the duration of Half Term to bring families into the city and beyond to animate the city.

WHAT ARE THE KEY OUTPUTS?

- A light installation which people can interact with, launching on Chinese New Year and running the length of half term and beyond.

WHAT ARE THE KEY DATES?

- |                                        |                                                 |
|----------------------------------------|-------------------------------------------------|
| • Tuesday 7 <sup>th</sup> Nov 2017:    | Planning meeting with interested levy payers    |
| • Friday 16 <sup>th</sup> February:    | Campaign week goes live and installation begins |
| • Wednesday 21 <sup>st</sup> February: | Light Night event takes place                   |
| • Friday 23 <sup>rd</sup> February:    | Last day of campaign                            |
| • Monday 26 <sup>th</sup> February:    | Post event survey sent out                      |

HOW CAN WE WORK WITH PARTNERS?

- Supporting Nottingham City Council to deliver Light Night.
- Working with Nottingham City Council to source an installation which is cost effective but also highly engaging, and ensuring this is placed centrally in the city.
- Supporting the city's Capital of Culture bid through provision of an arts activity.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: The weather is bad for the week of the installation.
- SOLUTION: Ensure that the installation is weather proof and visually striking from a distance to encourage people to take a closer look.

KPIS AND MEASURABLES:

- Number of people visiting the installation or interacting with the exhibit.
- Number of businesses report as beneficial in the annual survey.

**PROJECT PLAN:** HOME AND LIVING CAMPAIGN  
**DATES:** MONDAY 19 MARCH – MONDAY 2 APRIL  
**RESPONSIBLE:** MARKETING MANAGER  
**BUSINESS PLAN AREA:** PROMOTED CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 14<sup>TH</sup> NOVEMBER

OVERVIEW:

- Following feedback from businesses, we want to deliver a campaign to highlight the interiors sector of the city and businesses we haven't been able to engage before such as furniture showrooms.
- The majority of this campaign will focus on creating digital collateral such as videos and photos showcasing retailer products.
- This campaign is timed to lead in to the Easter weekend when department stores have their homewares events.

WHY ARE WE DOING THIS?

- To support retail members in the homewares sector by showcasing their products.
- To raise awareness of the home and living businesses in the city centre.

WHAT ARE THE KEY OUTPUTS?

- A fortnight of home and living content on the It's in Nottingham channels
- A series of pop up home styling demonstrations over the Easter weekend
- A marketing campaign to promote the activities:
  - A radio campaign
  - Printed adverts
  - Outdoor advertising
  - Online advertising
  - Printed materials for participating businesses

WHAT ARE THE KEY DATES?

- Tuesday 14<sup>th</sup> November: Planning meeting with interested levy payers
- Monday 15 January: Initial engagement comms go to businesses
- Friday 23 February: Deadline for business involvement
- Monday 19 March: Paid promotion begins
- Friday 30 March: On street activity starts
- Tuesday 3 April: Send out post campaign survey

HOW CAN WE WORK WITH PARTNERS?

- Use partner channels to further promote the home and living messages.
- Work with partners to identify potential sponsors.
- Link into the intu content which is being produced on the same topic to amplify the message.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Businesses cannot put on their own events or offers.
- SOLUTION: Ensure the content campaign includes marketing of products, which all businesses should be able to get involved in.
- ISSUE: Advertising drives people online to shop for homewares.
- SOLUTION: Include experiential activities such as styling sessions and events in the city centre to incentivise people to shop in the city.

KPIS AND MEASURABLES:

- Number of people attend home styling sessions.
- Number of impressions made by the campaign.
- Number of businesses taking part in the campaign.
- Number of businesses reporting the campaign as beneficial.
- Amount of sponsorship secured.

**PROJECT PLAN:** SPRING TRAIL  
**DATES:** FRIDAY 30 MARCH – SUNDAY 15 APRIL  
**RESPONSIBLE:** MARKETING MANAGER  
**BUSINESS PLAN AREA:** PROMOTED CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 16<sup>TH</sup> JANUARY

OVERVIEW:

- The Spring Trail would feature a map which can be downloaded from our website or picked up at the Tourist Information Centre which shows a trail which prompts children to follow clues to find animals/creatures in the architecture in the city, as well as business activities taking place during that time.
- The maps will have a few questions which can be answered by following the simple trail, and if these maps are returned completed to the Tourist Information Centre the child will receive a certificate and a small gift.
- The idea is to bring in families during the Easter Holidays and give them an activity which involves travel around the city, but without adding more infrastructure at will already be a busy time.
- Will aim to distribute maps through schools and Mumsnet to source influencers and gain coverage.

WHY ARE WE DOING THIS?

- To increase footfall from families into Nottingham city centre during the Easter Holidays.
- To encourage families to visit different parts of Nottingham and engage with the city.
- To include business offers for the Easter Holidays on the trail map.

WHAT ARE THE KEY OUTPUTS?

- A trail around the city with educational questions and accompanying map with incentives for completion.
- A format which can be refreshed and repeated in autumn school holidays.
- Integration with tourist elements such as The Caves or Game City.

WHAT ARE THE KEY DATES?

- Tuesday 16<sup>th</sup> January: Brainstorming meeting with levy payers.
- Monday 26<sup>th</sup> February: Initial engagement comms go to businesses
- Friday 16<sup>th</sup> March: Deadline for business participation
- Friday 30<sup>th</sup> March to Monday 2<sup>nd</sup> April: Easter Weekend for launch
- Sunday 15<sup>th</sup> April: Last day of trail

HOW CAN WE WORK WITH PARTNERS?

- The use of the Tourist Information Centre for activities like this has already been agreed as part of our partnership agreement with the PMO, and we can utilise their digital screen to advertise the trail.
- Work with the Council to understand what interesting features there are in the city which we may be able to include in the trail.
- Use the Council's My Nottingham channels to promote this message as free school holiday activities for residents.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: There is little uptake of the trail.
- SOLUTION: Once the trail is created, there is very little cost associated with tweaking the trail and using this again at a different time of year.
- ISSUE: There is an unexpectedly high uptake of the trail.
- SOLUTION: Ensure that there is good feedback on uptake from the Tourist Information Centre and that some contingency budget is available should we need to print more certificates and buy more gifts.

KPIS AND MEASURABLES:

- Number of maps completed and returned.
- Number of businesses providing an offer.
- Number of businesses rating the campaign as beneficial.

**PROJECT PLAN:** FASHION AND BEAUTY  
**DATES:** SATURDAY 14 – SATURDAY 28 APRIL  
**RESPONSIBLE:** MARKETING MANAGER  
**BUSINESS PLAN AREA:** PROMOTED CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 16<sup>TH</sup> JANUARY

#### OVERVIEW:

- Following feedback from businesses, we still want to deliver a campaign and events to promote new season fashions, but need to do this without the extreme cost of the catwalk shows.
- The majority of this campaign will focus on creating digital collateral, and the final weekend will include a schedule of events in businesses as well as a 'Beauty Lounge' and a series of screens around the city showing a specially created catwalk video showcasing products from retailers.
- This campaign will be delivered in conjunction with intu as the key partner and we will go to tender from suppliers together to maximise budgets.

#### WHY ARE WE DOING THIS?

- To support retail members in the fashion and beauty sector by showcasing their products.
- To bring footfall and spend into the city on a payday weekend.
- To increase social media awareness via content of brands available in the city.

#### WHAT ARE THE KEY OUTPUTS?

- A fortnight of fashion and beauty content on the It's in Nottingham channels.
- A series of events in businesses, supported and promoted by the BID.
- A 'Beauty Lounge' in a central location for makeover sessions and tutorials.
- Screens showing fashion videos featuring retailer products on the final weekend.
- A marketing campaign to promote the activities.

#### WHAT ARE THE KEY DATES?

- Tuesday 16<sup>th</sup> January: Brainstorming meeting with levy payers.
- Monday 4<sup>th</sup> February: Initial engagement comms go to businesses
- Friday 16<sup>th</sup> March: Deadline for business involvement
- Saturday 14<sup>th</sup> April: Paid promotion begins
- Saturday 28<sup>th</sup> April: Events take place
- Tuesday 1<sup>st</sup> May: Send out post campaign survey

#### HOW CAN WE WORK WITH PARTNERS?

- Use partner channels to further promote the fashion and beauty messages.
- Work with partners to identify potential sponsors.
- Include independent fashion brands through the Creative Quarter.
- Collaborate with NTU and Confetti to create and produce the videos.

#### CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Businesses cannot put on their own events or offers.
- SOLUTION: Ensure the content campaign includes marketing of products via the videos, which all businesses should be able to get involved in.
- ISSUE: Advertising drives people online to shop for fashion and beauty products.
- SOLUTION: Include experiential activities such as styling sessions and events in the city centre to incentivise people to shop in the city.

#### KPIS AND MEASURABLES:

- Number of people attending the events.
- Number of social media impressions made by the campaign.
- Number of businesses take part in the campaign.
- Number of businesses rating the campaign as beneficial.

**PROJECT PLAN:** THE BIG NOTTINGHAM LUNCH  
**DATES:** MONDAY 30 APRIL – FRIDAY 4 MAY  
**RESPONSIBLE:** PROJECT EXECUTIVE  
**BUSINESS PLAN AREA:** WORKING CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 13<sup>TH</sup> FEBRUARY

#### OVERVIEW:

- A five day long event to encourage city centre workers to enjoy lunch in the city and showcase the offering of leisure businesses to them.
- This is the first year that Nottingham BID have attempted to deliver this event and this is being introduced as a result of feedback from businesses.
- Encourage use of bounce back vouchers by businesses to encourage repeat customs by businesses.
- Include high quality brands to attract attention of the consumers.

#### WHY ARE WE DOING THIS?

- To showcase the city's leisure offer to city centre workers and encouraging place attachment.
- To demonstrate exclusive benefits for employees to office sector voters.
- To highlight the great range of lunch offers and increase uptake.

#### WHAT ARE THE KEY OUTPUTS?

- A five day period of lunch deals with free lunches for MORE Nottingham members.
- A marketing campaign to support and promote this.

#### WHAT ARE THE KEY DATES?

- Tuesday 13<sup>th</sup> February: Brainstorming meeting with levy payers
- Friday 16<sup>th</sup> February: Comms to leisure premises sharing opportunities to take part
- Mid April: Booking system goes live
- Mid April: Comms goes to office sector and MORE Nottingham cardholders to book
- 14<sup>th</sup> May- 18<sup>th</sup> May: The Big Nottingham Lunch takes place
- 21<sup>st</sup> May: Post campaign feedback surveys sent out

#### HOW CAN WE WORK WITH PARTNERS?

- Speak to intu and The Cornerhouse regarding opportunities to tie in partnership working.

#### CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Leisure premises don't book want to take part.
- SOLUTION: Upsell opportunity and ask Ambassadors about barriers so we can make the offering attractive to levy payers.
- ISSUE: Cardholders that have booked may not attend.
- SOLUTION: Incentivise people to turn up with giveaways and free food.

#### KPIS AND MEASURABLES:

- Number of free lunches given away to MORE Nottingham card holders.
- Number of leisure businesses taking part in the campaign.
- Number of office sector businesses take part in the campaign.
- Number of leisure businesses reporting the campaign as beneficial.
- Number of leisure businesses reporting the campaign as beneficial.

**PROJECT PLAN:** CRAFT BEER WEEK  
**DATES:** TBC – JUNE/JULY  
**RESPONSIBLE:** MARKETING MANAGER  
**BUSINESS PLAN AREA:** PROMOTED CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 13<sup>TH</sup> MARCH

OVERVIEW:

- Following sponsorship of the Craft Beer Week event last year it has been discussed that this is something that should be repeated and resource should be allocated to help maximise the reach of this campaign.

WHY ARE WE DOING THIS?

- To showcase the city's craft beer offer and support licensed businesses.
- To attract footfall into the city and create experiences and PR worthy events.

WHAT ARE THE KEY OUTPUTS?

- Sponsorship of Craft Beer Week.
- Inclusion of IIN brand in all marketing.
- Bespoke content to drive content to the IIN channels.
- A 'Craft Ale Trail' to promote to consumers.

WHAT ARE THE KEY DATES?

- TBC – in 2017 this took place in July.

HOW CAN WE WORK WITH PARTNERS?

- Use partner channels to further promote the Craft Beer week activities.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Craft Beer Week is not taking place again.
- SOLUTION: For the budget allocated, we could instead create an online Craft Beer Trail or look into alternatives as led by levy payers.
- ISSUE: Perception of the BID as 'hijacking' an event already taking place in the city.
- SOLUTION: Ensure a co-operative approach is taken to all planning and as many levy payers as possible are involved in this process.

KPIS AND MEASURABLES:

- Number of impressions made by the campaign
- Number of businesses taking part in the campaign
- Number of businesses reporting the campaign as beneficial.

**PROJECT PLAN:** INDEPENDENTS CAMPAIGN  
**DATES:** MONDAY 21 MAY – SAT 30 JUNE  
**RESPONSIBLE:** PROJECT EXECUTIVE  
**BUSINESS PLAN AREA:** INDEPENDENT CITY  
**DISCUSSED AT:** ALL INDEPENDENTS ADVISORY GROUPS

#### OVERVIEW:

- The most recent Nottingham Independents campaign proved a success in 2017 with high satisfaction levels from businesses from the post campaign survey. A key factor in this success was the high level of business engagement.
- The campaign will run for a six week period culminating in a festival at the end of June.
- The campaign will focus on measurables to drive efficiency of the budget.

#### WHY ARE WE DOING THIS?

- To encourage people to take more of an interest in Independent businesses and to encourage them to spend money in these businesses.
- To encourage the public to discover independent 'clusters' and build recognition of these.
- To give independent businesses an opportunity to showcase their offering.

#### WHAT ARE THE KEY OUTPUTS?

- A marketing campaign to drive awareness of the city's independent offering and drive traffic to our website:
  - Social media advertising- including the successful Independents 10am Treat campaign.
  - Posters and leaflets for businesses
  - Email comms
  - Press coverage
  - City Wide advertising
  - A strategy to target national PR, through Marketing NG.
- A competition to find the city's top independent businesses.
- An independent festival that will draw the public in to the city and in to the independent clusters.

#### WHAT ARE THE KEY DATES?

- Monday 31<sup>st</sup> April: First comms go to independent businesses to prompt for engagement
- Thursday 31<sup>st</sup> May: Reminder comms go to levy payers to prompt them to send content
- Friday 25<sup>th</sup> May: Competition opens
- Friday 15<sup>th</sup> June: Competition closes
- Monday 25<sup>th</sup> June: Winners announced
- Saturday 30<sup>th</sup> June: Nottingham Independents Festival

#### HOW CAN WE WORK WITH PARTNERS?

- Discuss with Nottingham City Council and the Creative Quarter opportunities for partnership working.
- Work with Marketing NG to target national coverage.
- Look to deliver an incubation style campaign to bring a new independent to the city centre.

#### CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Businesses don't engage with the campaign.
- SOLUTION: Send comms to businesses to ask for content as early as possible and with levy payers have Ambassadors encourage engagement as well as place responsibility on the representatives of the Independents Advisory Group to communicate with businesses in their areas.

#### KPIS AND MEASURABLES:

- Number of social media impressions.
- Number of businesses report a noticeable positive impact on their business during the campaign.
- Number of businesses that would participate again.
- Total number of independent businesses engaged over campaign.
- Number of levy paying businesses involved in the campaign.

<b>PROJECT PLAN:</b>	<b>BRITISH GYMNASTICS FINALS</b>
<b>DATES:</b>	<b>SATURDAY 7 JULY</b>
<b>RESPONSIBLE:</b>	<b>MARKETING MANAGER</b>
<b>BUSINESS PLAN AREA:</b>	<b>PROMOTED CITY</b>
<b>DISCUSSED AT:</b>	<b>APRIL RETAIL AND LEISURE WORKING GROUPS</b>

#### OVERVIEW:

- As part of the overall strategy for the city, Nottingham needs to attract more nationally relevant events, and there is the potential to bring the British Gymnastics finals to the Motorpoint Arena in July.
- The sponsorship gap needed is £9,000 and for that we would be able to market to the 3,000 participants and attendees with our It's in Nottingham messages via email.
- The event will not only generate ticket sales for one of our largest levy payers, but will secure over 700 hotel room bookings for our hotels.

#### WHY ARE WE DOING THIS?

- To bring in over 3,000 people to Nottingham city centre.
- To support one of our largest levy payers and the overall events strategy for the city.
- To promote It's in Nottingham messages to a lucrative, captive audience.

#### WHAT ARE THE KEY OUTPUTS?

- The British Gymnastics Trampoline and Tumbling Finals taking place in Nottingham city centre.
- A marketing campaign of emails and promotions to the attendees to encourage them to eat, drink and shop in the city centre.

#### HOW CAN WE WORK WITH PARTNERS?

- Work with partners to help promote the event through their channels.
- Work with partners to source sponsorship for the event.

#### CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Businesses not knowing that this event has been brought to the city as a result of Nottingham BID funding.
- SOLUTION: Ensuring that there is a robust comms plan in place using all of our channels and PR activity to promote the BID's involvement in bringing such a high profile event to the city.
- ISSUE: Not being given adequate access to the captive audience as part of our sponsorship to justify the expense.
- SOLUTION: Agree, ahead of signing off on spending this money, what opportunities we will get to reach this audience and pulling the sponsorship should we not deem these sufficient.

#### KPIS AND MEASURABLES:

- Number of overnight stays attracted into the city
- Number of businesses promoted to this audience
- Number of businesses reporting the activity as beneficial

**PROJECT PLAN:** GRADUATION GUIDE  
**DATES:** LAUNCH MONDAY 4<sup>TH</sup> JUNE  
**RESPONSIBLE:** PROJECT EXECUTIVE  
**BUSINESS PLAN AREA:** WORKING CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 10<sup>TH</sup> APRIL

OVERVIEW:

- In Nottingham both Universities hold their summer graduations in the same three week period and, at present, there is nothing produced to market the city's food and drink offer to this audience.
- As well as food and drink, there is the opportunity to promote formal clothing, gifts, and Nottingham experiences.
- We will produce a small 'Nottingham Graduation Guide' which will be printed and mail dropped to student residences in order to promote member businesses.

WHY ARE WE DOING THIS?

- To increase awareness of Nottingham's offer for graduates and their families.
- To encourage spend at member businesses.

WHAT ARE THE KEY OUTPUTS?

- A printed and online guide to graduation in Nottingham
- A complementary online content campaign.
- Advertising income from the hotel sector.

HOW CAN WE WORK WITH PARTNERS?

- Ensure we are including any University relevant graduation messages.
- Work with Nottingham City Council to communicate with their student audiences.
- Promote partner messages, for example the intu gift card.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Businesses don't have any specific graduation offers or content.  
SOLUTION: Ensure we can include generic content packaged for the graduate audience, for example 'Top 10 Things You Must Do before You Graduate' which are available anyway.
- ISSUE: Cannot secure distribution to students via bed drops in halls.  
SOLUTION: Work with representatives of the Universities to find new distribution methods and channels in to the student audience.

KPIS AND MEASURABLES:

- Number of impressions made by the campaign
- Number of businesses taking part in the campaign
- Number of businesses reporting the campaign as beneficial

**PROJECT PLAN:** NOTTINGHAMSHIRE PRIDE  
**DATES:** SATURDAY 28 JULY  
**RESPONSIBLE:** MARKETING MANAGER  
**BUSINESS PLAN AREA:** PROMOTED CITY  
**DISCUSSED AT:** APRIL AND JULY RETAIL AND LEISURE WORKING GROUPS

#### OVERVIEW:

- Last year Nottingham Pride attracted 8,000 people to participate in the march.
- Pride is something only done in bigger cities so attracts visitors from corridor areas and from further afield.
- Businesses already do a lot to support the event, so we can package and promote this.
- In 2018 the parade is penciled to finish at Sneinton Market.
- We want to support this event with small sponsorship and also small scale complimentary on street activities on the day to raise awareness of the It's in Nottingham brand.

#### WHY ARE WE DOING THIS?

- To support an event which brings footfall and spend into the city.
- To market business messages to the visitors this attracts.
- To promote the businesses that already like to take part with their own activity as part of Pride.

#### WHAT ARE THE KEY OUTPUTS?

- A Pride march through the city, organised by Nottinghamshire Pride.
- A calendar of business events and activities to continue the Pride theme after the parade.
- A content campaign to promote all the activities happening during the day and night.
- Some small complimentary activities during the campaign to promote the It's in Nottingham brand.

#### WHAT ARE THE KEY DATES?

- Monday 18<sup>th</sup> June: Opportunity comms go to levy payers.
- Friday 13<sup>th</sup> July: Content hub with levy payer activities goes live.
- Saturday 28<sup>th</sup> July: Nottinghamshire Pride takes place.

#### HOW CAN WE WORK WITH PARTNERS?

- Most partners participate in Pride already in one form or another, and our participation helps secure the event's viability for the future.
- The event contributes to the city centre community and promotes positive messages of tolerance and inclusivity.

#### CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: We may not have control over the branding as Pride has its own identity which it will want to retain.
- SOLUTION: Brief our agency to come up with a complimentary look and feel for us to use which incorporates both our won brand and that of Pride.
- ISSUE: The parade may finish in an area outside of the city centre.
- SOLUTION: Ensure the Council understand that the funding is dependent upon the parade taking place in the city centre.

#### KPIS AND MEASURABLES:

- Number of people taking part in the parade.
- Number of impressions made by the hashtag
- Number of businesses taking part in the campaign
- Number of businesses reporting the campaign as beneficial

**PROJECT PLAN:** COCKTAIL CAMPAIGN  
**DATES:** MONDAY 30 JULY TO SUNDAY 5 AUGUST  
**RESPONSIBLE:** MARKETING MANAGER  
**BUSINESS PLAN AREA:** PROMOTED CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 17<sup>TH</sup> APRIL

#### OVERVIEW:

- This is the first year we will be delivering a cocktail campaign and this is being added as a result of feedback from businesses.
- We want to do a specific campaign to promote the city's high end, unique cocktails.
- We will generate income through this campaign to move it towards cost neutrality.
- A main output will be a brochure, including commissioned photography, which will be featured online.
- There will also be a cocktail event, with delivery led by a group of levy paying cocktail businesses with BID support.

#### WHY ARE WE DOING THIS?

- To draw footfall into the city and raise awareness of the great range of cocktails available at leisure venues to increase spend.
- To target the office sector and encourage workers to stay in the city after work for a cocktail.

#### WHAT ARE THE KEY OUTPUTS?

- An online gallery of the most impressive and unique cocktails available in the city, including the chance to vote for your favourite to win a night out in Nottingham.
- A complimentary content and social media campaign to support the brochure and drive traffic to this.
- A free cocktail competition for the office sector.
- A cocktail event, with invites for press and bloggers, with delivery led by a group of levy payers.
- High quality competitions as part of the online marketing.

#### WHAT ARE THE KEY DATES?

- Monday 18<sup>th</sup> June: Initial engagement comms sent to businesses
- Friday 13<sup>th</sup> July: Deadline for business participation
- Monday 30<sup>th</sup> July – Sunday 5<sup>th</sup> August: Cocktail Week
- Wednesday 1<sup>st</sup> August: Cocktail event at city centre venue

#### HOW CAN WE WORK WITH PARTNERS?

- Work with partners to help promote the event through their channels.
- Work with partners to source sponsorship for the event.

#### CONSIDERATIONS AND CONTINGENCIES:

- **ISSUE:** Getting businesses to do something new or different for a campaign can be difficult.
- **SOLUTION:** Ask businesses to simply nominate the cocktail they do best and let us do the work. Give more proactive businesses the opportunities to do more if they wish, but not rely on this to deliver the campaign.

#### KPIS AND MEASURABLES:

- Number of attendees to the cocktail event
- Number of impressions made by the hashtag
- Number of businesses taking part in the campaign
- Number of businesses reporting the campaign as beneficial
- Secure £3,500 sponsorship from non-competing third parties.

**PROJECT PLAN:** CHRISTMAS PARTY BOOKING GUIDE  
**DATES:** MONDAY 17 SEPTEMBER  
**RESPONSIBLE:** MARKETING MANAGER  
**BUSINESS PLAN AREA:** PROMOTED CITY  
**DISCUSSED AT:** APRIL AND JULY LEISURE WORKING GROUPS

#### OVERVIEW:

- In 2016 and 2017 we have produced a Christmas Party Booking Guide which has been sent to employers and, due to the high value of a conversion from this guide, we will deliver this again in 2018.
- In 2017 we included 40 businesses and would aim to include 50 in the 2018 version.

#### WHY ARE WE DOING THIS?

- To target a valuable audience by encouraging businesses to book their Christmas parties in the city.
- To support our leisure sector members over the Christmas period, for which bookings are made way in advance.

#### WHAT ARE THE KEY OUTPUTS?

- A printed and online guide to the different Christmas party and meal venues in the city, sent to 5,000 businesses within an hour of Nottingham city centre.
- An email advertising the different Christmas party and meal venues sent to over 15,000 email addresses, including business data and consumer data.
- A content calendar to promote this through our channels.

#### WHAT ARE THE KEY DATES?

- Monday 17<sup>th</sup> September: Launch Christmas Party Booking Guide online
- From Monday 17<sup>th</sup> September: Post Christmas Party Booking Guide to businesses

#### HOW CAN WE WORK WITH PARTNERS?

- Include positive safety messages for the city such as Best Bar None and Purple Flag.
- Work with Nottingham City Council and Marketing NG to push the content out through partner channels.

#### CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Businesses not having their Christmas menus available in time.
- SOLUTION: Following learnings from previous years we have learnt to be realistic about time lines and not include large amounts of detail in the guide and directing people online for more information so businesses can amend fine details if needed.
- ISSUE: More businesses want to take part once the deadline has passed.
- SOLUTION: Include a call to action to visit our website to see even more offers and upload any late comers to this channel. Also potentially send out a second email if more businesses come forward following the deadline.
- ISSUE: As the guide is printed, ROI can be difficult to prove.
- SOLUTION: Incorporate strong calls to action into the printed brochure to drive traffic online, then use online metrics, combined with email click throughs and business feedback, to calculate an indicative figure for the spend this generates.

#### KPIS AND MEASURABLES:

- Number of impressions made by the campaign
- Number of businesses taking part in the campaign
- Amount of return on investment generated by the campaign
- Number of businesses reporting the campaign as beneficial
- Secure £500 sponsorship to advertise on the back page of the guide.

**PROJECT PLAN:** MORE AFTER FOUR  
**DATES:** WEDNESDAY 5 SEPTEMBER – WEDNESDAY 31 OCTOBER  
**RESPONSIBLE:** BID MANAGER  
**BUSINESS PLAN AREA:** MANAGED CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 8<sup>TH</sup> MAY

#### OVERVIEW:

- In 2017 we launched the MORE After Four campaign which encouraged people to stay in the city after work or travel in to shop and dine on a Wednesday evening.
- In the business plan a commitment is set out to support an evening trading campaign where this is viable.
- This campaign launched in September and led up to the Christmas Late Night openings.
- This year we propose we use feedback from the 2017 campaign and schedule another promotional push for Wednesday nights in September, however should feedback from 2017 indicate this isn't feasible, the matter shall be referred back to the Board.
- As well as the September campaign, we include this as a secondary message in other activity throughout the year, such as Light Night and Cocktail Week.

#### WHY ARE WE DOING THIS?

- To increase footfall to Nottingham city centre on Wednesday evenings.
- To re-establish Wednesday evening visits to the city centre in consumer behaviour.
- To promote the businesses who open later and the food and drink businesses who have offers.

#### WHAT ARE THE KEY OUTPUTS?

- A calendar of campaigns and events which link into the MORE After Four message and drive traffic to the landing page.
- A campaign at the start of September to reinforce the MORE After Four message in the lead up to Christmas.

#### WHAT ARE THE KEY DATES?

- Monday 18<sup>th</sup> June: Levy payer comms to go to businesses.
- Friday 3<sup>rd</sup> August: Content hub to go live.
- Monday 3<sup>rd</sup> September: Launch date of campaign leading up to Christmas.

#### HOW CAN WE WORK WITH PARTNERS?

- Use partners as a key channel to include the MORE After Four message.
- Work with Nottingham City Council to deliver suitable on street activity.

#### CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Feedback from the 2017 campaign indicates this was unsuccessful and an evening offer isn't viable.
- SOLUTION: Present the report to the Board and, if agreed, find another use for the budget allocated to this campaign and stop publicising the messages.
- ISSUE: Businesses are reluctant to take part.
- SOLUTION: Ensure that the core retailers are taking part, as these are the core reason for a consumer to visit. Promote other businesses who would like to take part alongside the city's anchor stores.

#### KPIS AND MEASURABLES:

- Number of impressions made by the campaign
- Number of businesses taking part in the campaign
- Number of businesses reporting the campaign as beneficial
- Increase in number of businesses staying open to or beyond 7pm on Wednesday evenings.

**PROJECT PLAN:** MORE NOTTINGHAM  
**DATES:** MONDAY 3 SEPTEMBER  
**RESPONSIBLE:** PROJECT EXECUTIVE  
**BUSINESS PLAN AREA:** WORKING CITY  
**DISCUSSED AT:** APRIL AND JULY RETAIL AND LEISURE WORKING GROUPS AND MEMBERS BREAKFASTS

OVERVIEW:

- The MORE Nottingham scheme has run since September 2016. Offers are valid for one year and renew at the start of September, at which point businesses can renew their offers and new businesses can send in offers.
- This scheme attracts sponsorship from NCT and Robin Hood in order for the offers to be available for their card holders.
- The offers are available to:
  - Employees of BID member businesses who have signed up for a MORE Nottingham card
  - NCT Easyrider card holders
  - Robin Hood travel card holders
  - University of Nottingham student card holders
  - Nottingham Trent University student card holders

WHY ARE WE DOING THIS?

- Showcasing the city's retail and leisure offer to office workers
- Working with key partners in the city to cross promote messages for their members.
- To increase the number of MORE Nottingham cardholders, and therefore the number of email subscribers who work in Nottingham city centre.

WHAT ARE THE KEY OUTPUTS?

- An exclusive offer scheme that promotes city centre businesses to key audiences.
- In addition, MORE Nottingham cardholders have access to exclusive competitions and events such as the Big Nottingham Lunch.

WHAT ARE THE KEY DATES?

- 1<sup>st</sup> June: Liaise with businesses to renew/ set up offers
- 1<sup>st</sup> June: Confirm sponsorship with NCT and Robin Hood
- Early August: Confirm promotional materials required from sponsors
- 1<sup>st</sup> September: New offers go live
- Early November: Survey cardholders and businesses that host offers

HOW CAN WE WORK WITH PARTNERS?

- Liaise with sponsors to work in partnership for MORE Nottingham V3

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Businesses don't send through offers for the scheme.
- SOLUTION: Send comms to businesses to ask for content with a good lead time and make it easy for businesses who already take part to renew their offer.
- ISSUE: Sponsors don't renew their sponsorship.
- SOLUTION: Liaise with sponsors throughout the campaign to discuss how we can support them to get the most return out of their sponsorship.

KPIS AND MEASURABLES:

- Number of new MORE Nottingham cardholders from the office sector and other levy paying businesses.
- Increase the number of businesses taking part by providing an offer.
- Number of retail/leisure businesses reporting the campaign as beneficial.
- Number of office sector businesses reporting the campaign as beneficial.

**PROJECT PLAN:** STUDENT FEST  
**DATES:** WEDNESDAY 3 OCTOBER  
**RESPONSIBLE:** PROJECT EXECUTIVE  
**BUSINESS PLAN AREA:** WORKING CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 5<sup>TH</sup> JUNE

OVERVIEW:

- A marketing campaign targeting the city’s students exclusively to welcome them to the city and encourage them to become familiar with the city’s businesses and explore Nottingham.
- A one day ‘Fest’ consisting of partner activities, IIN activities and BID member activities.
- The role of the BID in this campaign is to package and promote the city wide schedule of activities and add on additional experiences to make this an attractive event.
- This campaign is subject to business feedback and measurables from the 2017 campaign, and should this suggest that the current format is not viable, this will be referred back to the Board for discussion.

WHY ARE WE DOING THIS?

- Showcasing the city’s retail and leisure offer to students
- Welcoming students and helping them to feel like a part of the city centre community
- Working with key partners to deliver a unified marketing and event experience for students
- To promote complimentary MORE Nottingham and Food and Drink Finder messages.

WHAT ARE THE KEY OUTPUTS?

- A marketing campaign to drive awareness of the city’s retail and leisure offering and drive traffic to our website.
- A content campaign of relevant content and messaging to promote:
  - Business offers and discounts
  - Partner events – including intu, Nottingham City Council and Unidays
  - IIN events and entertainment
  - Business prizes and giveaways
  - Business activities and events
- An event that will draw students in to the city.
- Hire of a student from China as an intern to help advise and guide us on how to reach this lucrative student market in Nottingham.

WHAT ARE THE KEY DATES?

- Monday 2<sup>nd</sup> July: First comms go to levy payers to prompt for engagement
- Monday 6<sup>th</sup> August: Reminder comms go to levy payers to prompt them to send content
- Early September: Comms go to students via partners and key advertising messages go live
- Early September: Content hub goes live
- Early October: Student Fest takes place
- Mid October: Post campaign feedback survey sent out

HOW CAN WE WORK WITH PARTNERS?

- Tie in dates with intu Student Night
- Work with Nottingham City Council to work on a series of events.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: We need to await the results of the survey after the event in order to plan for 2018.
- SOLUTION: Review planning documents for Student Fest after 2017’s activity has taken place.

KPIS AND MEASURABLES:

- A minimum of 5,000 students pre-registered for the event
- A minimum of 500,000 impressions made by the campaign
- A minimum of 80 businesses taking part in the campaign
- A minimum of 75% of retail/leisure businesses report as beneficial
- A minimum of 75% of student attendees report as beneficial

**PROJECT PLAN:** HALF TERM HALLOWEEN CAMPAIGN  
**DATES:** MONDAY 17 SEPTEMBER  
**RESPONSIBLE:** MARKETING MANAGER  
**BUSINESS PLAN AREA:** PROMOTED CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 10<sup>TH</sup> JULY

OVERVIEW:

- Halloween falls into a two week period of the half term holiday and is a great opportunity to bring families into the city.
- Many businesses already have offers and activities for Halloween and Nottingham City Council are looking to put on activity in Old Market Square, meaning we can help bring people into the city by packaging and promoting this activity.
- Alongside this, we would repeat the Spring Trail in the city with an Autumn Trail, using the learnings from the campaign earlier in the year to build on and improve this.

WHY ARE WE DOING THIS?

- To bring families into the city during autumn half term and encourage them to interact with the place and visit different areas.
- To package and promote city wide events taking place over the half terms and Halloween period.

WHAT ARE THE KEY OUTPUTS?

- A marketing campaign to collate and promote all of the city's Halloween content.
- Buildings in the city lit up in green to add to the atmosphere in the city.
- Businesses putting on their own spooky activities and a marketing campaign to promote this.
- A high quality competition to drive data capture.
- On street activities such as spooky face painting, balloon modelling etc.

WHAT ARE THE KEY DATES?

- Monday 22<sup>nd</sup> October: Campaign begins
- Sunday 28<sup>th</sup> October: Clocks go back
- Wednesday 31<sup>st</sup> October: Halloween
- Friday 2<sup>nd</sup> November: Day of the Dead
- Sunday 4<sup>th</sup> November: Campaign ends

HOW CAN WE WORK WITH PARTNERS?

- Ensure we are promoting Nottingham City Council's activities as part of the overall marketing campaign.
- Use partner channels to promote the campaign and reach a wider audience.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: The Spring Trail isn't successful and it is decided not to repeat this.
- SOLUTION: Consider other uses for the budget set aside for this or use the budget to enhance the marketing campaign to promote the other activities.

KPIS AND MEASURABLES:

- Number of impressions made by the campaign
- Number of businesses taking part in the campaign
- Number of businesses reporting the campaign as beneficial

**PROJECT PLAN:** AUTUMN TRAIL  
**DATES:** MONDAY 22 OCTOBER TO SUNDAY 4 NOVEMBER  
**RESPONSIBLE:** MARKETING MANAGER  
**BUSINESS PLAN AREA:** PROMOTED CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 10<sup>TH</sup> JULY

#### OVERVIEW:

- Following the Sprint Trail for the Easter holidays, we would like to repeat this activity with a rebranded and updated trail for the Autumn half term.
- This will run as part of our Halloween campaign.

#### WHY ARE WE DOING THIS?

- To increase footfall from families into Nottingham city centre during the Autumn Holidays.
- To encourage families to visit different parts of Nottingham and engage with the city.
- To include business offers for the half term holidays on the trail map.

#### WHAT ARE THE KEY OUTPUTS?

- A trail around the city and accompanying map with incentives for completion.

#### WHAT ARE THE KEY DATES?

- Monday 11<sup>th</sup> September: Opportunity comms go to businesses
- Friday 12<sup>th</sup> October: Content hub to go live.
- Monday 22<sup>nd</sup> October: First day trail is live in the city.
- Sunday 4<sup>th</sup> November: Last day trail is live in the city.

#### HOW CAN WE WORK WITH PARTNERS?

- The use of the Tourist Information Centre for activities like this has already been agreed as part of our partnership agreement with the PMO, and we can utilise their digital screen to advertise the trail.
- Work with the Council to understand what interesting features there are in the city which we may be able to include in the trail.
- Use the Council's My Nottingham channels to promote this message as free school holiday activities for residents.

#### CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: There is little uptake of the trail.
- SOLUTION: Once the trail is created, there is very little cost associated with tweaking the trail and using this again at a different time of year.
- ISSUE: There is a very swift uptake of the trail.
- SOLUTION: Ensure that there is good feedback on uptake from the Tourist Information Centre and that some contingency budget is available should we need to print more certificates and buy more sweets so that more people can do the trail.

#### KPIS AND MEASURABLES:

- Number of maps completed and returned.
- Number of businesses providing an offer.
- Number of businesses rating the campaign as beneficial.

**PROJECT PLAN:** CHRISTMAS MAGAZINE AND CAMPAIGN  
**DATES:** MONDAY 17 SEPTEMBER  
**RESPONSIBLE:** MARKETING MANAGER  
**BUSINESS PLAN AREA:** PROMOTED CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 23<sup>RD</sup> JANUARY AND TUESDAY 10<sup>TH</sup> JULY

#### OVERVIEW:

- For the past five years we have produced an It's in Nottingham Christmas magazine which includes over 100 levy paying businesses and is distributed in the city centre as well as to homes in affluent areas and to corridor areas where residents have a choice of locations to visit for their Christmas activities.
- We intend to repeat this in 2018.
- This year, following business feedback, we would also like to source a high quality traditional Grotto to be installed in a vacant unit in the city. A separate plan for the Grotto follows this, and the message for the Grotto as part of this promotional campaign will be 'The Best Grotto in the East Midlands'.

#### WHY ARE WE DOING THIS?

- To increase footfall and spend to Nottingham over the Christmas period.
- To showcase the great range of products, dining and activities available in the city.
- To provide a new draw to bring families into the city and encourage footfall beyond the shopping centres.

#### WHAT ARE THE KEY OUTPUTS?

- A Christmas magazine, printed and distributed in the city as well as to home in affluent areas and corridor areas where consumers have a choice of destination for their Christmas activities.
- A grotto in a vacant unit, outside of the shopping centres.
- A content campaign to package and promote everything that is happening in the city over the festive period.

#### WHAT ARE THE KEY DATES?

- Monday 27<sup>th</sup> August: Engagement comms go out to businesses
- Friday 5<sup>th</sup> October: Deadline for magazine content from businesses
- Monday 12<sup>th</sup> November: Launch date of campaign leading up to Christmas

#### HOW CAN WE WORK WITH PARTNERS?

- Work with Nottingham City Council to cross promote all city centre events, including Winter Wonderland and New Year's Eve.
- Work with all partners to ensure a consistent look and feel for the Christmas branding across the city.

#### CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Need to include as many businesses as possible and only have limited space in the magazine.
- SOLUTION: Keep pagination very fluid in case we need to revise this to include more businesses.
- ISSUE: Any bad press from partner organisations using the Christmas branding could be attributed to us due to use of the same brand.
- SOLUTION: Review emergency PR plan and make sure this is ready to be implemented should it be needed.

#### KPIS AND MEASURABLES:

- Number of impressions made by the magazine
- Number of impressions made by the campaign
- Number of engagements with the campaign
- Number of businesses taking part
- Number of businesses reporting the campaign as beneficial.

**PROJECT PLAN:** CHRISTMAS GROTTO  
**DATES:** MONDAY 26 NOVEMBER  
**RESPONSIBLE:** BOARD DIRECTOR  
**BUSINESS PLAN AREA:** PROMOTED CITY  
**DISCUSSED AT:** STANDALONE MEETING ON TUESDAY 23<sup>RD</sup> JANUARY AND TUESDAY 10<sup>TH</sup> JULY

OVERVIEW:

- Following feedback from businesses it is felt that the city lacks a traditional Christmas Grotto and that this is something the BID could play a role in bringing to the city.
- The initial plan is for the BID to approach private high quality Grotto providers and act as a liaison point to bring them to the city, paving the way with partners and vacant unit landlords.
- The Grotto would generate income for the BID through ticket sales and add on purchases, such as memorabilia.
- This project will be led by Director Neil Fincham, with an initial levy payer meeting in January.

WHY ARE WE DOING THIS?

- To increase footfall and spend to Nottingham over the Christmas period with another family centric offer.
- To create an incentive to drive footfall beyond the shopping centres.

WHAT ARE THE KEY OUTPUTS?

- A traditional, high quality Grotto in a vacant unit outside of the shopping centres, ideally on Bridlesmith Gate or another central location with an on street façade to add further Christmas animation for visitors.
- Marketing of the Grotto as ‘The Best in the East Midlands’

HOW CAN WE WORK WITH PARTNERS?

- Work with Nottingham City Council to find a suitable vacant unit to use for the Grotto and organise rates relief etc.
- Work with all partners to promote Grotto through their channels, in particular using Marketing NG partnership as a channel to reach visitors from further afield.
- Work with partners to identify potential Grotto suppliers and opportunities to link in to businesses.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: The Grotto is poor quality and reflects badly on the It’s in Nottingham brand.
- SOLUTION: Ensure adequate research is undertaken to establish that the provider is high quality and maintain regular contact and input on the installation.

KPIS AND MEASURABLES:

- Delivering a high quality Grotto to the city
- A minimum of 75% of businesses report as beneficial

**PROJECT PLAN:** SMALL BUSINESS SATURDAY  
**DATES:** SATURDAY 1 DECEMBER  
**RESPONSIBLE:** PROJECT EXECUTIVE  
**BUSINESS PLAN AREA:** INDEPENDENT CITY  
**DISCUSSED AT:** EVERY INDEPENDENTS ADVISORY GROUP MEETING

OVERVIEW:

- A marketing campaign optimising on the national Small Business Saturday campaign to promote Independent businesses.
- The Independents advisory group have discussed a combination of on street activity and social influencer engagement to promote the offering.

WHY ARE WE DOING THIS?

- To encourage the public to shop in the city centre and support independent businesses in the run up to Christmas.
- To engage high profile online influencers to target audiences with native content about the independent businesses of the city.

WHAT ARE THE KEY OUTPUTS?

- A bloggers event/bloggers trail showcasing the variety of independent businesses in the city via high profile influencers.
- A content campaign of relevant content and messaging to promote:
  - Business offers and discounts
  - IIN events and entertainment
  - Business prizes and giveaways
  - Business activities and events
- Some festive on street activity concentrated in independent clusters on the day to attract audiences to those areas
  - Ideas include choirs and brass bands, festive stilt walkers and more
  - Promotional material could be given out to shoppers advising of the campaign
- High profile competition to capture data and promote the range of independents.

WHAT ARE THE KEY DATES?

- Late October: First comms go to businesses to prompt for engagement
- Mid November: Content hub goes live
- 1<sup>st</sup> December: Small Business Saturday event
- 1<sup>st</sup> December: Bloggers event/trail

HOW CAN WE WORK WITH PARTNERS?

- Link in to Nottingham City Council’s promotional activities for the campaign
- Discuss with other relevant partners such as the Nottingham City Council and the Creative Quarter on joining up activity.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Businesses don’t send through content due to proximity to Christmas.
- SOLUTION: Send comms to businesses to ask for content as early as possible.
- ISSUE: Social influencers don’t attend the bloggers trail
- SOLUTION: Invite more attendees than needed for the event

KPIS AND MEASURABLES:

- A minimum of 12 influencers on the bloggers trail
- A minimum of 100,000 impressions made by the campaign
- A minimum of 20 levy paying businesses taking part in the campaign
- A minimum of 75% of businesses report as beneficial

<b>PROJECT PLAN:</b>	<b>MARKETING NG PARTNERSHIP</b>
<b>DATES:</b>	<b>ONGOING THROUGHOUT THE YEAR</b>
<b>RESPONSIBLE:</b>	<b>MARKETING MANAGER</b>
<b>BUSINESS PLAN AREA:</b>	<b>PROMOTED CITY</b>
<b>DISCUSSED AT:</b>	<b>EVERY RETAIL AND LEISURE WORKING GROUP MEETING</b>

OVERVIEW:

- As part of our ongoing partnership strategic plan for the city, we have two agreements with Marketing ng
  - The platinum membership which includes a BID representative on their Board
  - An agreement with Marketing NG to cross promote our website on theirs in order to take advantage of their website traffic, in excess of 100,000 visitors a month.
- This marketing agreement will be trialed from October 2017 to March 2018, at which point, if this has been deemed a success, the agreement will continue.
- As part of this agreement, we will explore moving the It's in Nottingham brand more in line with the PMO brand in order to provide a joined up and coherent experience for consumers looking for information about the city online.

WHY ARE WE DOING THIS?

- To better work with the PMO towards the joint objectives and vision for the city.
- To capitalise on the traffic attracted by the Marketing NG site and draw through visitors looking for city centre specific messages.
- To expose our website and content to more visitors and from further afield, therefore generating more awareness of our businesses.
- To establish a partnership agreement with Marketing NG in which we work towards shared goals without cannibalising each others' audiences.

WHAT ARE THE KEY OUTPUTS?

- A significant increase in traffic to the It's in Nottingham website.
- A codified partnership agreement with the city's Place Marketing Organisation for us to fill the role as 'the voice of the city centre'.

WHAT ARE THE KEY DATES?

- March: Results of six month trial to be presented to the Board to decide whether to continue the agreement.
- April: Continuing the partnership agreement for a further nine months or terminating this and withdrawing from their platforms.

HOW CAN WE WORK WITH PARTNERS?

- This project is a way of establishing a strong partnership working agreement with the city's Place Marketing Organisation and working towards a shared vision for this city.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: The It's in Nottingham sponsorship is not proving successful and worth the investment.
- SOLUTION: Agreement that the partnership will be reviewed following a six month trial period.
- ISSUE: Businesses not knowing that we are delivering this promotion and marketing for their benefit.
- SOLUTION: Ensuring that there is a robust comms plan in place using all of our channels and PR activity to promote the BID's activities.
- ISSUE: Changing the look of the It's in Nottingham brand means replacing digital and printed assets.
- SOLUTION: Allocating budget to rebrand our collateral and making sure the brand is agreed before 2018 in order to allow time for a phased change over.

KPIS AND MEASURABLES:

- Deliver additional traffic to the It's in Nottingham website.
- Increased reach of It's in Nottingham messages and campaigns.

<b>PROJECT PLAN:</b>	<b>IT'S IN NOTTINGHAM WEBSITE</b>
<b>DATES:</b>	<b>ONGOING THROUGHOUT THE YEAR</b>
<b>RESPONSIBLE:</b>	<b>SOCIAL MEDIA AND CONTENT EXECUTIVE</b>
<b>BUSINESS PLAN AREA:</b>	<b>PROMOTED CITY</b>
<b>DISCUSSED AT:</b>	<b>EVERY RETAIL AND LEISURE WORKING GROUP MEETING</b>

OVERVIEW:

- The It's In Nottingham website is the consumer facing website of the BID and the go-to place to discover all of the amazing things which are happening in the city centre, including offers, events, campaigns, food, drink, shopping and independents.
- As of August 2017 it has an average of 10k-11k monthly visitors.
- The main aims of the website are to inform consumers about what is happening in Nottingham city centre and convert them into returning visitors to the city, and to also raise awareness of our businesses.
- We will also look to use local suppliers to deliver the SEO and PPC, and where possible train Kelly to be able to undertake this herself.

WHY ARE WE DOING THIS?

- To inform consumers of the great offering in Nottingham city centre.
- To build It's In Nottingham brand loyalty and recognition.
- To be a voice for our levy payers through engaging content.

WHAT ARE THE KEY OUTPUTS?

- A user friendly and fully mobile optimised website.
- Traffic of 10k-11k a month which is steadily rising.
- Engaging content/ blog posts which satisfy both consumer and levy payer needs.
- Links to our website from the Visit Nottinghamshire website – please see Marketing NG Sponsorship plan for more details.

WHAT ARE THE KEY DATES?

- January – Dry January, Veganuary, National Popcorn Day, National Hug Day, Burns Night
- February – Pancake Day, Valentine's Day, Chinese New Year, Random Acts of Kindness Day
- March – International Women's Day, Mother's Day, St Patrick's Day, International Happiness Day, Red Nose Day, Good Friday, World Hat Day
- April – Easter, April Fool's Day, Stress Awareness Month, National Siblings Day, St George's Day
- May – Star Wars Day, Comic Con, Bank Holiday, National Doughnut Day, Eat what you want day, British Sandwich week, Vegetarian week, Dot 2 Dot, BBQ week
- June – Detonate, Queen's Birthday, Father's Day, World Cup, National Kissing Day, National Sunglasses Day
- July – World Cup, Wimbledon, Splendour, Pride
- August – National friendship day, Riverside Festival, Afternoon tea week, Eid, Bank Holiday
- September – National cupcake week, Robin Hood Marathon, Sport Heritage day
- October – Goose Fair, World Smile Day, Hockley Hustle, Curry week, Baking week, World Spa Day, Halloween
- November – Bonfire night, Diwali, Day of the Dead, Remembrance Sunday, Thanksgiving, Black Friday
- December – Christmas jumper day, build up to Christmas, New Year's Eve

HOW CAN WE WORK WITH PARTNERS?

- Agreement set up with PMO to share links on their website.
- Work with the Council to direct visitors to our website when they have no resource to create unique content.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: The website goes down
- SOLUTION: Jacob Bailey to contact us in the first instance to report fault, however if we spot this we email the team and also contact the account manager. This is then looked at as a matter of urgency.

- ISSUE: Traffic to the site is dropping
- SOLUTION: We look at the time of year, the type of content we have been putting out, how we have been targeting this and how regularly we have posted content. Amends are then made accordingly based on any of these factors.
  
- ISSUE: Businesses do not feel they are getting value out of the website
- SOLUTION: We meet in person with said business and discuss their needs and how we get them more exposure on the It's In Nottingham website. We go away with an action plan and keep regular contact to see how the content performed for their business.

KPIS AND MEASURABLES:

- Monthly traffic to the site
- Monthly bounce rate
- Monthly number of businesses featured
- Number of website referrals

<b>PROJECT PLAN:</b>	<b>IT'S IN NOTTINGHAM SOCIAL MEDIA</b>
<b>DATES:</b>	<b>ONGOING THROUGHOUT THE YEAR</b>
<b>RESPONSIBLE:</b>	<b>SOCIAL MEDIA AND CONTENT EXECUTIVE</b>
<b>BUSINESS PLAN AREA:</b>	<b>PROMOTED CITY</b>
<b>DISCUSSED AT:</b>	<b>EVERY RETAIL AND LEISURE WORKING GROUP MEETING</b>

#### OVERVIEW:

- The It's In Nottingham social media channels include Facebook, Instagram and Twitter and are another means of communicating city centre activity to consumers.
- As of August 2017 it has a combined following of 36, 580 which is a 31% increase year on year.
- The social posts feature links to our website, polls, videos, competitions, city centre events and offers from our levy paying businesses.

#### WHY ARE WE DOING THIS?

- To inform consumers of the great offering in Nottingham city centre and convert them into returning visitors.
- To promote business messages in order to increase awareness, footfall and spend for each member.
- To build It's In Nottingham brand loyalty and recognition.
- To increase the social media following and visits to our website.

#### WHAT ARE THE KEY OUTPUTS?

- Three social media channels with growing followers and engagement.
- Engaging posts which satisfy both consumer and levy payer needs.
- Links to partner activities such Visit Nottinghamshire and My Nottingham to share messages with our audiences.

#### WHAT ARE THE KEY DATES?

- Same as for website plans.

#### HOW CAN WE WORK WITH PARTNERS?

- Weekly calls and monthly meetings with the PMO and council to discuss digital comms and offer support to each other's areas.
- Ensuring partner messages are sought and shared in a timely manner.

#### CONSIDERATIONS AND CONTINGENCIES:

- **ISSUE:** Social media followers dramatically decline
- **SOLUTION:** We look at when they unfollowed us and what could be the cause – e.g they took offence to a post or it felt too sales focused. Amends are then made accordingly based on any of these factors.
  
- **ISSUE:** We receive negative comments/ messages
- **SOLUTION:** If it is an offensive reply that contains swearing it is automatically hidden. If a consumer is unhappy with our social content we address this on a case-by-case basis. E.G – if someone complains about an event we have put on then we send them a private message. Otherwise we ignore any comments which are neither offensive nor personal to our brand.
  
- **ISSUE:** Businesses do not feel they are getting value out of social media.
- **SOLUTION:** We meet in person with said business and discuss their needs and how we get them more exposure on It's In Nottingham social media. We go away with an action plan and keep regular contact to see how the content performed for their business.

#### KPIS AND MEASURABLES:

- Monthly follower increase
- Monthly engagement
- Monthly number of businesses featured
- Number of website referrals

**PROJECT PLAN:** LEVY PAYER COMMS  
**DATES:** ONGOING THROUGHOUT THE YEAR  
**RESPONSIBLE:** MARKETING MANAGER

#### OVERVIEW:

- Levy payer comms is all the activities we undertake to communicate with our members and key partners about the activities, opportunities and successes of Nottingham BID.
- This is done through many channels, and the full calendar of comms for the year can be found in the 2018 calendar.

#### WHY ARE WE DOING THIS?

- To tell businesses about the opportunities available to them through the BID and encourage them to take part.
- To communicate the successes of the BID to members and partners and show them the value of our activities.
- To gain useful feedback for businesses to inform future plans to make sure they are as beneficial to businesses as possible.
- To influence a positive ballot result at the renewal ballot in 2020.

#### WHAT ARE THE KEY OUTPUTS?

- One on one meetings:
  - Retail and Leisure: two substantive visits from Street Ambassadors per year
  - Office Sector: one substantive visit from Natalie per year
- Email comms on the following topics:
  - Monthly Nottingham BID Update
  - Monthly It's in Nottingham Update
  - Monthly Business Crime Reduction Partnership Update
  - Quarterly Corporate Social Responsibility Update
  - Ad hoc emails about specific messages to tailored audiences
- Levy payer meetings:
  - Quarterly Retail Working Group
  - Quarterly Leisure Working Group
  - Quarterly Independents Advisory Group
  - Twice annual Office Sector members' breakfasts
- Printed comms:
  - a letter, business plan and calendar given to all new businesses/new managers
  - a calendar in November update businesses on upcoming calendar of events and campaigns
- PR activity:
  - Calendar of PR messages to send out throughout the year
  - Reactive and proactive PR response to link in potential BID messages
- Nottingham BID Channels:
  - Nottingham BID website
  - Nottingham BID Facebook
  - Nottingham BID Twitter
  - Nottingham BID LinkedIn

#### WHAT ARE THE KEY DATES?

##### Retail Working Groups:

- Wednesday 17<sup>th</sup> January, 10am-12pm
- Wednesday 18<sup>th</sup> April, 10am-12pm
- Wednesday 18<sup>th</sup> July, 10am-12pm
- Wednesday 19<sup>th</sup> September, 10am-12pm

##### Leisure Working Groups:

- Wednesday 17<sup>th</sup> January, 12:30pm – 2:30pm
- Wednesday 18<sup>th</sup> April, 12:30pm – 2:30pm
- Wednesday 18<sup>th</sup> July, 12:30pm – 2:30pm
- Wednesday 19<sup>th</sup> September, 12:30pm – 2:30pm

Independents Advisory Groups:

- Monday 15<sup>th</sup> January, 10am – 12pm
- Monday 16<sup>th</sup> April, 10am – 12pm
- Monday 16<sup>th</sup> July, 10am – 12pm
- Monday 17<sup>th</sup> September, 10am – 12pm

Email Comms:

- BID Updates: circa 1<sup>st</sup> Wednesday of each month
- IIN Updates: circa 2<sup>nd</sup> Wednesday of each month
- BCRP Updates: circa 4<sup>th</sup> Wednesday of each month
- CSR Newsletters: 21 Feb, 16 May, 15 Aug, 21 Nov

Planning Dates 2018:

- Annual survey dates: Monday 4<sup>th</sup> to Friday 29<sup>th</sup> June
- TBC Board Planning Day: Tuesday 29<sup>th</sup> August, 9am – 1pm
- Levy Payer 2019 Meeting: Tuesday 23<sup>rd</sup> October, 6:30pm – 8:30pm

HOW CAN WE WORK WITH PARTNERS?

- Ensure partners are considered as an audience as part of our comms plan and receive our emails.
- Include relevant partners in the 2019 planning process to ensure joined up working.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Business engagement with comms emails decreases.
- SOLUTION: Actively seek business feedback to keep improving and refining comms plans. Ensure data is effectively cleansed.
- ISSUE: Ambassadors struggle to reach all businesses with a substantive visit.
- SOLUTION: Accept that a small percentage of businesses won't be reachable through meetings. Record these businesses and send them comms via email/post but don't spend too much time pursuing face to face meetings.
- ISSUE: Not receiving a high enough level of engagement with the annual survey.
- SOLUTION: Run the annual survey as if it were a ballot and give all members a target list of businesses to chase with daily targets to hit.

KPIS AND MEASURABLES:

- BID: Average email open rate
- BID: Engagements with social media
- BID: Visits to BID website
- BID: No. of substantives (retail and leisure)
- BID: No. of substantives (office sector)
- BID: No. of retail and leisure meeting attendees
- BID: No. of Members Breakfast attendees

**PROJECT PLAN:** MEMBERS BREAKFASTS  
**DATES:** TUESDAY 6 FEBRUARY AND TUESDAY 6 JUNE  
**RESPONSIBLE:** PROJECT EXECUTIVE  
**BUSINESS PLAN AREA:** WORKING CITY

OVERVIEW:

- Nottingham BID hosts two Members Breakfast every year based on office sector feedback.
- In 2016 and 2017 the Members Breakfasts averaged 35 attendees per session.
- The events are hosted at different businesses around the city and thus far have included Sinatra, Café Sobar, Copper and Baresca.
- A guest speaker has attended each of the events and thus far have included Jeff Allen, David Simms, Amanda Thompson and Brendan Moffett.

WHY ARE WE DOING THIS?

- To provide the office sector with an opportunity to build a business community in the city centre.
- To encourage engagement with the BID’s delivery and office sector.
- To showcase local businesses to office businesses for them to potentially use for business events in future.

WHAT ARE THE KEY OUTPUTS?

- Two exclusive events for office sector members
- Data from attendees with suggestions for future events and office sector delivery

WHAT ARE THE KEY DATES?

- 8<sup>th</sup> January and 7<sup>th</sup> May: First email invitation and postal invitations sent
- 30<sup>th</sup> January and 29<sup>th</sup> May: Final chance to book email sent
- 6<sup>th</sup> February and 5<sup>th</sup> June: Members breakfasts

WHAT ARE THE EXPECTED COSTS?

Event hire and catering	December and April	£2,500
Promotional materials and invitations	January and May	£500

HOW IS THIS RESOURCED?

AREA OF DELIVERY:	MONTH:	RESPONSIBLE:
Book venue	December and April	ND
Send email invitations and reminders	January and May	AG
Send postal invitations	January and May	ND
Compile attendees list and name badges	February and June	ND
Attend event and network	February and June	ND/LW
Send post event survey and review	February and June	ND

HOW CAN WE WORK WITH PARTNERS?

- Encourage key partners to be guest speakers
- Ensure they are invited to Members breakfast events
- Share relevant messages from partners at events and show marketing materials if applicable.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: The events may not be well attended
- SOLUTION: Ensure we send invitations with enough time for attendees to add to their diaries. Upsell Guest speaker and other USPs to encourage attendees to attend.

KPIS AND MEASURABLES:

- Minimum of 40 attendees for each event
- Minimum of 80% of attendees would attend future events.

ABOVE AND BEYOND PROJECT 1:

**PROJECT PLAN:** INTEGRATED OFFENDER MANAGEMENT PARTNERSHIP  
**DATES:** SIX MONTH TRIAL STARTING FROM 1<sup>ST</sup> JANUARY 2018  
**RESPONSIBLE:** BID MANAGER

OVERVIEW:

- A six month trial working with Nottinghamshire Police to set up a police project to target criminals in the city committing volume crime, including drug taking and drug dealing, shop theft and anti-social behaviour.
- The scheme will be based on the previous Op Dormice which targeted a similar group of individuals but only had a remit to focus shop theft reduction rather than the full spectrum of offending behaviour.

WHY ARE WE DOING THIS?

- There has been a consistent rise in the perception of these crimes over the last twelve months.
- These incidents are having a negative impact upon businesses within the BID area and on the perception of the city as being an attractive place for people to visit and spend money.

WHAT ARE THE KEY OUTPUTS?

- The provision of a team including one PC and two PCSO's which will be funded by the police through Community Protection.
- The provision of an Intelligence Officer to project manage the work and collate the relevant information, ensuring the offenders are targeted and taken through both the correct criminal process and into the appropriate treatment programs.

WHAT ARE THE KEY DATES?

- Tuesday 6<sup>th</sup> Nov 2017: Planning meeting with interested levy payers and the police at which actions and timescales for ensuring trial begins on 1<sup>st</sup> January 2018 will be agreed

HOW CAN WE WORK WITH PARTNERS?

- Work with police to ensure businesses are aware of the known offenders who are being targeted.
- Work with drug and alcohol treatment services to ensure long term support is provided to the individuals identified through the operation.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Businesses may see this as something the police should be funding, not an additional service which it is the role of the BID to provide.
- SOLUTION: Core messaging will be focused around the fact that this is a partnership, the police are providing the resources needed the BID is providing additional intelligence resource to make the project viable.

MEASURABLES:

- Number of individuals arrested and taken to court
- Rate at which the individuals identified reoffend
- Number of individuals identified that successfully engage with drug treatment services

## ABOVE AND BEYOND PROJECT 2:

<b>PROJECT PLAN:</b>	<b>VACANT PREMISES DISCRETIONARY FUND</b>
<b>DATES:</b>	<b>AS AND WHEN REQUIRED</b>
<b>RESPONSIBLE:</b>	<b>BID MANAGER</b>
<b>DISCUSSED AT:</b>	<b>EVERY RETAIL AND LEISURE WORKING GROUP MEETING</b>

OVERVIEW:

- Due to the 2017 rates review, Nottingham BID has an unexpected additional income, and following feedback from businesses it has been decided that this money should be set aside to address problem vacant units in order to improve the city's street scape.

WHY ARE WE DOING THIS?

- There have been, and continue to be, vacant units in the city which are empty for long periods of time and create a negative impression of the city.
- By having a discretionary fund in place, swift decisions can be made by the Board to remedy such units and improve the general visual appeal of the city.

WHAT ARE THE KEY OUTPUTS?

- The provision of a discretionary fund to clean and wrap vacant units in the city which are having a negative impact on the street scape.
- Use of graphics to promote the It's in Nottingham brand and drive traffic to the website.

WHAT ARE THE KEY DATES?

- As and when problematic units are identified, reports shall be voted on by the BID Board to decide whether or not to proceed with dressing the unit.
- Retail and Leisure Working Groups will be useful forums to identify such units.

HOW CAN WE WORK WITH PARTNERS?

- Work with Nottingham City Council and other partners to identify units which need to be addressed and to influence the property owners to approve the action.
- Build relationships with letting agents in the city to identify long term vacant premises and those which are on a turnaround.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: Units may be empty for short periods of time, meaning money spent on dressing the unit is not used effectively.
- SOLUTION: As part of the decision to wrap the units, information on the unit will be gained from the letting agent and passed to the Board for consideration.
- ISSUE: There may be difficulty in getting to the correct person to authorise dressing of the vacant premises window on behalf of the property owner.
- SOLUTION: Work closely with Nottingham City Council and letting agents in the city to build relationships to help swiftly identify the correct contact to approve the action.

MEASURABLES:

- Number of vacant units reported to the Board which are approved and wrapped.
- Time taken between decision to act to wrap the units and the unit being fully dressed.

## ABOVE AND BEYOND PROJECT 3:

<b>PROJECT PLAN:</b>	<b>FUNDING TO SUPPORT THE NOTTINGHAM CASTLE TRUST</b>
<b>BUDGET:</b>	<b>£20,000</b>
<b>DATES:</b>	<b>TBC</b>
<b>RESPONSIBLE:</b>	<b>BID MANAGER</b>
<b>DISCUSSED AT:</b>	<b>OCTOBER BOARD MEETING</b>

OVERVIEW:

- It has been suggested that a use of the additional budget the BID is expecting to receive could be used to support the Castle Trust and redevelopment of the Castle. This will be discussed further at the October Board meeting.

WHY ARE WE DOING THIS?

- The redevelopment of the Castle will be a high boost to the city, and it is important that this be used as a catalyst to further promote the city centre.
- Helping to support the Trust financially means that there is the opportunity to inform the development at a strategic level.

WHAT ARE THE KEY OUTPUTS?

- Support of an important investment in attracting people into the city with a high quality attraction.
- Potentially representation on the Trust Board by a member of the BID Board to ensure that all organisations are working toward shared goals.

HOW CAN WE WORK WITH PARTNERS?

- Work with the Trust and other partners to identify promotional opportunities for the It's in Nottingham brand.
- Work with partners to shape a larger strategy for the city.

MEASURABLES:

- Amount of opportunities and in kind support received from the Trust to promote the city's businesses.

ABOVE AND BEYOND PROJECT 4:

**PROJECT PLAN:** DIVERTED GIVING SCHEME  
**DATES:** LAUNCH AT THE END OF FEBRUARY 2018  
**RESPONSIBLE:** AG/LW  
**DISCUSSED AT:** ALL RETAIL AND LEISURE WORKING GROUP MEETINGS

OVERVIEW:

- Following a noticeable increase in begging and perceived homelessness in the city, businesses have increasingly reported this as a major factor affecting their businesses as it makes the city centre experience less enjoyable.
- Begging is a particularly complex issue, as many members of the public give money to beggars thinking them to be genuinely homeless, however often these people are prolific beggars who use the money to fund addictions.
- Diverted Giving schemes have worked well in other cities to provide a coordinated message from partners offering an alternative to giving money to beggars which helps address the root of the issues.

WHY ARE WE DOING THIS?

- To provide a joined up message for the city in response to begging.
- To show the alternatives to giving money directly to beggars which have a longer term, positive affect on helping to reduce homelessness.
- To give businesses collateral they can use to share with their customers.

WHAT ARE THE KEY OUTPUTS?

- A standalone website showcasing the different ways to help homeless people in Nottingham.
- Materials for businesses and partners to help share this message with their audiences.
- Generation of additional income to charities and services dealing with homelessness and addiction in Nottingham city centre.

WHAT ARE THE KEY DATES?

- Monday 6<sup>th</sup> November: Approach partners and charities to secure content and buy in.
- Monday 13<sup>th</sup> November: Sign off website plan and content with Board and partners.
- Monday 20<sup>th</sup> November: Begin build of the website and design of leaflets.
- Week commencing 4<sup>th</sup> December: Circulate website to Board and partners for sign off.
- Monday 11<sup>th</sup> December: Launch website and distribute marketing materials to businesses.

HOW CAN WE WORK WITH PARTNERS?

- Work with Nottingham City Council, Nottinghamshire Police and other organisations to include their logos and messages to show a unified message from the city.
- Work with homelessness and addiction charities in the city centre, such as Framework and Double Impact, to ensure the scheme raises awareness and funds for them to continue their work.

CONSIDERATIONS AND CONTINGENCIES:

- ISSUE: potential backlash to the campaign, in the same vein as the reaction to the marketing campaign encouraging people not to give money to beggars last year.
- SOLUTION: give the website its own brand and identity to distance it from the organisations, however include as many partner logos and messages as possible to show that it is a joined up message on behalf of the city.
- ISSUE: the BID could be accused of demonising beggars and making assumptions about their situations.
- SOLUTION: ensure the messaging and copy on the website is neutral and uses phrases like 'the majority of'. As well as this, ensure that the Board and partners get full sign off of the website before it is published in order to ensure everyone is happy that there is nothing controversial or leaves the scheme open to backlash.

KPIS AND MEASURABLES:

- Number of visits to the website.
- Number of referrals to charity and service websites.
- Amount of donations of money and time as a result of the campaign

**BUDGET**

**INCOME:**

BID Levy	£1,092,857
Additional Income	£70,570
<b>TOTAL INCOME</b>	<b>£1,163,427</b>

**EXPENDITURE:**

Operating Cost	£138,848
Promoted City	£416,405
Managed City	£391,044
Working City	£106,090
Independent City	£106,090
<b>TOTAL EXPENDITURE</b>	<b>£1,158,477</b>

**TOTAL VARIATION: £4950 underspent**