APPENDIX 1 - SPECIFICATION FOR SHOP LOCAL, SHOP SAFE CAMPAIGN

Destination and Culture

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1. Introduction and Background

1.1. The Covid-19 pandemic has hit our local high streets and town centres hard. Through necessity and / or boredom, many people have increasingly embraced online shopping during lockdown. For some, this habit has replaced the perceived need to shopping 'in real life' in shops, town centres and local high streets.

1.2. For those who have been isolating or shielding, fear of venturing back out is very real, and some residents continue to remain in their homes, relying on volunteers and others to shop for them, so missing out on the variety their local shopping street may offer.

1.3. All of this can have a disproportionately negative impact on small businesses and local shops. Whilst people claim to value the high street, it is clear from the volume of empty units in some part of the BCP area (and nationally) that this sentiment is not always backed up by action.

1.4. Large national chains, whether shops or takeaways, have significant budgets for advertising and therefore have a significant advantage over smaller independent retailers or food / hospitality businesses, who are unlikely to have the resources to advertise to their potential markets to any great extent.

1.5. In reality, most town centres, and particularly local high streets, are made up of a combination of national brands and local independent offers, providing a tailored shopping, eating and drinking experience that is specific to the area and the people it attracts and serves. It is this combination and variety that makes every local high street unique, different and specific to its neighbourhood.

1.6. BCP Council has already supported the safe opening of high streets by:

- Providing extensive guidance and support to high street businesses, helping them to reopen safely and be compliant with latest advice
- Designing and applying extensive signage to encourage social distancing and consideration of others, and making this available to premises
- Co-funding a 'Stay local, spend local' business listing and advertising campaign with the Bournemouth Town Centre and Poole BIDs in conjunction with the Bournemouth Echo and Hot Radio

1.7. More information can be found by following this link: https://www.bcpcouncil.gov.uk/News/News-Features/COVID19/Employers-Employees-and-Businesses/Reopening-businesses-support-and-guidance.aspx

1.8. In addition, the council is putting in place a series of active travel arrangements across the BCP Council area to make more space for walking and cycling safely. More information can be found following this link: https://www.bcpcouncil.gov.uk/News/News-Features/emergency-measures-to-support-active-travel/Phase-1-schemes.aspx

2. Scope

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2.1. BCP Council ('the Council') with the help of a European Regional Development Fund (ERDF) "Reopening High Streets Safely" grant (see Appendix 2 for requirements), is on a mission to save our local high streets.

2.2. The Council require a campaign (working title 'Shop local, shop safe') to be provided by a Supplier to increase physical and virtual footfall to our local centres, boost spending and help to secure the future of the local businesses that make up our high streets. Whether that be our main town centres of Bournemouth, Christchurch and Poole, or our local shopping and community hubs like Parkstone, Winton, Kinson, and Highcliffe.

2.3. The Council has a budget for this campaign of £90,000.00 (exclusive of VAT)

2.4. It is intended that the campaign will commence as soon as possible after contract award (anticipated September 2020) but the campaign will be completed by Christmas 2020.

3. Requirements

3.1. The Council requires a Supplier to provide a costed detailed proposal for a campaign to encourage people to shop local, shop safe ('the Services').

3.2. The Council requires a three-tiered approach to the campaign which is:

- Tier 1: encourage those within the BH postcode area to visit Bournemouth Town Centre, Poole Town Centre and / or Christchurch Town Centre ("shop big"?)
- Tier 2: promote our 'destination high streets' more widely than their immediate locality ("be surprised"?); namely:
    - Westbourne – Boscombe – Ashley Cross – Broadstone – Southbourne – Pokesdown and surrounding neighbourhood shopping areas
- Tier 3: encourage those living locally to specific high streets to shop local more ("rediscover"?), namely:
    - Ashley Road Parkstone, Winton, Kinson, Highcliffe, Lansdowne, Charminster, Moordown, Canford Cliffs and surrounding neighbourhood shopping areas.

3.3. The Council requires the campaign to:

3.3.1. Provide a clear strategy for delivering a campaign setting out rationale, data, demographics and insight, media and assets for each of the areas highlighted in tiers 1,2 & 3 above

3.3.2. Feature a strong creative hook that can provide a joined-up theme across platforms and assets

3.3.3. Achieve a balance that highlights safety and security of the high street environment, vibrancy and experiential elements, and prompts financial spend and in-person visits

3.3.4. Consider multi-platform, on and offline, in and out of home

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3.3.5. Be targeted to specific shopper groups for specific shopping areas

3.3.6. Make maximum use of data-driven, behavioural insights and nudge techniques as appropriate, aligned to local demographics

3.3.7. Commence late summer 2020 through to late Christmas 2020, with activity frontloaded where possible. A detailed month by month plan will be required

3.3.8. Reflect the ERDF as funding partner and be consistent with the BCP Council branding hierarchies.

3.3.9. Incorporate the council's social media and email marketing channels and provide digital assets accordingly.

3.3.10. Be a stand alone campaign; we do not require any ongoing contractual relationship or legacy platforms that need mainstreaming into our organisation

3.4. The Supplier will be required to ensure that there is an effective creative hook and this creative is as a single campaign that capture's people's imagination.

3.5. The Supplier will be required to provide a budget breakdown for the campaign and ensure that this is regularly monitored and managed effectively during the delivery of the Services.

3.6. The Supplier will be required to provide an evidence base and metrics to evaluate the campaign's success.

3.7. The Supplier must ensure that an effective team is put in place to deliver the Services ensuring that they that have the appropriate knowledge, experience and skills to deliver as well as capacity.

4. Outcomes of the Campaign

4.1. The outcomes of the campaign should be to:

4.1.1. Maximise local people's local spend – whether by shopping in person on the high street or virtually online

4.1.2. Create confidence amongst those nervous about revisiting their local high street

4.1.3. not promote any individual businesses – this is about safe shopping and eating, selling locations, experiences and local offers (NB businesses can participate to illustrate these points but not be specifically promoted)

5. Ideas Generation for Campaign

5.1. The Council would like the campaign to consider the below ideas:

- Consider 'near me now', 'voice activation' and search engine technology where appropriate

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- Focus on the vibrancy, variety, safety and convenience of local shopping offers; the scope offered by 'local' high streets – we are looking for targeted, tailored activity that stimulates people to spend locally

- Rediscover / experience what you've been missing / fall in love again

- A sensory discovery – what people can see, hear, smell, taste, touch in their local shopping area

- Variety / there's NOWHERE like YOUR high street - concentrating on what the smaller high streets / shopping areas have to offer

- Be considerate, be kind – promote a safe and caring environment that gives older, sensory-impaired, or disabled people confidence to venture out and shop

- Consider out of home visibility around some of the active travel schemes, where appropriate (e.g. planters as traffic barriers, branded with campaign creative)

- How will you micro-target neighbourhood shoppers – what demographics, languages, imagery will you use?

- Bright imagery / icons that represent what you only get from your local high streets

    - Friendly/familiar welcome
    - Window displays
    - Fresh food from butchers, bakers and greengrocers
    - Markets
    - Cafes/restaurants
    - Convenient stores
    - Craft shops
    - Furniture
    - Gift stores
    - Post office
    - Banks
    - Pubs

6. Payments and Invoicing

6.1. Suppliers should submit their intended invoicing schedule for the delivery of the campaign. This invoicing schedule should align with intended timeline that should be included within your strategy. The invoicing schedule should reflect accurately the costs incurred as they are occurred in delivering the services. The Council will make no payments in advance and would prefer a consolidated monthly invoicing schedule during the campaign that will allow for reconciliation of the services undertaken.

6.2. Please note that the Council reserves the right to agree an alternative invoicing schedule with the preferred delivery partner.

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6.3. The Council will raise a Purchase Order for the delivery of the services. This Purchase Order number should be referenced on all invoices submitted. All invoices should be submitted by email to invoiceonly@bcpcouncil.gov.uk

7. Contract Management

7.1. The Supplier will be required to work closely with the BCP Council team.

7.2. The Supplier should at all times keep the BCP Council nominate contract manager up to date on details of the campaign.

7.3. It is anticipated that the majority of communication will be over Microsoft Teams during the delivery of the Services.

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