

Tamworth BID Timeline as at 6th October 2016

Status		2016											2017							
RAG	Key activities and milestones	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
	STAGE 1: Feasibility																			
	Receive NNDR Data for potential BID area																			
	Interact with and gauge interest from businesses within a proposed area																			
	1.1 Inception meeting																			
	1.2 Launch and raising awareness																			
	1.3 Interview key stakeholders and businesses and collation of data																			
	2.1 Support the Development of a Shadow BID Board																			
	Lead and coordinate all marketing and comms activities relating to feasibility study																			
	3.1 Development and Delivery of a Marketing Strategy																			
	Explore and Develop models of Operation and make final recommendations																			
	4.1 Boundary scoping																			
	4.2 Basic financial modeling																			
	BID Shadow Board Support and Progress Reports																			
	5.1 BID Steering Group Support and Progress Reports																			
	5.2 Feasibility report																			
	6 General Contract related administration																			
	STAGE 2: Consultation and Ballot																			
	Consultation with businesses within the proposed BID area																			
	1.1 Boundary Review																			
	1.2 Action plan and delivery of consulting and canvassing businesses																			
	1.2.1 Business survey, assimilation and analysis																			
	1.2.2 Consultation events and workshops																			
	Support the Shadow BID Board in all aspects of Developing a BID																			
	2.1 Development of the business plan, drafting, testing and printing																			
	Coordinate all BID activity in conjunction with relevant partners																			
	3.1 Key Partner Assessment																			
	Liaison and coordination with relevant Council Departments, staff and elected officials																			
	4.1 Identify key overarching strategies																			
	4.2 Strategic Review																			
	4.3 Ensuring effectiveness, additionality and monitoring																			
	4.4 Legal process, operating agreement and memorandum of understanding																			
	4.5 Ballot and billing authorities and head office engagement																			
	Lead and coordinate all marketing and communication's activities relating to the BID																			
	5.1 The launch and marketing of the plan and ballot																			
	Recording, reporting and analysis of all activity																			
	6.1 Business database creation and management																			
	6.2 Engagement log																			
	6.3 BID Steering Group Support and Progress Reports																			
	General contract related administration																			
	BID plan designed and printed																			
	BID Proposer issues Notice to Secretary of State intention to hold ballot																			
	Ballot Holder publishes notice of Ballot																			
	Ballot period																			
	Ballot result																			
	STAGE 3: Post Ballot stage and set-up																			
	1* Formation of the legal entity																			
	2 Set-up of staffing and management structure post-ballot																			

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Tamworth BID Marketing Timeline as at 6th October 2016

Status RAG	Tamworth BID Development Key activities and milestones	2016												2017						
		May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
	STAGE 1: Feasibility																			
	1.1.1 Inception meeting		■																	
	1.1.2 Launch and raising awareness			■	■	■														
	1.3.1 Development and Delivery of a Marketing Strategy for BID			■	■	■														
	STAGE 2: Consultation and Ballot																			
	2.6.3 BID Steering Group Support and Progress Reports	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	2.6.1 Business database creation and management	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	1 Press coverage: the Start of the Project			■																
	2 Setting up of web presence where downloads of surveys. Newsletters, FAQ's and outline of BID project			■																
	Press coverage: Feasibility Study key findings							■												
	3 Intro Letter and Invitation to Launch event							■												
	4 Press coverage: Launch event, defining a BID and development							■												
	5 Launch event							■												
	6 Press coverage: post Launch event business involvement							■												
	7 E Bulletin Invitation to workshop and link to web site								■											
	8 Newsletter 1: including note from Chair, FAQ's, Surveys and Invitation to Visioning workshop								■											
	9 E Bulletin Invitation to workshop and FAQ's and link to web site								■											
	10 Press Coverage of Surveys and Interviews								■											
	11 E Bulletin 1st minute reminder of workshops and link to web site								■											
	12 Visioning and Objective Setting Workshops								■											
	13 Press Coverage of Visioning Workshop and work so far, initial findings								■											
	14 E Bulletin top issues to date								■											
	15 Newsletter 2: work so far and initial findings and Invitation to budget workshop								■											
	16 E Bulletin top issues to date and workshop invite								■											
	17 E Bulletin 1st minute reminder of workshops and link to web site								■											
	18 Budget workshops								■											
	19 Press Coverage of Budget Workshop and work so far, top issues								■											
	20 Newsletter 3: outline plan key vision and objectives								■											
	21 Business plan completed								■											
	22 BID prospectus designed and printed								■											
	23 Invitation to Launch event								■											
	24 E Bulletin Invitation to launch event and link to web site								■											
	2.5.1 The launch and marketing of the plan and ballot																			
	2.5.1.1 Distribution of Proposal and business plan																			
	2.5.1.2 Launch event																			
	2.5.1.3 E bulletin and social media for ballot period																			
	2.5.1.4 Press coverage of launch and new BID plan																			
	2.5.1.5 Announcement of result																			
	2.5.1.6 Press coverage of result																			

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