

DISCUSSION PAPER Board meeting – Monday 5th March 2018

Subject: Decision Paper 4 - Theme 2 - Promoted & Marketed Projects update

Points to be note:

In the business plan for Kings Heath BID 2018 to 2023, under Theme 2 - Promoted & Marketed Projects it was said we would deliver:

- **PR and Marketing** – continuation of our PR & Marketing contract promoting Kings Heath as a destination, generating press coverage for levy paying businesses and delivering innovative marketing campaigns - 'Continuation from BID 2'
- **Enjoy Kings Heath Magazine** – publication of our free bi-annual magazine delivered to over 15,000 residents, businesses and community outlets – 'Continuation from BID 2'
- **Enjoy Kings Heath website** – website with a listing for every levy paying business reaching residents, visitors, businesses and employees alike - 'Continuation from BID 2'
- **Enjoy Kings Heath social media outlets - facebook, twitter and Instagram** - social media presence promoting all levy paying businesses reaching residents, visitors, businesses and employees alike - 'Continuation from BID 2'
- **Capture Kings Heath** – photography competition encouraging budding photographers to explore Kings Heath and submit their best shots of the area which can then be used for PR and marketing purposes - 'Continuation from BID 2'

The finances for this theme were:

2018 - 2019 - £17k

2019 – 2020 - £17K

2020 – 2021 - £17K

2021 – 2022 - £17K

2022 - 2023 - £17K

Current status

- **PR and Marketing**
Continuation of PR contract with Tiger Bam is in reserved business.
- **Enjoy Kings Heath Magazine**

No action

- **Enjoy Kings Heath website**

This is ongoing. No action required

- **Enjoy Kings Heath social media outlets - facebook, twitter and Instagram**

- A facebook group has now been created for BID levy payers and their businesses. A facebook page for announcements of BID related will soon be created.

- **Capture Kings Heath**

Our Spring competition has been launched – closing date 28th March. For this competition there will only be one prize of £75, which will be selected through popular vote. Normally, we have an additional 'judges prize' of £75. We have reduced the prize to just one, mindful of the company's tight finances at the moment.