

DISCUSSION PAPER Board meeting – Monday 8th October 2018

Subject: Discussion Paper 3 - 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**
- **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**

This is ongoing. No action required

- **Capture Kings Heath**

This is ongoing. However, Tiger Bam, the company's PR agency are recommending that this competition is widened to include poetry and paintings. See report in Reserved business.