



## **Cheltenham Borough Council**

### **ITT: Business training and support platform for the Cheltenham Shop Local Campaign**

**Date: 30 November 2020**

**Term:** Contract Start: Dec 2020 / Contract End: 31 March 2021

#### **Introduction**

Cheltenham Borough Council (CBC) is seeking to procure access to a platform that increases business awareness on how to safely and successfully reopen the High Street.

The platform and programme of training will provide support to all Cheltenham businesses that will assist them individually and collectively. Due to the need to deliver at pace to support businesses after the second lockdown and in the run up to the last push for Christmas sales the platform access will be provided with immediate effect to support the safe and successful reopening of Cheltenham's town centre and contribute to its economy recovery.

The platform and programme will then need to continue into 2021 and through the first quarter to 31 March 2021, continuing to support ongoing recovery.

This activity is being funded through the Reopening High Street Safely (RHSS) scheme via the UK Government and the European Regional Development Fund.

#### **Business Recovery**

To aid business recovery the platform must enable CBC to increase awareness of the Shop Local Campaign and support each business by providing them with access to tools that will help them reopen safely and enable them to increase the awareness as Cheltenham reopens for business.

#### **Focus**

The resource will be used to help CBC, Marketing Cheltenham and Cheltenham BID raise awareness with local businesses so they can reconnect with consumers post lockdown and drive Christmas Sales on the High Street. In 2021 it will enable all businesses to have access to the tools and the skills training to improve their social media presence and their ability to reach and connect with customers.

Due to the need to deliver at pace this commission has a short procurement window.

#### **Requirement**

Today only 26% of businesses in Cheltenham are active on social media this presents a communications risk that this project seeks to address. The activity and platform will need to provide CBC together with Marketing Cheltenham and the Cheltenham BID and Cheltenham Businesses with:

1. Quantitative and qualitative data from social media activity across the town
2. Understand sentiment and conversation of people across Cheltenham
3. Enable all Cheltenham businesses to collaborate via social media
4. Engage with the local social media conversation across Twitter, Facebook and Instagram to increase the reach of the Shop Local and Shop Safely message town wide, fitting in with the Marketing Cheltenham campaign

5. Access to a dynamic directory of all Cheltenham businesses based on live social media data
6. Provide social media training for all capabilities of local businesses

All services must be GDPR compliant.

### **Outcomes**

- CBC can measure the impact of this activity
- CBC increases its ability to support economic growth and drive local businesses awareness of how to re-open safely.
- Demonstrates CBC commitment to innovation in driving growth across Cheltenham businesses
- Businesses develop their ability and confidence to better connect with customers on social media and drive sales
- CBC is able to generate case studies of businesses that are thriving as a result of this support to be used as a resource, locally, regionally and nationally
- All Cheltenham businesses have the opportunity to access training and support so they can improve their digital skills to encourage High Street sales.

### **Responses**

Fully costed proposals should be sent electronically by 12 noon on Monday 7 December 2020 to: [marketing@marketingcheltenham.co.uk](mailto:marketing@marketingcheltenham.co.uk)

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