**INSTITUTE OF PLACE MANAGEMENT – COMMERCIAL OPPORTUNITY**

**CONSULTANCY SERVICES FOR THE BID FOUNDATION**

**CONTRACT FOR SERVICE SPECIFICATION**

The BID Foundation (TBF) is an industry-led, community shaping the future of BIDs and is currently part of the Institute of Place Management (IPM) at Manchester Metropolitan University. Recognised by UK, Scottish and Welsh Governments, TBF provides its membership with specialist resources and strategic direction to transform towns and cities across the UK.

We are looking within the IPM membership for a high calibre consultant who has extensive knowledge of Business Improvement Districts to provide capacity to TBF to ensure compliance with its 2022/3 delivery plan and increase membership. Part of the role is also required to liaise with current TBF members to ensure continued support to the group.

The consultant will work closely with the Institute of Place Management delivery team and the Co-Chairs and Vice-Chair of TBF. The consultant will report to Matt Davis, IPM Director of Marketing and Membership.

**CONTRACT TERMS**

The contract for services is for a minimum of 14 weeks (but fixed at 28 days) - to start 24th April 2023 and finish by 30th August 2023 (some flexibility to work around holidays/existing commitments).

The rate of pay is **up to** £400 per day (plus VAT if VAT registered)

**TIMESCALES**

5th April – Specification circulated

12th April – Application letters and CVs received

13th April – Shortlisting

14th April – Shortlisting decisions communicated to applicants

17th April – Interview (online)

18th April – Decision communicated to shortlisted applicants and contract issued.

19th April – Successful applicant announced at TBF Summit in Manchester. Please note we expect successful applicant to attend TBF Summit.

21st April – Contract signed

24th April – Contract starts

**THE SERVICE**

The service is primarily to provide coordination and delivery capacity to The BID Foundation to support the IPM delivery team and ensure it meets its delivery targets for the annual year 2022/3 and support the TBF Co-Chairs by providing information to allow them to oversee the delivery and KPIs and make recommendations for improvement and future delivery. The service will involve a range of activities, that are outlined below, with an indicative allocation of days.

**Management and administration**

*Ensure compliance with the TBF 2022/3 delivery plan. This outlines the deliverables and KPIs that have been agreed with TBF Chairs/Vice-Chairs and IPM Exec. You can view a summary of the plan* [*here*](https://view.monday.com/1451673526-26642c66f9ceec8c03b324b965a55d27?r=use1)*.*

Attend 30-minute weekly planning meeting (Teams – Monday 11am) and 1-hour weekly delivery/review meeting (Teams – Friday 11 am) with IPM team to identify, plan and review activities to ensure compliance with plan. Work with IPM External team to ensure activities are resourced, have ownership and are managed through the project management system (Monday.com). **4 days.**

Attend 3 x 1-hour monthly review meeting with TBF chairs (Teams – tbc) to review progress and identify improvements. **1 day.**

Attend a strategic planning meeting in Manchester to identify delivery/KPIs priorities for 2023/24 in Manchester (June or July – tbc) **1 days.**

Work with IPM IT manager to visualise progress on KPIs and deliverables to IPM Exec, TBF Co-Chairs and Vice-Chair and TBF membership**1 day.**

**TBF Marketing and Content**

*Raise profile of TBF, its offer, and its impact.*

Develop narrative for TBF achievements (deliverables, KPIs and summit) and its impact (related to mission/objectives and positive outcomes for members).

Promote widely through website, social media, membership conversations.**5 days.**

**TBF Recruitment and Retention**

***Expand membership through attracting new members and maintaining or improving retention.***

Work with the TBF CRM to contact non-members to promote membership and expand TBF numbers by recruiting 5 additional BID members. Support Membership Coordinator with retention activity, guided by results of TBF Membership Survey to establish what members want from TBF/IPM. Both recruitment and retention will involve personal contact with members and potential members, through calls or online meetings. **5 days.**

**TBF Standards**

*Increase the number of TBF members that have achieved Industry Standards.*

Support working group with standards activity. Identify process for assessing standards and write process instructions. Oversee standards assessment until end of contract and identify recommendations for improvement. **5 days**

**TBF Policy and Lobbying**

***Enable TBF to establish a position on policy and developments that impact the achievements of BIDs.***

**Set up working group to react quickly to policy and other strategic developments that impact BIDs. Identify process for consulting group and obtaining evidence for written documentation or presentation at round tables etc. 2 days.**

**TBF Professionalisation**

*Ensure all TBF BIDs are led by a professionally accredited Director/Manager.*

Work with Membership Coordinator to agree plan for TBF leads to attain Member or Fellow status in IPM and take part in continuing professional development activities. Support Membership Coordinator with plan activity. Oversee professionalisation plan until end of contract and identify recommendations for improvement.**2 days.**

**BID intelligence**

***Ensure TBF has up-to-date and accurate data on the BID industry.***

Work with Research Lead to finalise data specifications and methods of keeping BID CRM data up-to-date (this data relates to BID data for both TBF and non TBF members). Write process instructions for keeping BID information up-to-date and train Membership Coordinator and interns to collect information. **1 day.**

**Contingency - 1 day**

**APPLICATION**

Potential applicants are asked to send a letter of application, CV, and the names of two referees to ipm@mmu.ac.uk by 10th April.

**Letter of application** Maximum 4 pages

Your letter of application should outline your experience and skills relevant to the activities set out in the contract specification. You will need to meet the University’s requirements for suppliers (see table overleaf) by being able to answer ‘yes’ to the following: Please confirm this in your letter. Please also confirm your day rate for this contract (net of VAT) and that you can dedicate 28 days (of at least 7.5 hours) to the activities.

|  |
| --- |
| 1. I confirm that I am undertaking the Services as part of my business and that:
 |
| 1. I am registered as self-employed with HMRC (you will need to provide both your Unique Taxpayer Reference (UTR) and National Insurance Number NINO); or
 |
| 1. I trade through a limited company, and I am the sole or majority shareholder.
 |
| **2.** I confirm that my business has a public presence (you will need to provide your web address/other means of advertising) and that: |
| 1. I market my services to the public at large; and
 |
| 1. I provide services to more than two other customers.
 |
| **4** I DO NOT intend to allocate some tasks to others that you will you pay. |
| 1. I confirm that I have appropriate insurance cover and will provide the University with copies of current policies.
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**CV** Maximum 2 pages

Your CV should summarise your career history and projects/assignments/contracts that are relevant to this contract. Please include details of qualifications obtained, membership of professional bodies, relevant training/CPD, skills, competencies and levels of proficiency.

**Referees**

Please include contact details of two referees who have experience of you work, preferably from the place management sector. We will only contact referees if you are deemed appointable at interview.

**Interview**

If shortlisted, you will be required to attend a 45-minute interview by Teams on the 17th April 2023. The interview is an opportunity for the TBF Co-Chairs and IPM team to explore your experience and skills relevant to the contract specification and clarify any questions they have from your written application. There will also be the opportunity for you to ask questions.

**Assessment**

**During shortlisting and interview we will use the following assessment criteria to appoint the most suitable consultant.**

* Relevant experience and skills relevant to contract activities
* Experience of working in, for, or with BIDs
* Qualifications and training
* Referees’ comments
* **Membership of professional bodies**
* **Compliance with Manchester Met supplier requirements**