

INVITATION TO TENDER

BID Ambassadorial Team

Company Overview:

Your Eastbourne BID is funded by the business community within Eastbourne Town Centre.

Its goal is to make Eastbourne a destination town, increasing footfall, helping to create a vibrant night-time economy, improving safety, security and accessibility and developing the independent retail offering. Most importantly, the BID will link with the business community, providing a strong and powerful voice and supporting the town centre business community.

Objectives: BID Ambassadorial Team

As part of the BID, we are committed to providing a town centre ambassadorial team.

This team will provide cover five days a week and communicate with the businesses within the town centre the activities of the BID and special promotions.

The team will also act as ambassadors to our town, being a friendly, approachable source of information for visitors to our town centre.

They may perform light maintenance duties (such as taking care of newly installed planters funded by the BID) as well as support the Eastbourne Business Crime Reduction Partnership and other agencies in reducing business crime for BID businesses.

Responsibilities:

A job description of the street ambassadors is included as part of this tender document. Flexibility is required as the role may vary as the scheme develops.

The successful tender will be responsible for providing the team, including recruitment, training, personal development, health and safety, uniforms and company policies and procedures.

We expect the successful tender to be an active part of the Eastbourne Business Crime Reduction Partnership, be signed up to shopwatch and the Eastbourne radio system

Key Performance Indicators:

Will be agreed by the successful tender and BID company. The successful company will be expected to meet with the Your Eastbourne BID Chief Executive once a month.

Contract Value:

To be included as part of any successful tender proposal.



Closing Date:

All tenders should be received by 5pm on Wednesday 12th February 2020

Start Date:

March 2020

Application Process and Further information:

Tenders should be emailed to stephen@youeastbournebid.com and should detail how your team will fulfil the duties laid out in this tender document and job description.

They should include a detailed breakdown of the costs of the proposal.

JOB DESCRIPTION

Job Title: Street Ambassador

Reporting To: Town Centre Manager

Job Function: To provide a street-based, proactive, customer service orientated ambassadorial service on behalf of Eastbourne Town BID.

Principal Duties & Responsibilities

- Liaising with retail, leisure and other businesses in the town centre, building relationship, communicating relevant information and handling/escalated their enquiries as appropriate
- To be an Ambassador for Town Centre and communicate with members of the public and those visiting, working or living in the town centre and to provide directions, signposting to attractions and advice creating a proactive, welcoming and reassuring presence
- To have effective interaction with partnership organisation including the Police, Eastbourne Borough Council, the Eastbourne Business Crime Reduction Partnership, the community Outreach Team and the Rough Sleeper Initiative

Core Responsibilities

- To maintain regular contact with BID levy payers and relay any pertinent information to the BID Management
- To accurately reflect the BID's values and service and to be aware of the BID's activities and special events
- To present a warm welcome and a positive view of the Town Centre to its visitors
- To keep up to date with and provide visitors with accurate information about the Town Centre in general and the retail offers
- To carry out specific liaison duties as required by the BID management or its partners as requested by BID management
- To make BID management aware of any retail venue openings or closures within the BID area

- To forge relationships with Town Centre partners and pass on relevant information for action e.g. health and safety issues, graffiti, failed street lighting, pavements, unlicensed promoters, buskers, begging and suspicious behaviour
- To help signpost vulnerable people, including those who are sleeping rough or taking substances towards support services and where it is safe and relevant to do so help build relationship with rough sleepers or those engaged in street activity to support them into services
- To help keep the town centre clean and tidy
- To contribute to the provision of extensive and daily presence around the Town (and outskirts that fall within the BID area) in all weathers to maximise contact with businesses in the area.
- Assistance in the reduction of business crime particularly through an intelligence led approach in conjunction with Partner agencies
- Raise aware with town centre businesses and visitors to help protect them from becoming a victim of crime
- Strict compliance with Data Protection legislation, GDPR and confidentiality where required
- Distribution of BID literature as required
- To provide audit trails of all interactions and to carry out ad hoc tasks such as conducting surveys to enable KPIs to be monitored