



Colmore Life Magazine

**Production, design,
and print**

**Invitation to
Tender – 2025**



Background

Colmore Life is Colmore Business District's magazine, our flagship publication. Information on Colmore Business District is in Appendix A.

Three editions of Colmore Life magazine are produced per year – Spring, Summer and Autumn/Winter. The magazine celebrates life in Colmore Business District and beyond and provides a platform for levy paying businesses to share their news.

Colmore Life's circulation is 5,500 magazines per edition. The magazine is distributed directly to businesses in the District. There are also dedicated Colmore Life stands location at Snow Hill station for commuters and visitors to pick up copies.

Colmore Life started in 2009 as a four-page newsletter called "CBD Digest". The first magazine format was issued in Spring 2010. The magazine was re-branded as "Colmore Life" in 2014.

The magazine is an editorial publication and does not include any advertising or advertorials. The majority of the interviews and writing is currently managed between the Colmore BID team and the existing supplier. Submissions from Colmore BID businesses or advisory pieces from experts on topics that are relevant to employees in the area, have also been included in previous editions.

Colmore Life content should continue to cover business, lifestyle, culture and arts. Historically, the magazine has contained the following types of content:

- Updates, news and features on Colmore BID's projects and activities.
- News on key issues affecting the District (e.g. closures and public realm).
- Creative and cultural activation (City Curator projects).
- Interviews, news and features on organisations within the District and key partners.
- Key city-centre activity taking place both inside and outside of the District, including Birmingham Light Festival and Birmingham Heritage Week.
- Events list (lifestyle, arts and cultural events taking place in the city), reviews, competitions, recipes.

In line with a current rebrand exercise taking place at Colmore BID, completing in 2025, we are seeking proposals from Birmingham organisations to create and execute future magazine editions.



The Brief

As Colmore Business District's fourth five-year term (BID4) progresses at pace, the team is looking to refresh and revitalise the planning approach and look of Colmore Life magazine.

Colmore BID is currently in the final stages of a rebrand project, commissioned in 2024, which will see the existing brand logo, tone of voice and brand guidelines refreshed in line with extensive interviews and 121 sessions with key stakeholders and levy payers. As a result of this process, **Colmore Life** will be the leading consumer brand for the organisation.

Colmore BID would like to appoint a company that will manage the production, design and print of Colmore Life magazine.

The magazine is to be in a 28-page format, with a print run of 5,500 for each edition. The contract will be issued for three editions (Autumn/Winter 2025, Spring 2026, Summer 2026).

The contract is to start week commencing **7 July 2025**. The Autumn/Winter 2025 edition is to be delivered on week commencing approx. 22 September (final delivery date 29 September).

The magazine name will continue to be 'Colmore Life'. This will be the front-facing consumer brand for all B2C communications from Colmore Business District from October 2025.

The appointed company is to carry out the following:

- Introductory meeting with Colmore BID team for each edition, where the draft content plan, content writing allocations between parties, and front cover design will be discussed and agreed.
- Create the production time schedule for each edition, taking into account when the allocated copy between parties (appointed supplier and Colmore BID) should be drafted and shared with the Colmore BID team for approval, designing, proofing dates, print deadline and delivery.
- Receive articles and images from Colmore BID in a 'drip feed' process (as articles are written and approved from Colmore BID).
- Create a content page plan for each edition and make any necessary revisions throughout the production process.
- Provide copies of proofs during the first (written content only), second and third proofing stages (designed).
- Create a striking and relevant cover design for each edition.



- Think of fresh concepts for the look and format of the magazine, including the types of content that could be featured.
- Outline the chosen print production and delivery company, outlining their sustainability credentials. Local Birmingham suppliers, ideally located within Colmore Business District, are preferred.

The project timeline, per edition, is as follows:

Autumn/Winter 2025

- Content development – w/c 7 July for 10 weeks (drip-feed process)
- Content approval – w/c 8 September for two weeks
- Content print – w/c 15 September
- Content delivery – w/c 22 September

Spring 2026

- Content development – w/c 6 Oct for 10 weeks (drip-feed process)
- Content approval – w/c 15 December for four weeks (holiday allowance)
- Content print – w/c 12 January
- Content delivery – w/c 26 January

Summer 2026

- Content development – w/c 16 Feb for 10 weeks (drip-feed process)
- Content approval – w/c 27 April for two weeks
- Content print – w/c 11 May
- Content delivery – w/c 25 May



Content for Proposals

Colmore Life is inviting submissions of proposals to manage the production, design, and print of Colmore Life magazine. Submissions are to contain the following:

- How you propose to develop the look and format of the magazine, in line with the new brand guidelines.
- Examples of the type of content you would include.
- A proposed cover design for the Autumn 2025 issue.
- How you will approach the production management of the magazine and working with us.
- How much of the magazine written content you will develop (Colmore BID will develop the remainder).
- The cost of managing, designing, producing and printing three editions at a circulation of 5,500 per edition. A cost breakdown must be included.
- Example of past and present work in this space.

Consortium proposals where one or more parties will deliver the individual production, design and print elements are also welcome.

Budget

The maximum total budget is £36,000.00 per year for three editions of Colmore Life magazine (£12,000 per edition). This cost should be inclusive of all fees associated with production, design, and print of all three editions (including the purchase of any images and delivery documents).

Timeline

Proposals must be submitted via email to Heather Woodhouse by **5pm on Friday 6 June 2025**.

Interviews for shortlisted tenders will take place week commencing 16 June 2025.

The contractor will be appointed week commencing 23 June 2025, will work commencing week commencing 7 July (12 weeks to delivery date).

For any queries about the brief or tender contents, please contact Heather.Woodhouse@colmorebid.co.uk.



Appendix A

Information on Colmore Business District

The Organisation

Colmore Business District is a business improvement district (BID) established to project manage improvements and services to the business quarter of Birmingham.

A BID is a defined geographical area within which local businesses collaborate to invest in projects, services and initiatives which improve the environment in which they work. BIDs deliver additional services to those provided by the local authority; these projects and services are the result of business investment in the area.

Colmore BID is principally financed through a 1.5% levy on the rateable value paid by a business. The levy applies to businesses with a rateable value of £10,000 or above and levies are capped at £35,000.

The BID company is a not-for profit and democratically elected company; levy paying businesses within the defined area vote on objectives set out in a proposal and, providing there is a 'Yes' majority vote, the company will run for a five-year term. At the end of the term, businesses will have the opportunity to vote again.

Colmore BID's first term commenced in April 2009 and ended in March 2014. The BID has since undertaken three further ballots. In 2024, Colmore BID secured a resounding 'yes vote' in its fourth, five-year term called BID4, running from April 2024 to April 2029. Those in favour made up 98% of the turnout by number and 99% of the aggregate rateable value represented by those voting.

The Area

Colmore Business District is Birmingham's premier concentration of professional and business service companies. Around 650 companies are in the District, employing over 40,000 people and occupying approximately 5.6 million square feet of office space.

The District's diverse business community provides quality services and expertise to regional, national and international clients. The area also boasts a first class hospitality sector, comprising of excellent restaurants, bars, shops, coffee houses and hotels that provide for corporate customers and visitors to the area.

An electronic version of the District map can be found on our website:

<https://colmorebusinessdistrict.com/map/>.



For further information about Colmore Business District, visit www.colmorebusinessdistrict.com.