**The Northbank BID’s Summer Marketing Campaign**

Timeframe: Mid-May to end of August

**Aim: to support a London-wide message of being welcoming, focusing on inclusivity, diversity and the community. To engage with important cultural events and topical themes, harnessing a ready footfall and encouraging greater movement through the area.**

There are over 20 large public events in the Northbank in the summer months (May-August). There is an increase in tourism but traditionally we also see a reduction in commuters due to summer holidays; last year (2018) saw a total of over 21million visitors throughout these months.

The Northbank BID would like to work with local businesses to drive awareness of some of the exciting things happening around these annual events, drawing crowds from those activity hotspots, through the area.

With a particular focus on Pride in London and West End LIVE, The Northbank BID’s summer campaign revolves around inclusivity and community, a message that has always resonated in the area but we still continue to strive for more. This message is also timely in raising awareness of important topics like wellbeing and the steps the community is taking to achieve better air quality for all.

**Get involved:**

* **From mid-may:** join us in declaring your support for the #NorthbankTogether message on social media(email us to discuss bespoke link-ups / suggest tweets and posts can be provided)
* **Now:** send us information about relevant activities (events & activities, special menu’s, exhibitions, etc) so we can share on our platforms: social, website and newsletter
* Request a bundle of Northbank Summer Guide’s to distribute in your area or business

**Call for content** please email content to [marketing@thenorthbank.london](mailto:marketing@thenorthbank.london) as soon as possible

**For more information** please email [info@thenorthbank.london](mailto:info@thenorthbank.london)