

Calling on the Government to **#RaiseTheBar**

#RAISETHEBAR – Short Video Brief

#RaiseTheBar must operate across all multi-media channels using different formats to communicate its message.

We are the faces of our membership and as such trusted business leaders in our particular area. The use of video and we must emphasise short delivers an exact message which has clarity and consistency across the UK and we are asking all of you to support as part of phase two of the campaign.

Video Length: 30-45 seconds

What do you need to do?

- Have a practice filming yourself on your phone, or ask a member of your household to film you or use the camera on your computer/laptop if you can
- Watch the example by Matthew Sims, CEO, Croydon BID – provided in the second toolkit you have been issued with today
- Have an A4 piece of paper held landscape with #RaiseTheBar in large legible handwriting, or better yet, printed if you can. Please see the example demonstrated by Matthew Sims, CEO, Croydon BID

The message: It takes just 60 seconds to sign the petition - everyone can spare 60 seconds in their day to save the nation's High Streets and local communities.

- Introduce yourself - your full name, company and position you hold
- State clearly that you are backing the #RaiseTheBar campaign encouraging the Government to change the requirements for businesses to access the £25,000 grants
- You are concerned if the Government doesn't act soon, your business [give personal narrative] / tens out thousands of retailers, pubs, restaurants, hotels and leisure and tourism businesses will not survive
- They can be saved if the Government increases the threshold from £51,000 to £150,000
- Visit www.raisethebarcampaign.co.uk for more information and to sign our petition
- Please show your support to ensure we have places to visit, eat, shop, stay, spend and enjoy on our High Streets and communities

Once you have created your video, please send via WhatsApp to Matthew Sims – 07584 430479. We need these as quickly as possible so we can add to the assets we are building.

What happens next?

Please post on ALL your social media channels including the following in the posts:

- #RaiseTheBar
- www.raise-the-bar-campaign.co.uk
- Link to sign the Change.org petition: <https://bit.ly/2yJt7T8> [shortened link]

Any questions or problems, please call Matthew Sims – 07584 430479 or email matthew.sims@croydonbid.com

ENDS