

Peterborough City Bondholder Scheme

The Future is You

Introducing...the City Bondholder toolkit

The objective of the City Bondholder Scheme is to encourage local businesses, organizations and individuals to become more involved in the economic and social life of the city and to help promote Peterborough as a great place to live, work and play.

We're hoping that our Bondholders will recognise that this is a tremendous opportunity to give something back to the city, helping to inspire local people by sponsoring Cultural, Community, Environmental and Commercial activities.

Bondholders will gain recognition for their support and their participation will create opportunities to bring the Peterborough brand to life – working together to improve the quality of life for people and communities through continued growth, now and in the future.

It's not just a matter of financial support. We're also hoping that local companies and individuals will contribute their time, expertise and energy to supporting Peterborough's drive to become a more vibrant city that's full of opportunity and optimism.

Ultimately, what adds value for Peterborough also adds value for our Bondholders.

The promise

When organisations or individuals sign up for the City Bondholder Scheme, we're asking them to show their commitment to the city's growth plans by joining with us to:

- Create a safe yet vibrant city centre and a strong local economy that is attractive to businesses offering highly-skilled jobs.
- Create supportive welcoming communities and make Peterborough a safer place.
- Support initiatives to raise cultural standards in the city.
- Make Peterborough cleaner and greener through good environmental practice.
- Tackle inequality by improving skills and education, and by regenerating neighbourhoods.

In return, we will provide our Bondholders with access to:

- **A Peterborough marketing tool-kit** that will enable them to integrate the Peterborough brand into their own marketing materials.
- **A Bondholder networking programme** to encourage idea-sharing and relationship-building across sectors and to kick-start shared marketing initiatives involving Bondholder partners.
- **Exclusive Bondholder benefits**, initially delivering marketing support and consultancy to help Bondholders promote Peterborough, and subsequently access to broader expertise and resources provided by other Bondholders.

How you can get involved

Our Bondholder scheme is designed to accommodate different levels of participation by businesses and organisations. Every company or organisation who contributes financially will be recognised as a Sponsor, and those who also commit time, expertise and resources will be recognised as Champions.

Similarly, individuals who commit to providing time, expertise, resources and finance will be recognised as Ambassadors.

Your contribution

The annual contribution for companies and organisations who want to become Bondholders is based on the number of employees. Contribution levels start at £500 per annum for organisations with up to 10 employees. Individuals and sole traders who want to join the scheme can discuss and agree contribution levels with the Scheme Administrator.

Investing in the future

Peterborough has exciting regeneration plans that are backed by solid cash in the form of a £1 billion investment programme that will run until 2021.

As a city, we need to make sure that this opportunity is converted into a better future for our people. And we need to make sure that our ambitions are understood both locally and nationally.

Future marketing campaigns for the Peterborough city brand, supported by our Bondholders, will give our citizens a clearer understanding of what kind of city Peterborough is to become.

Building the Peterborough brand

The people and communities of Peterborough are characterised as aspirational, determined and pioneering, while the city's personality is best described as open and welcoming, smart and confident, vibrant and creative.

These attributes will help us to understand the Peterborough brand and shape our marketing programme. All our communications activities must support the city's ambitions, remain focused on the future and must be distinctive and sustainable. Crucially, everything we do must give the city a single unique voice that will help the city gain recognition both nationally and internationally.

Bondholders will be able to help build this brand personality and they will be able to use it in their own communications as part of the collective and concerted effort to increase Peterborough's profile.

If you have any questions relating to our new visual style please don't hesitate to contact Chris Carswell by email chris.carswell@opportunitypeterborough.co.uk.