

REQUEST FOR PROPOSAL

FOR THE PROVISION OF SOCIAL MEDIA MANAGEMENT AND WEBSITE MAINTENANCE SERVICES

TO THE

BLACKHEATH CITY IMPROVEMENT DISTRICT (BCID) NPC

MAY 2026

INTRODUCTION

The Blackheath City Improvement District (BCID) was formally established in 2005 and provides supplementary public safety, urban management, cleansing, maintenance, and stakeholder engagement services in partnership with the City of Cape Town.

The BCID is seeking proposals from suitably qualified and experienced service providers for the provision of professional social media management, digital marketing, and website maintenance services on a fixed-term contract basis.

VISION AND MISSION OF THE BCID

To transform the Blackheath Industrial Area into a sought-after, attractive, secure, and centrally located Industrial and Commercial business district, thereby enabling business retention and expansion.

To provide enhanced area management and supplementary municipal services, including public safety, cleansing, maintenance, communications, and marketing initiatives, while supporting the City's efforts to rehabilitate and upgrade municipal infrastructure within the Blackheath Industrial Area.

GOALS OF THE BCID

The BCID aims to promote Blackheath Industria as a preferred Industrial and Commercial node through:

- Regular marketing and positive media initiatives;
- Supporting business retention and attracting new investment;
- Creating an environment that values safety and security for all workers, businesses, and visitors;
- Maintaining a clean, functional, and attractive industrial area;

- Supporting sustainable economic development and social upliftment;
 - Improving communication and engagement with property owners, businesses, stakeholders, and the broader public.
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STATUTORY MANDATE

The Blackheath City Improvement District NPC is governed by the CID By-law and Section 22 of the Municipal Property Rates Act. The BCID supplements services provided by the City of Cape Town within the designated BCID area.

Funding is derived primarily from additional rates collected by the City of Cape Town from qualifying property owners within the BCID boundaries. The BCID operates under the oversight of the City of Cape Town and in accordance with the principles of transparency, fairness, and accountability contained in Section 217 of the Constitution of the Republic of South Africa, 1996.

SECTION 1: NOTES TO PROPOSERS

1.1 INVITATION TO SUBMIT PROPOSALS

The Board of the Blackheath City Improvement District (BCID) invites suitably qualified and experienced service providers to submit proposals for the provision of social media management and website maintenance services.

1.2 SCOPE OF SERVICES

The successful service provider will be responsible for the management and maintenance of BCID's digital communication platforms, including but not limited to:

Social Media Management

- Management of BCID social media platforms including Facebook, LinkedIn, Instagram, and other relevant platforms;
- Development and implementation of a monthly social media content calendar;
- Creation of professional graphic and written content aligned with BCID branding;
- Posting of regular updates relating to public safety, urban management, infrastructure, business development, and community initiatives;
- Promotion of BCID projects, campaigns, meetings, events, and stakeholder engagement initiatives;

- Monitoring and responding to public engagement where appropriate;
- Monthly reporting on social media performance and analytics.

Website Maintenance and Management

- Ongoing maintenance and updating of the BCID website;
 - Uploading of notices, reports, newsletters, meeting documentation, and other relevant content;
 - Ensuring website functionality, uptime, security, and backups;
 - Maintaining compliance with applicable legislation and accessibility standards where applicable;
 - Assisting with website improvements and design updates where required;
 - Technical support and troubleshooting.
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1.3 CONTRACT PERIOD

The contract period will be for twelve (12) months commencing on 1 July 2026 and terminating on 30 June 2027, them subject to annual renewals and performance reviews and budget approval.

1.4 SUBMISSION OF PROPOSALS

All proposals must be submitted electronically via email to:

admin@bcid.co.za

with the subject line:

“Proposal for Social Media Management and Website Maintenance Services – BCID”

Proposals must be received no later than:

12h00 on Friday, 8 May 2026

Late submissions will not be considered.

1.5 VALIDITY OF PROPOSALS

Proposals shall remain valid for a period of ninety (90) days from the closing date.

1.6 COSTS OF SUBMISSION

All costs associated with the preparation and submission of proposals shall be borne entirely by the Proposer. BCID shall not be liable for any costs incurred.

1.7 BCID RIGHTS

The BCID reserves the right to:

- Accept or reject any proposal, in whole or in part;
- Request additional information from any Proposer;
- Not appoint any service provider;
- Negotiate aspects of the proposal with the preferred Proposer.

The BCID is not obliged to accept the lowest-priced proposal.

SECTION 2: CONDITIONS OF CONTRACT

2.1 SERVICE LEVEL AGREEMENT

The successful Proposer will be required to enter into a formal Service Level Agreement (SLA) with the BCID.

2.2 TERMINATION

The BCID reserves the right to terminate the contract:

- In the event of non-performance;
 - If the BCID is dissolved in accordance with applicable legislation;
 - If funding or the BCID term is not renewed by the City of Cape Town.
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SECTION 3: REQUIREMENTS FOR PROPOSALS

3.1 EXPERIENCE AND CAPACITY

Proposers must demonstrate:

- Proven experience in social media management and website administration;

- Experience working with public entities, non-profit organisations, CID's, SRA's, or similar organisations;
 - Ability to create professional visual and written communication content;
 - Knowledge of digital marketing and stakeholder communication strategies.
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3.2 PROPOSAL CONTENTS

Proposals must include the following:

- Company profile;
 - Details of relevant experience;
 - Portfolio of previous work and examples of social media campaigns/websites managed;
 - Proposed service approach and methodology;
 - Monthly service proposal and costing structure;
 - Contactable references;
 - Proposed response times and support arrangements;
 - Details of staff assigned to the project.
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3.3 REQUIRED SUPPORTING DOCUMENTATION

The following documentation must be submitted or made available upon request:

- Company registration documents;
 - Tax compliance status;
 - Proof of public liability insurance (if applicable);
 - Bank confirmation letter;
 - BBBEE certificate or affidavit (if applicable);
 - Proof of professional indemnity insurance (if applicable).
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SECTION 4: PROGRAMME

Item	Date
Issue of Request for Proposal	Wednesday, 15 April 2026
Closing Date for Proposals	Friday, 8 May 2026 at 12h00
Evaluation of Proposals	Tuesday, 19 May 2026
Optional Presentations (if required)	To Be Confirmed
Award of Contract	Monday, 1 June 2026
Commencement Date	Wednesday, 1 July 2026
End of Contract	30 June 2027

SECTION 5: DETAILED SPECIFICATIONS

The BCID requires a service provider capable of professionally managing its digital presence and ensuring consistent communication with stakeholders and the public.

The appointed service provider will be expected to:

- Promote the BCID and its initiatives through strategic digital communication;
 - Maintain a positive and professional public image of the BCID;
 - Ensure accurate and timely dissemination of information;
 - Support stakeholder engagement and public awareness campaigns;
 - Maintain a secure, functional, and regularly updated website;
 - Provide regular performance reports and recommendations for improvement.
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REPORTING REQUIREMENTS

The successful service provider will be required to submit:

- Monthly social media analytics reports;
 - Monthly website maintenance and activity reports;
 - Quarterly strategic recommendations for improving digital engagement and reach.
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ENQUIRIES

Any enquiries regarding this Request for Proposal may be directed via email to:

admin@bcid.co.za

Enquiries – Social Media Management and Website Maintenance Services Enquiries –
Social Media Management and Website Maintenance Services

IMPORTANT NOTICE

**PROPOSALS RECEIVED AFTER THE CLOSING TIME OF 12H00 ON FRIDAY, 8 MAY 2026
WILL NOT BE CONSIDERED.**