

Best Bar None appoint Indigo ahead of annual awards

Edinburgh-based communications company Indigo has won a contract with Best Bar None Scotland (BBNS) to be their media partner for the annual awards. The BBNS awards recognise best practice across licences premises throughout Scotland.

Working with BBNS Chair, Mandy Haeburn-Little and its National Lead, Arlene Campbell, Indigo is tasked with promotion of the 2017-18 National Awards and to drive recognition of the value BBNS brings in accrediting the best venues in Scotland. Other sponsors come from drinks industry trade organisations while the lead sponsor for the upcoming awards is Drinkaware.



The 2017-18 awards ceremony will be held at Dunblane Hydro Hotel on 29 March 2018 where finalists in a number of categories will compete to win their chosen award category and an overall winner for Scotland will be announced.

Since its launch in Scotland in 2005, the Best Bar None accreditation scheme has established itself in 58 towns, cities and villages across Scotland and continues to grow. Indigo has provided communications support for BBNS since 2015, assisting the scheme to grow nationally while also working closely with many of the local schemes as they have been launched and developed.



Mandy Haeburn-Little said: “Best Bar None is going from strength to strength as it rolls out across Scotland. Indigo has been a driving force in our communications support for the past three years and we are delighted to welcome them on board as an official partner of our National Awards.

“We are particularly keen to draw more attention to the range of benefits that BBNS membership delivers for licenced premises in Scotland, which range from a 1,000 seater venue to small local venues which can be the heart of their community and bring communities together.

It has been clear they have the right skills and ideas to assist us with our plans to drive BBNS forward.”

Based in Edinburgh and active across the UK, Indigo has been in business for over twenty years and is proud to be an independent Scottish company that has kept its key values of being ethical, practical and professional.

Elaine McKean, Indigo’s Managing Director, said: “Having worked closely with Best Bar None Scotland for the past three years, we have helped them to achieve a new level of recognition for the accreditation scheme which has the backing of many significant organizations including Scottish Government, Police Scotland, the Scottish Licensed Trade Association and key trade bodies. Now we are looking forward to taking the relationship to the next level as a partner for the Awards and to assist BBNS to grow even further.”