



Land of Oak & Iron Landscape Partnership

Brief for the Delivery of PR and Communications Services.

1 INTRODUCTION

- 1.1 The Land of Oak & Iron Landscape Partnership (LOI) is seeking to appoint a PR and communications team to support the promotion of the work of the LOI activity programme, and raise awareness of the programme's geographical area as a tourist destination. The programme is supported by funding from the Heritage Lottery Fund (HLF).
- 1.2 The work will require the appointed team to support the LOI Programme Management Team in promoting the work of the LOI, and increasing awareness. This will be through the use of press releases, selling-in of feature ideas, visits, events and other appropriate means to promote the LOI via print media, radio, television, social media and any other appropriate mediums. They will help and mentor the LOI team in identifying possible stories, and support contact with the media to promote those stories.
- 1.3 We will be looking to the appointed consultant/ consultancy to help us identify target audiences for this PR activity – but this is likely to include local and regional media, trade press, national media and other mechanisms for reaching our key publics and stakeholders.
- 1.4 The LOI brand framework is currently in development, and a copy of the work to date is available on request.
- 1.5 The fee of £4,000 (excluding VAT) is for an initial 12 month period, with a likely requirement of one/two day's support per month from September 2017. An extension of this contract will be subject to a review, satisfactory progress, and funding.

2 BACKGROUND

- 2.1 LOI has secured £3.4m of funding, to enable this area's unique combination of natural, industrial and cultural heritage to be conserved, enhanced and celebrated. Local people, communities and visitors to the area will benefit from improvements to footpaths, greater interpretation, greener travel, the chance to learn and share skills, a community grants scheme and to play a part within the vision to invigorate local regeneration and the local economy.
- 2.2 Fourteen interconnected projects will leave a lasting legacy of restored heritage, improved access and information, together with rekindled local passion for the area and merited global awareness of the significance of the Land of Oak & Iron's previously concealed heritage. Further details can be found at www.landof oak and iron.org.uk. The LOI's four year programme is set out in the Landscape Conservation Action Plan (LCAP) a copy of which is available on request.



- 2.3 The LOI brand position is 'Honest History, Heritage, Heroes and Habitats'. We believe that the best way to see the past is as purely and authentically as possible. All LOI funded activity and promotion has to fit within our brand.
- 2.4 LOI has been successfully delivering its activity programme since January 2016 and will continue to run until December 2019. This has included a range of volunteer activities, events, school visits, capital projects and community-based work. LOI has an established website, social media presence and electronic newsletter. It will continue to do so but is happy to be advised by the successful team as to any improvements that can be made. Our main requirement in this tender is to strengthen and increase our visibility in the media, and we are looking for an individual/ individuals with a keen news sense and excellent writing skills.

3 PROJECT DEFINITION

- 3.1 Proposed Approach – The LOI programme management team will provide much of the content and copy for press releases and articles used in promoting the work of the partnership. Managing social media or producing publications is not part of this brief, but we expect the consultant to support and advise the LOI team using their specialist expertise.
- 3.2 Requirements of the consultant/consultancy – It is expected that the consultant (or consultant team) will have previous experience of undertaking similar pieces of work. It is expected that they will be able to work independently but know when to seek guidance from the client. Membership of the Chartered Institute of Public Relations and previous experience of working as part of a partnership would be an advantage, but are not a prerequisite.
- 3.3 Context – LOI is hosted by Groundwork North East & Cumbria and encompasses a range of partners; there will therefore be a need to liaise with the communications teams of the partner organisations as applicable. This includes the local authorities of Gateshead, Durham and Northumberland and other organisations such as the Forestry Commission, North East Cultural Partnership, Environment Agency and corporate supporters. Increasing the reach of our promotional activity by leveraging relationships with other PR teams is critical to the success of the LOI programme.
- 3.4 Process and Timescale – The recruitment and management of the successful organisation will be overseen by Tony Bradley FCIPR (CEO of publicrelationsconsultancy.com) as lead LOI Board Member for communications. The LOI Partnership Manager Karen Daglish will have day to day responsibility and the appointed consultant/ consultancy will also work closely with the partnership's Community Engagement Officer.

4 PROCUREMENT PROCESS

- 4.1 Selection of the Consultant - The successful consultant (or consultant team) will be selected on the basis of their written response to the brief and, if needed, an interview.

4.2 Budget – £4,000 is available for an initial 12 month retainer. This is inclusive of travel and incidental expenses but exclusive of VAT.

4.3 Timetable - Below is an indicative timetable for this appointment. This is subject to change.

Brief Issued	Friday 28 th July 2017
Deadline for submission of quotes	Noon Friday 18 th August 2017
Appointment of consultant	w/c 28th August 2017
Inception Meeting and Agreement of approach	w/c 4 th September 2017
Implementation of communications programme	18 th September 2017
Completion and review of communications programme	18 th September 2018

4.4 Communication and Contact - The lead contact for this project is: Karen Daghish, Partnership Manager, Land of Oak & Iron, The Greenhouse, Amos Drive, Annfield Plain, DH9 7XN Telephone: 01207 524882. Email: karen.daghish@groundwork.org.uk

5. SUBMISSION REQUIREMENTS

5.1 Consultants wishing to quote for this work are asked to submit a proposal (20 sides of A4 maximum) outlining the following:

- A description of the suggested approach to requirements of the brief, highlighting key issues, proposed methodology and a response to the brief
- The roles and responsibilities of the consultant or consultant team
- A breakdown of the programme, key stages and areas of work with an indicative timetable for completing the work
- Evidence of previous experience of similar projects
- CVs of key staff
- A breakdown of fees and costs, including day/hourly rates and number of days allocated to each element of the work

5.2 The document should be submitted via email by noon on Friday 18th August 2017 FAO Karen Daghish, Partnership Manager (landofoakandiron@groundwork.org.uk) copied to Tony Bradley, LOI board member (tonybradley@publicrelationsconsultancy.com).