**Invitation to Tender for the provision of a marketing campaign for Active Black Country**

**Deadline for submission of Tender: 5pm** **on 10 January 2025**

This document is in two parts:

**PART A**

Part A is the invitation to Tender and provides all the background information, a description of what is required, and an overview and instructions for the completion and submission of the Tender document.

**Contents**

1. Background
2. Key objectives
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**PART B**

Tender questionnaire document Appendix 1

#

# INTRODUCTION

This is an Invitation to Tender (ITT) with information, instructions and guidance provided, the Tender submission should be completed and returned by all Tenderers who wish to Tender, described in the following pages.

**Background**

Significant challenges exist in Dudley, Sandwell, Walsall and Wolverhampton in tackling the inequalities and barriers preventing people from being active.

Together with our local partners and community organisations, we want to drive forward transformative change across our communities to ensure everyone is given the opportunity to lead a healthy lifestyle.

Delivering our strategy to unite the Black Country and create active, healthier people and places requires a huge collective effort.

More than half a million residents live within some of the most deprived parts of the country. Active Lives data from Sport England consistently identifies the Black Country as the most inactive Active Partnership area within England. Data released in April shows that 34.8% of adults were classed as inactive - a slight fall in inactivity rates over the last 12 months; the national average is 25.7%.

Active Black Country is developing a Black Country campaign to motivate people from different backgrounds and abilities to move more – with several bursts of activation in 2025 to reflect seasonal variances. (‘Our Great Indoors’ and ‘Our Great Outdoors’ are working slogans).

To meet these objectives, through several waves of activity, utilising our spaces and places, the delivery will align with the priorities of the four Local Authorities as well as Active Black Country to enable people to be active, move more and play sport.

**Key objectives of the campaign:**

* Deliver a holistic campaign for the Black Country, an umbrella brand which can be adapted for each of the four Local Authority areas
* Create a campaign which is engaging with powerful clear messages to encourage people from different backgrounds to become more physically active
* Increases awareness of the Black Country’s leisure/ recreational spaces and places
* Raises awareness of leisure & activity providers/ deliverers
* Raises the profile of the role of community organisations, community and faith centres
* Showcases the broad range of the Black Country’s physical assets, plus its blue and green spaces, that can be used to improve physical and mental wellbeing
* Enhance the reputation of the Black Country as a region, as well as Dudley, Sandwell, Walsall and Wolverhampton
* Creation of one overriding message and separate, tailored messages for the 4 Black Country Authorities.
* Development of videography and photography to support the campaign
* Creative to be adaptable across all media platforms
* Creation of digital assets, media and social toolkits

**Deliverables**

* Overarching campaign with several waves of activity
* Play an intrinsic role in the development of each wave
* Personalised assets –videography, edits for social channels, photos, digital assets/toolkits and graphics to be included within the costings
* Equal partner acknowledgement in national and regional PR activity
* Regional social advertising targeted around partner sites
* Regional PR targeted around partner sites
* Opportunity to feature members/ ambassadors within media activity
* Equal partner logo inclusion on all assets used for Black Country film, edits and graphics
* Full evaluation of campaign bursts
* Workshop pre-campaign launch

**Timescales**

**10 January –** deadline for submission of tenders. Email: Active Black Country’s Strategic Communications Lead – mark.bisson@activeblackcountry.co.uk

**24 January** –interviews with agencies.

**27 January** – agreement with marketing agency.

**February** – Agency to develop campaign ideas, review creative, gain approvals and start production (incl filming, photography).

**March** – Launch week and activation for first phase of campaign to be delivered. Refine elements for phase 2 activation.

**Budget**

The budget of £60k will cover development of the overarching campaign and all creative and campaign roll out across the four Local Authorities. You will be required to provide a full breakdown of costs.

**Key requirements - demonstrate through examples and references:**

* Ability to liaise with different organisational groups to develop the campaign
* Previous experience of creating city or regional campaigns
* Proven track record of working with Local Authorities and in the physical activity and health sector
* The resources to deliver this campaign within the timescales

This contract will be for a period commencing February 2025.

**Scope of campaign**

In partnership with Active Black Country, 4 Local Authorities, community leaders & organisations, develop the campaign themes – with a local focus for each.

**February/March to May 2025 –**

The first wave of activity aims to focus on raising awareness of the Black Country’s fantastic community organisations, their warm and friendly community spaces and our other built facilities across Dudley, Sandwell, Walsall and Wolverhampton, including leisure/ faith centres. The intention is to drive interest in what these venues already offer as well as helping deliver some activities to lift activity levels through the dark winter period.

Relevant campaign filming and photography to be sourced – to strengthen the impact and build familiarity with the campaign. Aim to ensure all communications are consistent where possible.

Use of a famous local name as ambassador (or one for each LA) to generate ‘noise’ and deliver standout PR.

#YourPlacesYourSpaces – 4 x films/ flythroughs for Dudley, Sandwell, Walsall and Wolverhampton highlighting the wealth of great indoor spaces, leisure/ faith centres that can be utilised for physical activities and to help people move more.

Campaign banners & digital assets to support regional and hyper local PR will be in the form of graphics/photos/ video clips created within the cost envelope to support promotion on social media channels.

**May to July 2025 –**

As the weather perks up, this wave of activity will be based around the core themes of walking, use of canals and expansion of our Black Country Water Safety Programme, which launched on 24 September 2024.

With the launch of the Black Country Canals Strategy in September 2024, this gives us a great opportunity to amplify some of the canal-related themes and opportunities in our campaign – linked to and expanding on our walking, cycling and water safety projects.

Active Black Country funding has already supported a range of activities in these areas such as: the Let’s Walk with Health & Beyond, a green social prescribing initiative that involves participants engaging in a weekly canal walk in Bilston; Sam Henry’s led-cycle rides in Wolverhampton; and the Black Country Water Safety Programme that is initially targeting 4,000 children at around 80 schools.

There’s also scope for campaign work to link to Phase 6 of Sport England’s This Girl Can campaign. With the slogan ‘Belonging starts with inclusion’, its target audiences include Asian/ Muslim + Black communities; plus people aged 55+, a Black Country demographic where ABC is working hard to address physical inactivity issues. This work specifically aligns with our strategic objective ‘to increase the range of opportunities to be active across Black Country communities, ensuring they are inclusive, attainable and support stronger, better connected, resilient communities’.

**July/August – September/October**

With the arrival of summer, there’s an opportunity to launch a wave of activity around ‘Our Great Outdoors’ - incorporating the canals, walking, cycling, aquatics whilst expanding on the messaging of our Black Country Water Safety Programme.

There’s further scope to work with the four Local Authorities to create a Canal Arts and Wellbeing Festival (nature & activities trails, arts & crafts stalls, mini gigs/ street festival vibe, and concerts on the water, eg Amsterdam).

**Marketing agencies**

Agencies quoting for this work must demonstrate their qualifications and experience in marketing campaigns. They must demonstrate their flexibility to deliver bespoke campaigns which meet individual local authority requirements.

**Contracts and payment**

Active Black Country Ltd will agree the contract and payment details.

**Project management and governance**

The client’s Project Manager will be Active Black Country (ABC), which is managing this project for Dudley, Sandwell, Walsall and Wolverhampton. The agency will be expected to nominate a Project Lead. The project will be managed primarily through frequent contact between the Project Manager and the Project Leader.

The Project Leader will provide weekly updates on progress, including a summary of tasks undertaken to date, to the Project Manager and to a monthly Project Steering Group (comprising representatives from the Local Authorities of Dudley, Sandwell, Walsall and Wolverhampton). Such Project Steering Groups may take place in person or virtually.

**Costings**

Tenderers should provide a cost breakdown.

A project plan should include individual consultant day rates and anticipated total days spent by each person

**Payment schedule**

In consideration of the services to be provided by the contractor, ABC will make the payments within 30 days of the end of the month in which it receives invoices or completed paperwork and/or key performance indicators from the contractor. Invoices/paperwork and/or key performance indicators will be presented in accordance with the intervals defined by the contract.

**Evaluation Criteria**

Tenders will be evaluated against the following criteria:

|  |  |
| --- | --- |
| **Criteria** | **Weighting within evaluation** |
| **Price** | 30% |
| **Quality** | 70% |
| Experience of delivering similar work and quality and experience of team CVs. | 10% |
| Understanding of the brief and detailed methodology for work. | 40% |
| Robustness of the project plan, proposals for presentation of analysis and recommendations and delivery timetable. | 20% |

**Appendix I. Tender Response (Organisation details and pricing)**

**Instructions**

Please include answers to the standard questions below in addition to your technical response to the specification.

**Questions for information purposes only: please ensure you complete each question**

|  |  |
| --- | --- |
|  | **DETAILS OF YOUR ORGANISATION** |
| 1 | Name of the organisation in whose name the quote is submitted: |  |
| 2 | Contact name for enquiries about this submission: |  |
| 3 | Contact position (Job Title) |  |
| 4 | Address:Post Code: |  |
| 5 | Tel number: |  |
| 6 | E-mail address: |  |
| 7 | Is your company:(Please tick **one)** | i) a public limited company  |  |
| ii) a limited company |  |
| iii) a partnership |  |
| iv) a sole trade |  |
| v) LLP Limited Liability Partnership |  |
| (vi) Other (Please specify) |
| 8 | Name of (ultimate) parent company (if this applies) |  |
| 9 | Companies House Registration number, Charity Commission Number or Mutual Society Number: (if these apply) |  |

|  |  |
| --- | --- |
|  | **INSURANCE** |
|  | Please provide details of your current insurance cover. We reserve the right to seek evidence or ask that sufficient levels of insurance be in place before award of contract. All price quotations should be based on full insurance levels being in place. | Insurance Cover Value |
| 10 | Employer’s Liability (if applicable): (£5m) | £ |
| 11 | Public Liability: (£5m) | £ |
| 12 | Professional Indemnity (£100k) | £ |
|  |
|  | **EQUAL OPPORTUNITIES** |
| 13 | Does your company have a written Equal Opportunities policy, to avoid discrimination? | Yes /No |
|  | If the answer to this question is No, please explain how you ensure your organisation offers equal opportunities and avoids discrimination in its working practices (max 200 words) |
|  |  |

|  |  |
| --- | --- |
|  | **PROFESSIONAL AND BUSINESS STANDING INFORMATION** |
|  | Does any of the following apply to your organisation, or to (any of) the director(s) / partners / proprietor (s)? |
| 14 | Is in a state of bankruptcy, insolvency, compulsory winding up, receivership or subject to relevant proceedings: | Yes / No |
| 15 | Has been convicted of a criminal offence related to business or professional conduct. | Yes / No |
| 16 | Has committed an act of gross misconduct in the course of business | Yes / No |
| 17 | Has not fulfilled obligations related to payment of social security contributions | Yes / No |
| 18 | Has not fulfilled obligations related to payment of taxes | Yes / No |
| 19 | Is guilty of serious misrepresentation in supplying information | Yes / No |
| 20 | Is not in possession of relevant licences or membership of an appropriate body where required by law | Yes / No |
|  | If the answer to any of these is “**Yes**” please give brief details below, including what has been done to put things right. (Max 500 words) |
|  |  |

**Pricing**

Please submit your fee to deliver the service as per the specification in this document and the pricing schedule below.

|  |  |
| --- | --- |
| **Budget breakdown** | **Amount (£)** |
|  |  |
|  |  |
|  |  |
| Total fixed price to deliver service (incl VAT) |  |

Daily fee rates on which these prices are based

|  |  |  |
| --- | --- | --- |
| **Nominated individual including grade** | **Daily rate (£)** | **Budget days** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

* Your total price for delivering the service should include all costs, fees, expenses and profits to deliver the service in its entirety. No additional claims for funding will be entertained.
* The prices and/or rates stated in this Price Schedule constitute the only reimbursement and profit to the company for providing the services.
* All sums payable by or to Active Black Country Ltd or the winning tenderer are inclusive of Value Added Tax (“VAT”).
* No claim from the bidder will be entertained by Active Black Country Ltd for any mistakes in the information given.
* The fixed price sum is a maximum budget for the project and cannot be exceeded. Actual payments will only be made on the basis of evidenced invoices showing hours worked each month submitted before the end of each month. They will be paid within 30 days of the month end in which invoices are received.

Any quotation submitted must be bona fide and without canvassing or soliciting any member or employee of Active Black Country Ltd or fixing the rates with another supplier. By submitting a quotation, you are agreeing this is a bona fide quotation. You should also declare if anyone in your company has a family member who works for Active Black Country Ltd.