



BCCET Marketing and PR Support Enhanced Media Services

Invitation to Tender for Marketing and PR Support

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From:	Sarah Irving, Communication and Marketing Manager
To:	Pre-identified Supplier Listing, direct contractual arrangements.
Date:	10 th May 2022
Form of Contract:	Under PCR threshold procurement – direct contractual arrangement with BCCET.
Contract Duration:	This contract will be awarded from the 1 September 2022 and continue for 18 months through to 29 February 2024 subject to satisfactory service and ongoing contract management.

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1. Project Title

Bishop Chadwick Catholic Education Trust Marketing and PR Support

2. Introduction & Background

Bishop Chadwick Catholic Education Trust was established on the 1 February 2016. The Trust's aim is to provide an outstanding education for all students within the Trust.

The following is a quotation from Brendan Tapping, Trust CEO:

"Our strategic priority is one of achieving "excellence for all" which is rooted in the Catholic Faith. Our motto is Better Schools, Better Communities, Better Futures, in Christ – signifying the importance of individuals, our schools, the communities in which we operate

Bishop Chadwick Catholic Education Trust (BCCET) is the base MAT for the East of the Newcastle & Hexham Diocese and will serve South Tyneside, Sunderland, and East Durham. During 2022, the Trust will expand from the current position of 29 academies, to a total of 34 - a full list of the schools is shown below. Additionally, the Trust Central Team also has an office space based at the Evolve Centre, Rainton Bridge.

From early 2020, Bishop Chadwick Catholic Education Trust (BCCET) has been supported by external provision for marketing and PR development and has been successful in launching both internal and external high-quality communications as well as growing the visibility and reach of the BCCET brand. The Trust believe that effective communication is pivotal and wholly supports its strategic objectives to achieve; Better Schools, Better Communities and Better Futures, in Christ.

BCCET have now appointed a Communication and Marketing Manager, cementing the importance of this function, to lead the direction, development and implementation of communications activity. The current external contract will expire at the end of August 2022 and a new and different support arrangement is required for the subsequent 18 months, through to March 2024.

The requirements are defined within section 3 of this invitation to tender, but broadly fall into PR & Media Support – developing press releases, pitching and following-up feature opportunities and building / cementing relationships with local, regional and national press to maximise positive exposure and reach for BCCET. Additionally, there may be a need for support to provide additional capacity and expertise and to forge closer relationships with relevant press & journalist contacts / networks.



The full list of Academies for Bishop Chadwick Catholic Education Trust (the Trust) are shown below.

East Durham

Our Lady of Lourdes RC Primary Shotton = DH6 2JQ
Our Lady of the Rosary RC Primary Peterlee = SR81DE
Our Lady Star of the Sea RC Primary Horden = SR8 4AB*
St Bede's Catholic Comprehensive Peterlee = SR8 1DE
St Cuthbert's RC Primary New Seaham = SR7 0HW
St Godric's RC Primary Wheatley Hill = DH6 3NR
St Joseph's RC Primary Blackhall = TS27 4HQ
St Joseph's RC Primary Murton = SR7 9RD*
St Mary Magdalen RC Primary Seaham = SR7 7BJ*
St Mary's RC Primary Wingate = TS28 5AL

South Tyneside

SS Peter and Paul RC Primary South Shields = NE33 4RD
St Aloysius' RC Junior Hebburn = NE31 1BQ
St Aloysius' RC Infant Hebburn = NE31 1RZ
St Bede's RC Primary Jarrow = NE32 3AJ
St Bede's RC Primary South Shields = NE33 4PG
St Gregory's RC Primary South Shields = NE34 6DZ
St James' RC Primary Hebburn = NE31 2BP
St Joseph's Catholic Academy Hebburn = NE31 2ET
St Joseph's RC Primary Jarrow = NE32 4PJ
St Mary's RC Primary Jarrow = NE32 4AW
St Matthew's RC Primary Jarrow = NE32 5YT
St Oswald's RC Primary South Shields = NE34 8NS
St Wilfrid's RC College South Shields = NE34 0QA

Sunderland

English Martyrs RCVA Primary Sunderland = SR5 5PA
St Aidan's Catholic Academy Sunderland = SR2 7HJ
St Anne's RC Primary Sunderland = SR4 9AA*
St Anthony's Girls' Catholic Academy Sunderland = SR2 7JN
St Benet's RC Primary Sunderland = SR6 9QU*
St Cuthbert's RC Primary Sunderland = SR4 8HP
St John Bosco RC Primary Sunderland = SR5 4JW
St Joseph's RC Primary Sunderland = SR4 6HY
St Leonard's RC Primary Silksworth = SR3 2BB
St Mary's RC Primary Sunderland = SR2 7QN
St Patrick's RC Primary Ryhope = SR2 0RQ
*yet to join



3. Scope & Detailed Requirements

Scope of Services & Detailed Specification:

Bishop Chadwick Catholic Education Trust are seeking to appoint a suitably qualified provider for PR & Media Support, based on agreed measurable deliverables and outcomes.

Specific requirement for the service will include the development of press releases based around agreed 'stories' for BCCET, pitching and following-up for feature opportunities to maximise exposure. Building and cementing relationships with local, regional and national press to maximise positive exposure and reach for BCCET.

Additionally, there may be a need for support to provide additional capacity and expertise and to forge closer working relationships with relevant press & journalist contacts / networks.

Detailed Specification, Deliverables & Expectations:

- PR & Media Support estimated at two / three (2 / 3) days per month (or equivalent). Support needs to be a flexible arrangement based on specific needs, however availability in August for GCSE / A Level results days is a mandatory requirement.
- A minimum of two (2) press releases to be curated each month based on agreed stories with BCCET.
- Maintain an understanding and keep abreast of activities taking place across all schools within BCCET and where appropriate make suggestions for positive news stories and themes.
- Create compelling content to keep audiences informed about activities across all BCCET schools and the Trust on a local and regional level. For example, academic/sporting achievements, wellbeing initiatives, community support, STEM/ local business links, charitable activities, careers etc.
- Work pro-actively at a local, regional and national level to establish and create content that positions BCCET as a thought-leader in Education.
- Maintain an understanding and keep abreast of local, regional and national issues and challenges within the context of Education and BCCET and make suggestions for positive news stories / themes to drive exposure and reach.
- Engage with key journalists to 'pitch ideas, interviews, thought leadership, opinion pieces, addressing topical issues affecting schools locally, regionally, nationally and in specialist media e.g. TES, Schools Week, Northern Cross. Keeping abreast of topical issues and government agenda on Education.
- Seize every opportunity to weave BCCET and schools in to media stories to raise the profile and reach of the Trust at a local, regional and national level.
- Provide support with the content creation and production of vlogs on relevant topical issues.



- Provide ad-hoc support for any media issues /crisis response communications and potential back-up support to the Communication and Marketing Manager,
- Attend monthly planning meetings to agree core objectives and news stories / themes and agree KPIs and to monitor performance against defined deliverables and outcomes.
- Establish a 'sign-off' process and protocol to ensure consistent quality and authorisation by the Trust prior to publishing.
- Provide a monthly report with summary of coverage achieved / media monitoring with key performance measures clearly outlined including:
 - Coverage Volume (number of pieces)
 - Reach & Engagement
 - OTS Statistics (Circulation & Reach)
 - Online Readership
 - Estimated Coverage Views
 - Social Shares
 - Average Domain Authority
- Minimum experience requirements:
 - Experienced journalist/PR Consultant with 5 years+ experience, ideally education focused and with good local, regional and national contacts across multiple titles.
 - Extensive expertise in drafting press releases and pitching stories to local, regional and national press including specialist publications, such as the TES and Northern Cross.

4. Instructions to Tenderers

Tender Responses – Pricing

The Tenderer shall tender its prices and costs in accordance with the instructions below. Prices and costs are to be submitted detailing the pricing, exclusive of VAT and any VAT applicable as a separate figure.

Please note that BCCET will not accept any additional costs throughout the life of the contract which are not specified and agreed as part of this Tender process.

Interpretations

In these Instructions to Tenderers, unless the contrary intention appears:

- a) "Tender" means any offer submitted in response to this Invitation to Tender.
- b) "Tenderer" means any person, partnership, or organisation, invited to submit a Tender.
- c) "Trust" means Bishop Chadwick Catholic Education Trust and all schools within it, including the schools identified as part of the expansion programme.



Confidentiality and Freedom of Information

This Invitation to Tender is made available on condition that its contents (including the fact that the Tenderer has received this Invitation) is kept confidential by the Tenderer and is not copied, reproduced, distributed or passed to any other person at any time, except for the purpose of enabling the Tenderer to submit a Tender.

As a public body, the Trust is subject to the provisions of the Freedom of Information Act 2000 (FOIA). Any member of the public or other interested party may make a request for information.

The Trust shall treat all Tenderers' responses as confidential during the procurement process. Requests for information received following the procurement process shall be considered on a case-by-case basis, applying the principles of FOIA which permit certain information to be withheld, for example where disclosure would be prejudicial to a party's commercial interests, and in accordance with the Trust's transparency obligations.

Therefore, Tenderers are responsible for ensuring that any confidential or commercially sensitive information, the disclosure of which would be likely to diminish the Tenderer's competitive edge, has been clearly identified to the Trust.

Tenderers conduct and conflicts of interest.

Any attempt by Tenderers or their advisors to influence the contract award process in any way may result in the Tenderer being disqualified. Specifically, Tenderers shall not directly or indirectly at any time:

- a) Devise or amend the content of their Tender in accordance with any agreement or arrangement with any other person, other than in good faith with a person who is a proposed partner, supplier, consortium member or provider of finance.
- b) Enter into any agreement or arrangement with any other person as to the form or content of any other Tender, or offer to pay any sum of money or valuable consideration to any person to effect changes to the form or content of any other Tender.
- c) Enter into any agreement or arrangement with any other person that has the effect of prohibiting or excluding that person from submitting a Tender.
- d) Canvass the Trust or any employees or agents of the Trust in relation to this procurement.
- e) Attempt to obtain information from any of the employees or agents of the Trust or their advisors concerning another Tenderer or Tender.



Conflict of Interest

Tenderers must declare in their Tender Submission any financial interest or connection they have in, to or with any of the Trust personnel. Such an interest shall include, but not be limited to, being an employee, Governing Body member, or agent of, or contractor to the Trust.

Tenderers must include in their declarations:

- a) The Tendering Organisation.
- b) Any of the Tenderer's associated companies (meaning any holding company or subsidiary company, or other subsidiary of the bidders holding company, as each term is defined in the Companies Act 2006, or:
- c) Any of the Tenderer's proposed sub-contractors.

In each case the tenderer's declaration must include any personnel of the organisation concerned [and any immediate family of such personnel (parents, partner, or children)].

Such an interest or connection will not preclude bidders from being awarded contracts; the information will simply enable the Trust to identify and effectively manage any potential or perceived conflict of interests that may arise. Bidders should also state in the declaration any proposals that they may have for avoiding or managing such conflicts of interest.

5. Procurement Timescales

Date	Activity
10 May 2022	Issue of Invitation to Tender
19 May 2022	Deadline for Clarification Questions
26 May 2022	Closing Date for Return of Invitation to Tender (12:00 Midnight)
8 June 2022	Preliminary Evaluation
17 June 2022	<p>Presentations from the highest scoring bidders, up to a maximum of 3 organisations, and which meet the specification and details included as part of this Invitation to Tender.</p> <p>Presentations will be conducted face to face at the Trust HQ and slots will be advised prior to the presentation day. Bidders are asked to ensure they allocate sufficient time on this day to meet the timescales and to ensure individuals that will be involved in delivering and managing the service for BCCET are present.</p>



17 June 2022	Final Evaluation of Bids. Evaluation will be conducted via an appropriate panel, including the Chief Operating Officer, Chief Finance Officer, Communications & Marketing Manager, Commercial Improvement Lead and other relevant Trust staff.
1 July 2022	Director's Approval and Intention to Award Notified.
12 July 2022	Contract Award and formal contract review / implementation.
14 July 2022	Preliminary Discussions / Planning for Contract Implementation.
1 September 2022	Contract Commences & First Formal Contract Meeting.

6. Tender Evaluation Criteria

All Proposals submitted will be evaluated to ascertain the most economically advantageous tender (MEAT) in determining the appointment. The award will be based upon the evaluation of the proposals submitted in response to the documents supplied, relevant technical references, a price and quality scoring mechanism, as detailed below:

All proposal submissions will be evaluated in line with the weighting shown below:

Price: 60% / Quality: 40%

Price (60%)		
Quality Area	Evaluation Criteria	(%) Weighting
Pricing the Requirement	<p>Tenderers must provide a cost which meets all the requirements set out in the scope of requirements contained within this Invitation to Tender.</p> <p>Prices and costs are to be submitted in GBP (£) to two decimal places, exclusive of any VAT. Any VAT applicable should be detailed as a separate figure.</p> <p>Please note that BCCET will not accept any additional costs throughout the life of the contract which are not specified and agreed as part of this Tender process.</p> <p>Please note that the MAXIMUM Budget assigned for this activity is £15,000 over the contract life and therefore costs MUST not exceed this amount.</p>	100%



	Evidence may be required if BCCET considers any price submitted to be unsustainable.	
Pricing Changes	Please confirm that the pricing provided will be fixed throughout the duration of this contract.	Mandatory Yes / No

Quality (40%)		
Quality Area	Evaluation Criteria	(%) Weighting
Meeting the Specification	Please provide an overview of your organisation and demonstrate the services you deliver which will meet the scope of this contract. Please make specific reference to your experience which will meet the objectives set out in this tender specification.	5%
Evidence of Delivery of Similar Services	<p>Please reference your experience to similar services and provide a minimum of 2 example case studies of where you have delivered these service provisions in a similar size to Schools / Academies.</p> <p>Please provide the names and contact details of 2 references that can provide assurance of your capability to deliver the requirement within the Schools / Academies sector.</p>	<p>20%</p> <p>Mandatory Yes / No</p>
Understanding the Scope & Requirements	Please confirm that you fully understand the scope and requirements of this contract and can meet the timescales indicated.	Mandatory Yes / No
Delivery Methodology for the Overall Project	<p>Please provide a method statement, which is no more than four sides of A4 describing your organisations approach to the service solution requirement, demonstrating how you will approach the contract implementation, and ongoing support.</p> <p>Your response should provide full and effective responses to all of the points included within this ITT and specifically the areas contained within the quality evaluation envelope.</p>	25%



Quality Management	Please detail your approach to quality management and provide information of any Quality Assurance systems/processes, paying particular attention to media coverage and accuracy of statistics recorded. Please include details of supporting qualifications, accreditations and certifications for your organisation and key staff members.	10%
Account Management	<p>The Trust require a nominated individual to liaise with the Trust Communications and Marketing Manager on a monthly basis for planning and ongoing monitoring.</p> <p>Please detail your approach to account management and identify the key staff intended to undertake the services of the Trust's requirement.</p>	<p>Mandatory Yes / No</p> <p>5%</p>
Delivery Team – Mobilisation & Contract Delivery	Please provide an organisation structure chart covering the details of your proposed contract delivery team, including qualifications and relevant experience. Please provide full CVs for the key people involved in delivering the services for the Trust.	30%
Social Value	<p>Please detail your organisations approach to Social, Environmental & Ethical Values and Additional Services and detail specific added value in terms of assisting Bishop Chadwick Catholic Education Trust to be a responsible business. Your response should include:</p> <ul style="list-style-type: none"> • Environmental management and carbon reduction. • Equality and Diversity. • Risk Management and Assessment. • Providing additional value to BCCET, for example: Specific Communication Initiatives / Events. 	5%

7. Submission of Tender

All Tenders must meet the requirements specified within this ITT and should be submitted **directly to the following email by 12:00 midnight on the 26 May 2022:**

jcollins@bccet.org.uk



All Tenderers should ensure that they have provided sufficient detail and evidence to meet the scope and detailed requirements (point 3), and have provided sufficient responses relating to the quality / technical elements of the evaluation criteria, detailed in point 6.

8. General

The submission of the Tender shall not in any way bind the Trust to enter into an Agreement with the Tenderer or involve the Trust in any financial commitment in this respect. The Trust reserves the right to verify information that applicants provide at the tender stage and disqualify an application if an error, omission, or mistake is discovered. This applies, no matter what stage has been reached in the tender process.

The Trust reserve the right to terminate any Agreement we award if, at any time thereafter, we discover that the Tenderer has made any material misrepresentation in their tender.

The Trust reserves the right to cancel the tendering process and reject all Tenders at any time prior to award of Agreement without incurring any liability to the affected Tenderers.

All unsuccessful Tenderers will be offered the opportunity to be given a debriefing.

By issuing this invitation we are not bound in any way and do not have to accept the lowest or any tender. You will not be entitled to claim for any costs or expenses, which you may incur in preparing your tender whether or not your tender is successful.

9. Contract Monitoring & Management

This contract monitoring framework had been developed to respond to the requirement for the Trust to monitor the performance of its service providers against their contract. It aims to provide a structured, standardised approach for gathering qualitative data from service providers. This will be used to inform any decisions on monitoring actions related to contract compliance and for contributing to an improvement of the quality of services.

Both parties will seek to be easy to do business with, in order to minimise cost, risks and time, developing good relationships whereby each party is responsive to the needs of the other in order to fulfil its contractual obligations. Both parties shall conduct themselves in a professional manner at all times

In addition, it is expected that both parties will do the following in order for each to fulfil its contractual obligations:

- Understand and check Trust / provider needs and issues.
- Understand and help define Trust / provider requirements.



- Keep each other up-to-date and informed on any relevant issues.
- Act promptly to resolve Trust / provider issues.
- Plan and manage own time and ensure provider deliverables are completed within agreed timescales and statutory requirements.
- Identify and share issues likely to impact on performance and satisfaction at the Trust / provider.
- Comply with Government legislation, defined quality standards and processes.
- Constantly measure quality of own deliverables

Project Reviews & Ongoing Monitoring

A regular review and assessment of the project delivery will be completed with a regular update on progress of deliverables.

- Robustness & timeliness of the overall service
- Overall approach utilised.
- Evidence of the team's professional standards & authority
- Quality of the plan and deliverables
- Quality of outputs in sufficient and appropriate detail
- Delivery against deadlines
- Quality of people & services

Should the provider not fulfil its contractual obligations the contract will be reviewed and the process for decommissioning will be considered.

10. Data Protection Schedule

No	Description	Details
1	Subject matter of the processing	<i>The processing of personal data in relation to the obligations of the Provider as the supplier under the contract for Marketing & PR Services.</i>
2	Duration of the processing	<i>The data will be provided for the duration of the Contract covering for the provision of Marketing & PR Services. The contract expires on the contract end date at which time the information will be reviewed.</i>
3	Nature and purposes of the processing	<i>The nature of the processing includes the collection, recording, organisation storage, retrieval, use, disclosure by transmission, dissemination or otherwise making available, erasure or destruction of data (whether by automated means) The purpose of the processing is the fulfillment of the Providers obligations arising under the Contract for the provision of Marketing</i>



		<i>& PR services and to ensure effective communication between the Provider and the Contracting Authority (Trust).</i>
4	Type of Personal Data	<p><i>For the purposes of the contract, the Authority will disclose the following information directly to the Provider:</i></p> <p><i>Contact details for individuals concerned with the management of the Contract.</i></p> <p><i>Contact details for individuals concerned with specific tasks and activities under the Contract for Services.</i></p> <p><i>Personal details relating to each employee requirement under the Marketing & PR Services.</i></p>
5	Categories of Data Subject	<i>Personal data relating to the Authorities staff (including temporary or agency staff) concerned with the Contract.</i>
6	Plan for return and destruction of the data once the processing is complete UNLESS requirement under union or member state law to preserve that type of data	<i>The Provider agrees that all data supplied will be retained no longer than is necessary or beyond statutory requirements after the expiry or termination of the Contract and shall be destroyed as soon as practicable.</i>

Evaluation Methodology - Scoring Descriptors

Scoring Grade	Numeric Score	Descriptor
Excellent	10	Comprehensive demonstration by the bidder of their relevant ability, understanding, expertise, skills and resource required to provide the goods / services, with evidence to support the response. The response includes proposals that will offer added value, with supporting evidence provided to underpin these proposals. An excellent response to the requirements which provides detailed evidence, which is clear, complete and consistent.
Good	8	Clear evidence provided by the bidder regarding demonstration of their relevant ability, understanding, expertise, skills and resources required to provide the service, with evidence to support the response. The response identifies factors that may offer added value, with some supporting evidence provided to underpin these proposals. The response is good and provides evidence which is clear but has minor inconsistencies.



Satisfactory	6	Evidence provided by the bidder regarding demonstration of their relevant ability, understanding, expertise, skills and resources required to provide the service, with evidence to support the response. The response fully meets the requirements of the specification but contains inconsistencies.
Fair	4	Some evidence provided by the bidder regarding demonstration of their relevant ability, understanding, expertise, skills and resources required to provide the service, with some evidence provided. The response is limited, has some inconsistencies/weaknesses and/or insufficient supporting documentation.
Poor	2	Poor evidence provided by the bidder regarding demonstration of their relevant ability, understanding, expertise, skills and resources required to provide the service, with little evidence to support the response. The response is lacking merit, containing major weaknesses and/or no supporting documentation.
Unacceptable	0	No demonstration provided by the bidder of their relevant ability, understanding, expertise, skills and resources required to provide the goods / services, with no supporting evidence to support the responses. The response is unacceptable and unsatisfactory.

Price evaluation will be conducted using the CIPFA % difference model. The submitted price is compared using a % price difference model and then scored against using the weighted criteria.

The % price difference model allocates the lowest price submission to the highest score and the highest price the lowest score. The price % difference is scored on the % difference between the lowest price and the price submitted. Where a submitted price exceeds the lowest price submission by more than 100%, this will result in the Tenderer being awarded a 0 for price.