



Invitation to Quote for the provision of a Communications Strategy

You are invited by The Aloud Charity to quote for the services detailed below.

Project Specification – Communications Strategy

The Aloud Charity wishes to procure the services of a company or individual who can develop a Communications Strategy, as detailed in the **Objectives** below

1. BACKGROUND

The Aloud Charity was established in July 2012 as a vehicle to deliver the activity of Only Boys Aloud (OBA), the OBA Academi, and Only Kids Aloud (OKA). Now as we approach our 10+2 year anniversary, we are undertaking a review of mission, aims and objectives; of staff structure and governance; of finance and funding. We are considering our brand identity and have developed a new website. We are also piloting a Girls' Project in Cardiff. The results of all this work will form the basis of our 3-year strategic plan.

The Aloud Charity is all about opportunity and aspiration. It is our aim to encourage the young people of Wales to be ambitious for their future – through the power of singing together we strive to equip them with the life skills to fulfil their potential, we teach them to aim high and we offer them experiences which help to develop their self-belief and self-confidence and encourage them to be proud, responsible and respectful contributors to their communities across Wales.

We strive to secure extraordinary performance opportunities for these young people, from Proms in the Park broadcast live on BBC1, to the UEFA Championship Finals, singing with Bryn Terfel and Alfie Boe, from launching a cruise ship to performing for members of the Royal family and singing in the Houses of Parliament.

2. PURPOSE OF THE REQUIREMENT

We are in a period of change and renewal. We want to be able to communicate clearly with our stakeholders and potential stakeholders in an engaging and meaningful way. We also want to keep abreast of the political landscape of Wales and be a part of shaping the future, responding appropriately to the world around us.

We want to work with a company or individual who will support us to achieve our aims through the development of our new Communications Strategy.

3. OBJECTIVES

The specific objectives of the **Communications Strategy** are:

- To develop a practical and realistic Communications Strategy for the period September 2022-August 2025

4. SUPPLIER'S ROLE

The Supplier will undertake the following tasks:

- Develop and deliver a Communications Strategy that reflects the overall ambitions of the charity. It needs to be realistic to achieve within the charity's resources. As a minimum, this will involve:
 - i. An analysis of our current strengths and weaknesses
 - ii. A review of our communication channels
 - iii. Identification of any opportunities and threats we should be aware of
 - iv. An analysis of our stakeholders and the communication methods and frequency we should be using with each, including, but not exclusively:
 - Members – past, present, future
 - Funders – corporate, public, individual donors, Trusts and Foundations
 - Internal – staff, activity leaders, trustees, volunteers
 - Audiences – concerts, press/media, family/friends, virtual, global
 - v. An analysis of how we can use the tools and databases at our disposal more effectively
 - vi. A calendar of important annual events and how we might capitalise on these
 - vii. Recommended actions for moving forward in the above areas. These should include consideration of bilingualism
 - viii. Resources required to deliver the actions

Recommendations will need to factor in the Brand Guidelines we have in place. We will review these as required in light of lessons learnt from this work.

This work will be developed in tandem with our Engagement and Inclusion research, also out for quotation

5. REQUIREMENTS

The Supplier should have an understanding of the political and cultural landscape of Wales.

Should the Supplier gather and process personal data in pursuance of the objectives of this contract, then they will ensure all personal data is treated and processed within the requirements of the Data Protection Act 2018 and our Data Management Policy. We also expect providers to adhere to our Protection of Children, Young People and Vulnerable Adults Policy as applicable.

Budget

The total budget available for this work is £3,000 (excluding VAT, including expenses).

The Aloud Charity are not bound to accept the lowest or any quotation and shall not be bound to accept the Contractor as a sole supplier.

Prices quoted shall remain firm for the duration of the contract. Value Added Tax (VAT) should be shown separately, where applicable, and the VAT Registration Number given.

How to apply

To apply please send:

- Your signed, completed Appendix 1 form (at the bottom of this document)
- CV(s) or bio(s) of you/the team including details of previous work particularly in the music and cultural sectors
- An outline of your approach to this brief
- A budget breakdown, to include expenses

Any appointment will be subject to The Aloud Charity's standard contract Terms & Conditions.

Please email your application documents to Hannah Beadsworth **aloud@thealoudcharity.com** by **Thursday October 21st at 3pm**. Please title your email **Communications Strategy**.

Applications will not be accepted by any other means and may not be considered if received after this time.

Your quote can be submitted in either Welsh, English or bi-lingually, all applications will be processed the same, irrespective of language

6. TIMETABLE

Shortlisting of applicants	28.10.21
Interview / presentation of work (if required)	04/11/21
Awarding of contract	w/c 08/11/21
Inception meeting	mid November 2021
Review meeting	Mid point through contract
Presentation of new Communications Strategy by	02/02/22

The successful supplier will be appointed on a fixed price contract, inclusive of all fees and expenses.

Fees will be paid as each stage is completed to satisfaction.

30% following formal appointment

50% on completion of Mid Project Review

20% on completion of project

7. EVALUATION OF QUOTATIONS

We will evaluate the quotations based on the following criteria:

- Understanding of the requirements of the brief
- The proposed approach / methodology
- Ability to deliver within the allocated timescale with the appropriate resources
- An understanding of the music / arts landscape in Wales
- An understanding of the political and cultural context of Wales
- An understanding of the context in which The Aloud Charity operates locally, regionally and nationally
- Price

**APPENDIX 1
TO BE COMPLETED BY THE SUPPLIER**

(* Delete as appropriate)

To The Aloud Charity

1. *I/We have read the request for quotation documents and subject to and in accordance with The Aloud Charity's Standard Conditions stated, the Conditions of Contract and all relevant documents attached, we offer to supply and deliver the services specified in the Schedule (to the extent which The Aloud Charity may determine in accepting this quotation), in the quantities and at the rate or prices inserted in the Price Schedule.
2. The price offered is subject to payment within _____ days of valid invoice date.
3. The quotation together with your written acceptance thereof, shall constitute a binding Contract between us.
4. *I/We agree to abide by this tender for a period of _____ days from the date of quotation return. (If no date is stated then this tender will be valid for 60 days from the returnable date.)

Signed in capacity of

Name **BLOCK CAPITALS PLEASE**

For and on behalf of Date

Telephone (include area code) Email

SPECIFICATION AND PRICE SCHEDULE

[Insert detailed specification]

PLEASE COMPLETE THE FOLLOWING

POINT OF DELIVERY	DESCRIPTION OF GOODS/SERVICE	QUANTITY	PRICE PER Unit (Exc Vat)	TOTAL PRICE (Exc Vat)
Total (Exc VAT)				£

VALUE ADDED TAX

1.	Registration Number (if registered for Value Added Tax purposes)	
2.	Total amount of VAT payable on this tender	£
3.	VAT rate	