



Invitation to Quote for the provision of PR and Communications support

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

Project Specification – PR and Communications support

The Aloud Charity wishes to procure the services of a company or individual who can give us ongoing PR and Communications support, 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 on an ongoing basis. Initially until the end of August 2022, we will then review our position with a view to developing a longer-term relationship, funding permitting.

3. OBJECTIVES

The specific objectives of the **PR and Communications support** are:

- To support us to promote and develop the identity and brand of The Aloud Charity across Wales with key stakeholders
- To support us to identify opportunities and threats in the wider world that we need to respond to in order that we develop and maintain our reputation
- To provide ongoing support for staff as required

4. SUPPLIER'S ROLE

The Supplier will undertake the following tasks:

One-off support

- Develop with us a list of potential press and media partners and connectors / influencers
- Develop training for staff in content creation in line with our Brand Guidelines

Ongoing support

- Support the promotion of bilingual news stories and announcements
- Alert us to any political issues / sensitivities that we should respond to or capitalise on
- Manage issues, identify and address vulnerabilities
- Provide regular review reports on activity and impact

5. REQUIREMENTS

The Supplier should have an understanding of the political and cultural landscape of Wales. They should be able to connect us with both Welsh language and English language stakeholders locally, regionally and nationally.

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 £7,000 (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
- Examples of previous work to date (preferably through an online link)
- 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 **Friday 15 October at 3pm**. Please title your email **PR and Communications Support**

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	20/10/21
Interview / presentation of work (if required)	28/10/21
Awarding of contract	w/c 25/10/21
Inception meeting	early November 2021
Review meeting	March 2022
Ongoing support provided until	31/08/22

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, following receipt of an invoice.

Monthly instalments on a mutually agreed basis

One-off costs to be paid following completion of tasks

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	