**Specification / Terms of Reference**

**Introduction**

The Community Relations Council (CRC) was formed in January 1990 as a limited company and a charity registered with HMRC. Since 2012 it has also been a Non-Departmental Public Body (NDPB) of The Executive Office. It originated in 1986 as a proposal of a research report commissioned by the NI Standing Advisory Committee on Human Rights.  The CRC was set up to promote better community relations between Protestants and Catholics in Northern Ireland and, equally, to promote recognition of cultural diversity.

Its strategic aim is to promote a peaceful and fair society based on reconciliation and mutual trust.

  It aims to do this by:

* Increasing public awareness of community relations work
* Developing opportunities for cross-community understanding
* Encouraging constructive debate throughout Northern Ireland
* Providing support (finance, training, advice, information) for local groups and organisations

**Background to the Requirement:**

The CRC is organising a **Community Relations/Cultural Awareness Week** to take place in **September 2018 with preparation to begin no earlier than 7 months prior.** The aim will be to attract media interest in and increase public awareness of community relations and cultural awareness work, including the role of the CRC, throughout Northern Ireland.

The CRC has organised similar, very successful CR/CA Week every year since 2003. The CRC, which is a registered charity and a designated NDPB of The Executive Office, provides grant aid to over 300 projects annually in the community and voluntary sector. These latter will be asked by the CRC to organise their own events or activities during CR/CA Week 2018 which can then form part of the programme. We will also invite all statutory bodies, including District Councils, to partake in the programme by staging media worthy events or activities during this time. Other partner organisations may also become involved.

The Council wishes to employ a PR company to assist it with the initial preparation for this event -

**Scope of the Contract**

* Prepare for the delivery of the CR/CA Week seven months in advance of the events; reporting on the project to the CEO of the CRC;
* Convene meetings of the co-design group for CR/CA Week. The group will be made up of representatives of the CRC, The Executive Office, the Communities Department and the Arts Council;
* Putting together a programme of events, drawing together relevant information from the various contributors and organising the production of a printed programme; and
* the marketing of the CR/CA Week and attracting media coverage, including TV, radio and social media.

**Project requirements**

Your company is being invited to present a bid which should address the following core criteria:

* The relevant experience and qualifications of your company and of the staff who will be allocated to this project.
* An outline of the strategy you would propose to maximize media impact for CR/CA Week

# A project plan including:

# A timetable for delivery

# Key milestones

# An indication of staff time commitment.

* Cost and staff time commitment. Costs are for staff resources only and exclude travel costs, print design, printing, postage, video and photographic costs. £15,000 **inclusive of VAT**, has been budgeted as a management fee for PR for the project. Of this £15,000, it is expected that £5,000 will be incurred at **stage one: preparation** with the remainder being incurred at **stage two: event management**. All staff to be involved in the project should be listed, indicating their role, time commitment and daily or hourly rate.
* Outline of Quality management systems to operate

**Additional requirements**

* **Contact all potential event organisers**
* **Design and issue entry forms for organisers**
* **Collect relevant information from event organisers for use in a CR/CA Week programme booklet**
* **Design and print programme booklet and publicity poster**
* **Plan and organise media launch events**
* **Secure media interviews or articles to profile CR/CA Week**
* **Prepare and issue press releases**
* **Organise photography and/or video as required for key events**
* **Liaise with CRC throughout the project**
* **Conduct post-project evaluation**

**Contract Management and Payment Arrangements**

Close liaison should be maintained between the supplier and the CRC throughout the project. At a minimum this should include weekly update reports and regular contact meetings.

**Mobilisation of Contract/Delivery**

A project initiation meeting will be held shortly after the contract is awarded, at which the project plan, as submitted in the tender bid, will be discussed. Following the project initiation meeting, the successful bidder will be expected to agree a project plan, including delivery milestones. Regular contract meetings with the CEO will provide an opportunity to report on delivery against the agreed milestones, and to bring to the CEO’s attention any issues arising.

It is anticipated that the contract will commence in March 2018 with an open call for organisations to plan and submit events to form part of the CR/CA Week programme. The planned events will take place in September 2018. The contract will be offered to the successful bidder to carry out planning, preparation and support delivery with stakeholders.

The successful contractor will be required to award any subcontract arising out of this contract in line with public sector procurement rules.

**Award of Contract**

The contract will be awarded to a single Contractor. The contract may be extended to a second year depending on successful delivery, budget availability and business activity.

The contract is being awarded during the 2017/18 financial year. The CRC will only be in a position to proceed with **Stage Two:** **event management** should funding be forthcoming.

**Invoicing and Payment**

An invoice should be raised at stage one and at stage two in line with milestones agreed in the project plan.

Payment will be made on receipt of an invoice detailing the services provided by the Contractor that is accepted by CRC. Invoices should be forwarded to:

Ian Thompson

Finance Administration Officer

2nd Floor, Equality House

7-9 Shaftesbury Square

Belfast

BT2 7DP

Payment will be in £ sterling.

**Budget**

The maximum budget for the management fee for this project is £10,000 inclusive of VAT. An additional resource is available up to a maximum of £5,000 (including VAT) for other support costs including design, print, postage, video and photographic costs.

**5. Price SchedulE**

|  |  |
| --- | --- |
| **Breakdown of Costs** | **£** |
| Planning | 5,000 |
| Management | 10,000 |
| Expenses | 5,000 |
|  |  |
| **Total Cost of providing the service (including VAT)** | 20,000 |