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Tender

Communications/Media Support brief - Heritage Development Trusts

ARCHITECTURAL HERITAGE FUND(THE)

F02: Contract notice

Notice identifier: 2023/S 000-031488

Procurement identifier (OCID): ocds-h6vhtk-040ee9

Published 25 October 2023, 2:28pm

Section I: Contracting authority

I.1) Name and addresses

ARCHITECTURAL HERITAGE FUND(THE)

3 Spital Yard Spital Square

LONDON

E16AQ

Contact

Kelcey Wilson-Lee

Email

kelcey.wilson-lee@ahfund.org.uk

Telephone

+44 7307605973

Country

United Kingdom

Region code

UKI42 - Tower Hamlets

Charity Commission (England and Wales)

266780

Internet address(es)

Main address

www.ahfund.org.uk

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://ahfund.org.uk/news/latest/ahf-invites-tenders-for-communications-media-support/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.ahfund.org.uk

I.4) Type of the contracting authority

Other type

Registered charity

I.5) Main activity

Other activity

Heritage funding

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Communications/Media Support brief - Heritage Development Trusts

II.1.2) Main CPV code

- 66000000 - Financial and insurance services

II.1.3) Type of contract

Services

II.1.4) Short description

In 2023, the Architectural Heritage Fund (AHF) launched its new Strategy for 2023-28 and also a three-year programme funded by The National Lottery Heritage Fund focused on supporting Heritage Development Trusts (HDT). The AHF is seeking to commission a consultant, or consultancy, to work with us over three years commencing January 2024 to help promote to national and regional media outlets the HDT programme and its model - particularly around sharing emerging lessons and impact - as well as the AHF and its broader work. This work should complement our existing in-house delivery of social media, newsletters, and web stories/blogs. We hope through this activity to raise the profile of the AHF and its HDT model to potential future funders, government agencies at all levels (local, regional, national), and the wider public. The work is expected to roughly divide 50:50 in support of promoting the HDT programme specifically and the AHF's corporate communications activity.

II.1.5) Estimated total value

Value excluding VAT: £45,750

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

To support the AHF in promoting its Heritage Development Trusts programme and its wider work via national / regional and specialist media. Specifically, we are seeking:

- A regular pattern of days of support for promoting agreed topical content to your media contacts sourced by you within print journalism, television, radio, and other specialist media, with enough flexibility to enable 'peak periods of activity' as needed (e.g. timed to coincide with grants or loan announcements, launch of annual impact reports, etc.);
- Support in creating - with feedback and support from AHF staff - both print and digital content (e.g. phone based social media films) to be used for promotion.

Intended outcomes:

For the HDT programme:

- Promote the HDT model and fulfil our obligations to The National Lottery Heritage Fund regarding acknowledgement of their support;
- Deliver opportunities for regional and national new pieces covering the work of our HDTs, as individual trusts and as a cohort; and
- Share emerging lessons and demonstrate the impact of the HDT programme, informed by the HDT evaluation framework.

For the AHF generally:

- Broaden awareness of the AHF, its work and strategy, to policymakers, funders, and the wider public;
- Share emerging lessons and demonstrate the impact of our work, informed by AHF-wide evaluation frameworks; and
- Further the AHF's role and influence in shaping and informing national heritage, regeneration and social enterprise policy.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 January 2024

End date

31 December 2026

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

17 November 2023

Local time

9:00am

IV.2.4) Languages in which tenders or requests to participate may be submitted

English, Welsh

IV.2.7) Conditions for opening of tenders

Date

17 November 2023

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Architectural Heritage Fund

3 Spital Yard, Spital Square

London

E1 6AQ

Country

United Kingdom