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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](mailto: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](http://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](http://www.ahfund.org.uk)

**I.4) Type of the contracting authority**

Other type

Registered charity

**I.5) Main activity**

Other activity

Heritage funding

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## **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

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## **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

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## **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