



## Invitation to Tender (ITT)

This is an invitation to provide a tender for the development and delivery of an Integrated Communications Plan for (i) The Live Here Love Here Campaign and ii) The Tackling Plastic NI Campaign.

You have the opportunity to tender for the provision of one or both of the campaigns.

The successful bidder for the Live Here Love Here Campaign and/or the Tackling Plastic NI Campaign will be expected to deliver the first phase of the Communications Plan between April 2020 and March 2021.

<b>Contents:</b>	<b>Page</b>
<b>1. Instructions and Content Information</b>	2
<b>2. Background information</b>	3
<b>3. The Live Here Love Here Campaign</b>	5
<b>4. The Tackling Plastic NI Campaign</b>	7
<b>5. Specification of Requirements:</b> <b>(i)The Live Here Love Here Campaign</b> <b>(ii)The Tackling Plastic NI Campaign</b>	8
<b>6.Scoring Criteria</b>	18
<b>7.Budget and timeframe</b> <b>7(a)Budget</b> <b>7(b)Timeframe</b>	21
<b>8.Submitting a Tender</b>	23
<b>9. Appendices</b> <b>Appendix 1 – Supplier Questionnaire and Pricing Schedule</b> <b>Appendix 2 – Supplier Questionnaire and Pricing Schedule</b> <b>Appendix 3 – Supplier Questionnaire and Pricing Schedule</b> <b>Appendix 4 – Keep Northern Ireland Beautiful Media Template</b> <b>Appendix 5 – Live Here Love Here Brand Guidelines</b>	24

# 1. Instructions and Content Information

This is an invitation to submit a tender for the provision of any of the following services;

- (i) The Development and Delivery of the Live Here Love Here Integrated Communications Plan
- (ii) The Development and Delivery of the Tackling Plastic NI Campaign Integrated Communications Plan.
- (iii) The Development and Delivery of a Combined Integrated Communications Plan for the Live Here Love Here Campaign and the Tackling Plastic NI Campaign

You should submit **four hard copies** and **one electronic** copy of your tender using the titles outlined in the three options above by **12 noon Tuesday 10<sup>th</sup> December 2019** to:

**Jodie McAneaney**

**Live Here Love Here Manager**

**Keep Northern Ireland Beautiful**

**Bridge House**

**2 Paulett Avenue**

**Belfast**

**BT5 4HD**

**Email Address:** [jodie.mcaneaney@keepnorthernirelandbeautiful.org](mailto:jodie.mcaneaney@keepnorthernirelandbeautiful.org)

**Phone: 028 9073 6920**

Proposals submitted after this deadline will not be considered. It is the responsibility of the bidder to ensure that their tender is received on time. Please be advised manually delivered tenders can only be accepted during normal office hours, that is, between 9:00am to 5:00pm Monday to Friday.

Tenderers shortlisted will be invited to present to a select panel week of the **16<sup>th</sup> – 18<sup>th</sup> December 2019**.

If you have any questions about this document, please contact Jodie McAneaney by **noon on 12<sup>th</sup> November 2019**. Questions received after this deadline will not be answered. Questions and responses will be circulated to all interested tenderers. It is the responsibility of the bidder to provide the correct email address for tender questions and responses and to check their emails regularly during this period.

Your tender submission should be written to address the key requirements and scope of the work detailed in section 5 of this Invitation to Tender and demonstrate how it meets the scoring criteria outlined under section 6. Any details not provided or not fully completed may constitute an admission of unsuitability/inability to fulfil requirements and may result in the Tender being rejected at our absolute discretion.

All tender submissions must remain valid for a minimum period of 90 days following the deadline for receipt of tender submissions.

A full price schedule must be provided and be inclusive of ALL fees. Prices shown must be exclusive of VAT and be in Pounds Sterling. Tenderers are advising that a separate pricing schedule should be provided for the option/options they are tendering for:

- (iv) The Development and Delivery of the Live Here Love Here Integrated Communications Plan
- (v) The Development and Delivery of the Tackling Plastic NI Campaign Integrated Communications Plan.
- (vi) The Development and Delivery of a Combined Integrated Communications Plan for the Live Here Love Here Campaign and the Tackling Plastic NI Campaign

All responses must be in English.

**Tenders should only include a proposal covering Phase 1 of the development and delivery of the Live Here Love Here Integrated Communications Plan** however, tenderers should provide an overview for how Phase 2 and Phase 3 will link in with Phase 1. **Phase 1 budget must be spent and invoiced by the end of March 2021.**

The Live Here Love Here Campaign is funded by a consortium of partners, including the Department of Agriculture, Environment and Rural Affairs, Northern Ireland local authorities, the Northern Ireland Housing Executive and corporate partners. The Tackling Plastic NI Campaign is funded solely by the Department of Agriculture, Environment & Rural Affairs.

Keep Northern Ireland Beautiful reserves the right to suspend, defer or withhold payment for this commissioned work until such time as the funding is received from the aforementioned funders. All research, data and information gathered upon completion of this brief will be owned by Keep Northern Ireland Beautiful and will not be used by any other party unless written consent is sought and received in advance.

## **2. Background information**

### **About Keep Northern Ireland Beautiful**

Keep Northern Ireland Beautiful is an independent charity established in 2000.

Our Vision is of a world where people and nature thrive.

Our Mission is to inspire and empower people to create more resilient and healthier communities.

Through education, engagement, and empowerment, we change behaviours and practices so everyone enjoys a beautiful, resilient, and healthy environment. We work towards a society where everyone takes an active role in protecting our communities and the people who live there.

Notable successes to date include:

**Adopt A Spot:** The Adopt A Spot programme enables groups and volunteers across Northern Ireland to adopt an area in their locality and look after it. Participating groups commit to deliver eight activities (primarily clean-ups) over two years and are supported by Keep Northern Ireland Beautiful with kit and guidance. Adopt a Spot is for everyone. Groups can choose any spot they like: from a town/village to a stretch of beach, a local park, a local forest or even the street they live on.

The community led approach to Adopt A Spot is the key to its success. The programme has established, supported and promoted community group action to maintain and improve a range of community spaces by tackling anti-social behaviour such as littering, fly-tipping, graffiti, dog fouling and flyposting. Working from the grassroots level up, we believe that Adopt A Spot has demonstrated only a fraction of what can be achieved by local communities, with significant potential for the programme to expand across Northern Ireland. There are currently 187 Adopt A Spot groups adopting 196 spots across Northern Ireland.

**The Big Spring Clean:** This is Northern Ireland's fastest growing community clean-up campaign and is available to everyone wishing to rid their streets of litter and discarded rubbish. Over 126,000 volunteers took part in 2019 and the numbers continue to grow.

**Eco-Schools:** This is the world's largest environmental education programme, operating in 68 countries and involving approximately 20 million pupils. In Northern Ireland, the Eco-Schools programme is operated by Keep Northern Ireland Beautiful. The programme endeavours to make environmental awareness and action an intrinsic part of the life and ethos of the school. Today's young people are the key to eliminating litter and safeguarding our environment. Inspiring and educating the next generation of business leaders, politicians and decision makers is therefore critical. Every school in Northern Ireland is registered for the Eco-Schools programme, (a world first) however much more remains to be done to help schools apply for the prestigious Eco-Schools Green Flag award. Our ambition is that every child in Northern Ireland has the chance to learn about the environment and the role they can play in protecting and improving it through this programme.

**Green Flags Awards:** This is an environmental quality scheme open to all free to use public parks and green spaces in Northern Ireland. There are currently 76 parks and green spaces in Northern Ireland awarded Green Flag status.

**Blue Flag for Beaches & Marinas:** The Blue Flag scheme for beaches and marinas is an international environmental quality programme administered in Northern Ireland by Keep Northern Ireland Beautiful. The Blue Flag programme focuses on the environmental management of our coastline and coastal waters to help sustainable tourism growth and development. Although it is a voluntary eco-label, it has become an international symbol of quality for beaches, boats and marinas that meet a standard of excellence in the areas of safety, amenities, cleanliness, environmental information and environmental management. There are currently 8 beaches and 4 marinas which are entitled to fly the Blue Flag in Northern Ireland.

**The Clean Coasts Programme:** This is our flagship marine programme established in 2008 to tackle the growing problem of marine litter. The current plastic pollution epidemic is undoubtedly a growing public concern. TV coverage such as Blue Planet II, Sky Ocean Rescue, and initiatives like the UK Plastics Pact, have ensured that this issue has never received so much media attention. As a result, interest and involvement in the Clean Coasts Programme has grown annually.

**OSPAR Marine Litter Programme:** Keep Northern Ireland Beautiful carries out quarterly marine litter surveys of 11 beaches in Northern Ireland. This data helps inform our environmental programmes but importantly is also reported to the OSPAR Commission as part of their marine environment monitoring programme, to help design future management measures to tackle this environmental challenge in the North East Atlantic Ocean. The growing problem of marine litter requires each country to play their part in the fight to save our marine environment.

Information on the Live Here Love Here Campaign and the Tackling Plastic NI campaign is outlined in sections 3 and 4 of this document.

General information about Keep Northern Ireland Beautiful and the projects outlined above can be found at:

- Website: [www.keepnorthernirelandbeautiful.org](http://www.keepnorthernirelandbeautiful.org)
- Facebook: [www.facebook.com/keepnorthernirelandbeautiful](https://www.facebook.com/keepnorthernirelandbeautiful)
- Twitter: @keepnibeautiful
- Instagram: @KeepNorthernIrelandBeautiful

### 3. The Live Here Love Here Campaign

**Live Here Love Here** is a positive, people powered campaign focused on improving our local environment and building a sense of pride in our local communities. Established in 2014, Live Here Love Here consists of **four main pillars: a media campaign, a volunteering support programme, a small grants scheme and a Community Awards**. Through these pillars of activity, Live Here Love Here is building a movement of enthusiastic local people who volunteer their time and expertise to promote civic pride by tackling littering, dilapidation of buildings and a range of other environmental quality issues. The key word here is 'local' and the campaign has been designed so it can be localised and adopted by a range of organisations from Government Departments through to grassroots level.

Now in its sixth year, Live Here Love Here is starting to turn the curve on littering with the litter pollution index down 2% and the presence of dog fouling down 4% since the campaign began, and with admitted littering down from 34% to 31% in 2019.

Successes to date:

- Since 2014, Live Here Love Here engaged over 680,000 volunteers and the numbers continue to grow;
- Over 1000 metric tonnes of rubbish collected;
- In excess of 1 million pieces of litter removed, and that's just those counted from our small number of survey beaches;
- Value of Live Here Love Here print media coverage exceeded £273,789 in 2018/2019\*
- Clean Coasts Week 2019 media coverage had a total reach (number of people who have seen the content) of 36,918,695;
- 42 Live Here Love Here Community Award winners since 2016/2017;
- Since 2014, over £832,000 has been invested in 641 projects through the Live Here Love Here Small Grants Scheme.

\*Excluding TV, radio and billboards

Feedback from Live Here Love Here grantees has been overwhelmingly positive. 66 of the 164 Live Here Love Here Small Grants projects funded in 2018/19 completed a feedback survey on the Live Here Love Here programme. Summarised below are some of the headline results:

- 99% of respondents strongly agreed or agreed that their project had benefitted the local community in terms of 'providing a cleaner/more attractive environment'.
- 97% of respondents agreed or strongly agreed that their project had benefitted the local community in terms of instilling a sense of civic pride
- 91% of respondents felt that being part of their project had improved their mental and/or physical wellbeing.
- 94% of respondents were satisfied or very satisfied that their expectations of Live Here Love Here's involvement were met.

When the respondents were asked about changes they had made to their lifestyle/home life to protect the environment as a result of the project:

- 63% stated changes to their waste management/recycling
- 42% stated reduced food waste
- 40% stated reduced single-use plastic
- 23% stated reduced energy usage

### **Campaign Aims**

- To capture the hearts and minds of people across Northern Ireland and help them to make incremental changes to their own behaviours and attitudes to bring about positive change in their local communities;
- To inspire and grow a partnership dedicated to protecting and enhancing our environment;
- To inspire and empower people to act to create resilient and healthy communities through the promotion of civic pride;
- To effect behavioural change so that protecting and enhancing the environment becomes a new societal norm across all sectors;
- To increase opportunities for volunteering in environmental activities (focus on use less/do more approach);
- To improve street and beach cleanliness in Northern Ireland.

### **Campaign Objectives**

The campaign is underpinned by the following 3 headline SMART (Specific, Measurable, Achievable, Relevant and Time Dependent) objectives:

- Awareness - Community engagement and involvement – to have 75% brand awareness of the civic pride programme across Northern Ireland.
- To have cleaner streets – achieve a continuous reduction in the Litter Pollution Index by the end of year 3.
- Number of volunteers – e.g. to engage 250,000 volunteers in the Live Here Love Here programme within 3 years.

## Partners and Supporters

Whilst Keep Northern Ireland Beautiful is responsible for the administration and management of Live Here Love Here, as an investor in the campaign, Keep Northern Ireland Beautiful is recognised as a partner of Live Here Love Here. Other partners\* include 10 of the 11 local authorities in Northern Ireland, the Department of Agriculture, Environment & Rural Affairs, Coca-Cola HBC, McDonald's UK and the Northern Ireland Housing Executive. The programme creates multiple opportunities for partners to build a strong rapport with the public as together we develop the kind of place we want to live.

The 10 participating Councils are:

- Antrim and Newtownabbey Borough Council
- Ards and North Down Borough Council
- Armagh, Banbridge and Craigavon Borough Council
- Belfast City Council
- Derry City and Strabane District Council
- Fermanagh and Omagh District Council
- Lisburn and Castlereagh City Council
- Mid and East Antrim Borough Council
- Mid Ulster District Council
- Newry, Mourne and Down District Council

\*Keep Northern Ireland Beautiful is working to increase the number and variety of partners involved in the campaign. The successful tenderer must ensure promotional opportunities are made available to all partners through the Integrated Communications Plan.

Other public supporters of Live Here Love Here can add their details to the growing movement of people who want a cleaner greener place to live and work on the '[show your support](#)' page via the Live Here Love Here website. This number is currently over 6,700.

General information about Live Here Love Here can be found at:

- Website: [www.livehereandlovehere.org](http://www.livehereandlovehere.org)
- Facebook: [www.facebook.com/livehereandlovehere](https://www.facebook.com/livehereandlovehere)
- Twitter: @isupportlhh
- Instagram: @LiveHere.LoveHere

## 4. The Tackling Plastic NI Campaign

The current Tackling Plastic NI project is focused on tackling the production, consumption and littering of single-use plastic in Northern Ireland. The project engages with four key audiences: businesses (divided into high street, on-the-go and producers), local government, schools and the general public and is intended to generate high profile actions where behaviour change is required to reduce plastics.

TV coverage such as Blue Planet II and Sky Ocean Rescue, and initiatives like the UK Plastics Pact, has ensured that the issue of single-use plastic pollution has never received so much media attention. Our consumption of plastics and its detrimental impacts, globally and locally has also been highlighted in various scientific reports. It is no surprise, therefore, to see it rising on the political agenda, both in Europe and at home, with the EU Waste Directive covering litter for the first time ever and the EU Plastics Directive, adopted in March 2019, seeking to transform the way plastic products are designed, used, produced and recycled.

The Tackling Plastic NI project seeks to put Northern Ireland ahead of the curve with these legislative developments, working with four key audiences outlined above where behaviour change is required.

This project is devised to sit within the culture of Northern Ireland, designed to support local councils, businesses, schools and the general public to make transformative changes to packaging materials used, reducing consumption and littering behaviour through bespoke communications and support for each audience. The activities will provide critical baseline information to shape policy on single-use plastic, and will also assist Northern Ireland to meet the EU Waste Framework Directive recycling target of at least 50% recycling of 'waste from household' by 2020.

To achieve these transformative changes, we are working to embed single-use plastic messaging and action into all of our activities, ensuring it cross-cuts all of our programmes at Keep Northern Ireland Beautiful. We also recognise that there are other organisations working in this sphere in Northern Ireland and we are keen to collaborate where possible to ensure maximum impact on battle against plastics.

Communications on the Tackling Plastic NI campaign have been delivered under the Live Here Love Here umbrella to date. Key activities have included:

- Development and promotion of the Plastic Promise – a public pledge that can be taken across all target audiences to reduce single-use plastics
- Online video by influencer 'Barry the Blender' themed to tackle Plastic Straws
- Series of TV adverts to tackle most common single-use plastic items littered including – the take-away coffee cup; the straw; the plastic bottle etc.
- A collaboration with the online media group Belfast Live to promote the Tackling Plastic NI message.
- Partnerships with a number of organisations/events to reduce single-use plastic (e.g. Culture Night and the Blood Transfusion Service)
- Promotion of Tackling Plastic message via the Big Spring Clean Campaign 2019, the Eco-Schools programme (including conference) and through the Young Reporter's for the Environment Programme.

Communications activities for the purposes of this tender will focus primarily on two target audiences: businesses and the general public.

## 5. Specification of Requirements

Tenderers are invited to submit proposals for any of the following options:

- (a) The Development and Delivery of the Live Here Love Here Integrated Communications Plan

- (b) The Development and Delivery of the Tackling Plastic NI Campaign Integrated Communications Plan
- (c) The Development and Delivery of a Combined Integrated Communications Plan for the Live Here Love Here Campaign and the Tackling Plastic NI Campaign.

There are clear synergies between the Live Here Love Here Campaign and the Tackling Plastic NI campaign, the latter being a more recent project delivered by Keep Northern Ireland Beautiful. With Live Here Love Here entering its 7<sup>th</sup> year in 2020/2021 and now an established brand, tenderers should be aware that we would be particularly interested to see a more overarching and strategic approach to joint communications on these two inter-related campaigns.

Based on the option selected, tenderers are required to outline how they meet the following specifications:

**(i) The Live Here Love Here Integrated Communications Plan**

The successful tenderer will develop and implement an integrated, multimedia, multi message, communications plan targeting a range of audiences, with specific stakeholders receiving targeted messages on Live Here Love Here. The plan should be innovative, creative and tenderers should be bold in their approach.

**Aims of the Live Here Love Here Integrated Communications Plan**

The integrated communications plan should be designed to empower communities and bring about the following changes and deliver the following campaign aims -

Aim	Objective	Key Measures
To capture the hearts and minds of people across Northern Ireland and help them make incremental changes to their own behaviours and attitudes to bring about positive change in their local communities.	<p>Raise awareness of the Live Here Love Here campaign.</p> <p>Live Here Love Here to become a positive household name representing resilient and healthy communities working to protect and enhance their environment.</p>	<p>% awareness of the LHLH campaign in Northern Ireland by 2023 (tenderers to indicate what % of awareness they believe is achievable in their submission)</p> <p>(measured via external market research)</p>
To inspire and grow a partnership dedicated to protecting and enhancing our environment.	Changing attitudes and behaviours to littering/ environmentally damaging activities, increasing civic pride and	Established a network of 10 ambassadors to champion environmental initiatives in each council area by 2023.

	creating a 'can do' attitude within other sectors e.g. business, government, NGO etc.	A growing number and variety of new partners introduced to/ supporting the Live Here Love Here campaign.
<p>To inspire and empower people to act to create resilient and healthy communities through the promotion of civic pride;</p> <ul style="list-style-type: none"> <li>• To promote and nurture a sense of civic pride within communities so that everyone takes responsibility for their local environment</li> <li>• To effect behavioural change so that protecting and enhancing the environment becomes a new societal norm across all sectors</li> <li>• To increase opportunities for volunteering in environmental activities (focus on use less/do more approach)</li> </ul>	<p>Changing attitudes and behaviours to littering/ environmentally damaging activities, increasing civic pride and creating a 'can do' attitude within local communities.</p> <p>Instilling communities with a sense of ownership and power to create change at a grassroots level and to drive others for change. E.g. Communities championing for change at a local council and business level.</p>	<p>Number of volunteers engaged with Live Here Love Here (target is 250,000 by 2023)</p> <p>Number of people signed up to 'Show your support' page on Live Here Love Here website (target is 10,500 by 2023)</p>
To improve street and beach cleanliness in Northern Ireland	To reduce the number of people who litter and commit other environmental incivilities (e.g. littering, dog fouling, fly-tipping)	<p>% increase in the number of people who disapprove of litter and reported decrease of likelihood of littering and other behaviour via external market research.</p> <p>Achieve a continuous reduction in the Litter Pollution Index by March 2023.</p> <p>Achieve a continuous reduction in the presence of dog fouling by March 2023.</p>

**The Live Here Love Here Integrated Communications Plan will be independently evaluated by an external market research agency, building upon market research carried out on the impacts of the campaign to date. As Live Here Love Here is a behavioural change campaign, it is understood some metrics will be measured over a longer period of time.**

The successful tenderer will be required to develop and deliver an effective, innovative and evocative Live Here Love Here Integrated Communications Plan to the agreed timeframe and budget over three phases:

- Phase 1 – April 2020 to March 2021\*
- Phase 2 – April 2021 to March 2022\*
- Phase 3 – April 2022 to March 2023\*

*\*Subject to funding*

- Broad outline communications strategy that shows potential direction of travel for Live Here Love Here campaign over from 2020-2023
- Provide an activation plan for each phase, at least two months in advance of next phase commencing
- Appoint, be responsible for and be the liaison contact for all third party sub-contractors, media owners and printers to ensure production and placement of the advertisements for use in the campaign
- Placement of adverts to take place in a planned timeframe to ensure all partners have coverage in their geographical locations, particularly in use of billboards or street-liners, for any pre agreed time period
- Adhere to the Live Here Love Here brand guidelines including logo usage, font usage and colour palette
- Create and provide all final artwork required to successfully deliver the plan
- Obtain sign off and approval from Keep Northern Ireland Beautiful for all work
- Liaise with appropriate suppliers as required and adhere to agreed procurement guidelines
- Book all media channels required to successfully deliver the plan in the agreed timeframe, taking advantage of any available discounting and reflecting this in costings
- Meet Keep Northern Ireland Beautiful when necessary throughout the contract period gaining appropriate approvals for work and provide contact reports detailing such meetings
- Provide comprehensive reports after each campaign activity including full review and evaluation and outlining all activity undertaken both across Northern Ireland and for participating Council areas for reporting purposes
- Deliver annual presentation to the Live Here Love Here Steering Group including but not limited to, summary information on campaign activities, achievements and broad plans for subsequent phases.
- Provide a comprehensive post campaign report at the end of each phase of the campaign including a full review and evaluation including reach and outlining all activity undertaken both across Northern Ireland and for participating Council areas
- Provide originals of all third party invoices and all company invoices should be itemised.

## **Key audiences**

The campaign aims to reach the following audiences, but not limited to:

- General public
- People who litter, knowingly
- People who litter casually / absent-mindedly
- People who commit other environmental incivilities (for example, fly-tipping, letting dog's foul)
- Males aged 16 to 35
- Existing volunteers and people who are interested in volunteering
- Schools, Further Education Colleges and Universities
- Shops and businesses
- Community based organisations
- Churches and other faith based groups
- Sporting, affiliated clubs
- Wider NGO sector

## **Range of communication and media channels for the Live Here Love Here Integrated Communications Plan.**

Tenderers should consider a combination of communication and media channels when developing the media strategy. **The Live Here Love Here Campaign should be creative, innovative and messaging should be bold.** Proposals should also consider the weightings of the different media channels across the three phases of the campaign. For the purposes of evaluating the tenders, proposals should only include details of Phase 1 of the Media Plan, however, tenderers should provide an overview for how Phase 2 and Phase 3 will link in with Phase 1.

In addition to seeking a high and regular profile with the wider Northern Ireland public, for example through television adverts and coverage, the communications plan should also include use of appropriate media to reach the particular target groups identified above, for example 'Males aged 16-35.'

The plan should include specific proposals for the use of Social Media to reach defined target audiences, capitalising on current trends and memes.

### **Responsibilities of the successful tenderer:**

The successful tenderer will be responsible for the following -

#### **Media planning**

Provide an activation plan for each phase, at least two months in advance of next phase commencing. Available discounts should be reflected in costings.

### Graphic design

Design of all required adverts, materials, marketing tools, promotional items, graphics, images, logos, adhering to the Live Here Love Here brand guidelines.

### Television advertising

Management of production process including concept creation, script writing, editing, post production facilities and booking of advertising space.

### Advertising (including outdoor)

Design and provision of all artwork, liaison with media buying agencies, booking of advertising space.

### Print production

Recommendation of materials, liaison with suppliers, print and production, storage and distribution for a range of marketing materials as outlined in the plan.

### Media booking

Liaison with suppliers and booking of all advertising and media space as required to successfully deliver the campaign.

### Copywriting

Writing, editing and proofing any required wording. Interviewing people (including recipients of the Live Here Love Here small grants scheme), collecting relevant information and data, writing, editing and distribution of press releases, articles, features, diary pieces etc. in relation to the campaign.

### Journalist management

Dealing with press calls in relation to the Live Here Love Here campaign.

Liaising with journalists and Live Here Love Here Team and partner organisations to arrange interviews and comments.

Gaining approval from Live Here Love Here Manager for agreed lines and press comments.

### Forward feature planning and identifying PR opportunities

Identify possible PR opportunities in relevant supplements and special editions etc. and the provision of required copy. This should include regional coverage across all supporting council areas and giving profile to all of Live Here Love Here supporting partners.

Identify possible high profile Live Here Love Here ‘advocates’ or ‘champions’ to give credence to anti littering message along with taking pride in the place you live.

#### Reporting on activities and impacts

Provide comprehensive reports after each campaign activity including full review and evaluation outlining all activity undertaken both across Northern Ireland and for participating Council areas for reporting purposes. This should include details of –

- Communications activities undertaken and their rationale (in terms of reaching the target audiences and delivering the campaign aims and targets set out)
- Reports should include benchmark of similar activity to show how current activity is performing
- Levels, geographical spread/reach of activities
- Regularity of activities/contact with target audiences
- Numbers and nature of audiences reached
- Media value for each participating council and overall media value across NI
- Provide originals of all third party invoices

#### Securing sign-off

All copy and external communications must be approved by the Live Here Love Here Manager.

### **(ii) The Tackling Plastic NI Integrated Communications Plan**

The successful tenderer will be required to develop and deliver an effective and evocative Integrated Communications Plan for the Tackling Plastic NI project.

The overarching aim here is to inspire two sectors to reduce their consumption of single-use plastic – businesses and the general public.

The Communications Plan should deliver:

- Innovative messages for communicating the need to move away from use of single-use plastic, including promotion of the Plastic Promise
- Targeted campaign materials for key segments of the general public: 18-35 year olds, 60+, families and community groups. Consideration should also be given to allow for some support for key business partners e.g. Culture Night Belfast.
- The most common single-use plastic found in the environment in Northern Ireland are plastic drinking bottles, plastic bottle caps, food wrappers and coffee cups. The Plan should inspire high profile actions that capture the public imagination and create a strong public backing to reduce our dependency on these and other single-use plastic items, for example;
  - No more polystyrene packaged used by on-the-go retailers
  - Reduction in single-use plastic consumption at home creating a culture of using reusable items such as water bottles, coffee cups and food containers for takeaways.

Successful tenderers for the Tackling Plastic NI campaign will be required to provide the following:

**Responsibilities of the successful tenderer:**

Depending on the agreed media plan, the successful tenderer will be responsible for some or all of the following -

Media planning

Provide an activation plan for each phase, at least two months in advance of next phase commencing. Available discounts should be reflected in costings.

Graphic design

Design of all required adverts, materials, marketing tools, promotional items, graphics, images, logos, adhering to the Live Here Love Here brand guidelines.

Television advertising

Management of production process including concept creation, script writing, editing, post production facilities and booking of advertising space.

Advertising (including outdoor)

Design and provision of all artwork, liaison with media buying agencies, booking of advertising space.

Print production

Recommendation of materials, liaison with suppliers, print and production, storage and distribution for a range of marketing materials as outlined in the plan.

Media booking

Liaison with suppliers and booking of all advertising and media space as required to successfully deliver the campaign.

Copywriting

Writing, editing and proofing any required wording. Interviewing people, collecting relevant information and data, writing, editing and distribution of press releases, articles, features, diary pieces etc. in relation to the campaign.

Journalist management

Dealing with press calls in relation to the Tackling Plastic NI campaign.

Gaining approval from Single-Use Plastic Coordinator for agreed lines and press comments.

#### Forward feature planning and identifying PR opportunities

Identify possible PR opportunities in relevant supplements and special editions etc. and the provision of required copy.

Identify possible high profile anti-single-use plastic 'advocates' or 'champions' to give credence to the anti-single-use plastic message along with encouraging audiences to use reusable items.

#### Reporting on activities and impacts

Provide comprehensive reports after each campaign activity including full review and evaluation outlining all activity undertaken both across Northern Ireland and for participating Council areas for reporting purposes. This should include details of –

- Communications activities undertaken and their rationale (in terms of reaching the target audiences and delivering the campaign aims and targets set out)
- Reports should include benchmark of similar activity to show how current activity is performing
- Levels, geographical spread/reach of activities
- Regularity of activities/contact with target audiences
- Numbers and nature of audiences reached
- Media value for each participating council and overall media value across NI
- Provide originals of all third party invoices

#### Securing sign-off

All copy and external communications must be approved by the Single-Use Plastic Coordinator.

#### **What Success Will Look Like?**

- A group of 35 inspirational leading businesses will share best practice and work together to change use of plastics and other resources by 2023.
- All Councils in Northern Ireland will have eliminated single-use plastic in-house by 2023.
- 1,500 signatories to the Plastic Promise by 2023.
- Enhanced engagement through tailored messaging with key audience segments (e.g.) families; 18-35 year olds; community groups)

#### **Key audiences**

- Businesses

- General public

All copy and external communications must be approved by the Single-Use Plastic Coordinator.

### **Further considerations**

There are clear synergies between the Live Here Love Here Campaign and the Tackling Plastic NI Campaign and as noted above, tenderers should be aware that we would be particularly interested to see a more overarching and strategic approach to joint communications on these two inter-related campaigns. As such, tenderers should consider the following when bidding for the combined Integrated Communications Plan for the two campaigns, or the respective individual elements:

- The tone should include humour and give a sense of 'edginess' and 'boldness' in its style and approach, especially from a social media perspective. The overall message is to stop littering.
- A clear strategy on the use of integrated digital marketing to link into the Live Here Love Here website, Facebook, Twitter and related social media.
- The ability to reach key audiences and engage with 'hard to reach' groups, identifying the most effective media channels for each of these groups.
- Localising the activity to give the Live Here Love Here partners best coverage and value for money – for example, billboards will need to be localised showing the logo for the participating council in that area.
- The opportunity to tap into Partners' marketing, communication and media related options with their knowledge, support and permission. For example, many of the Council areas will regularly send out by post and or by email a civic newsletter or magazine to every home in their area.
- The possibility of using 'celebrity' endorsement and engagement of role models. 'Don't Mess with Texas' is a 30-year-old successful campaign which has engaged a wide variety of well-known and well regarded celebrities and personalities to deliver key anti-littering messages tapping into Texans' pride in their State. The successful tenderer will demonstrate an Integrated Media Strategy with similar intent.
- Tapping into a range of related topics and possibilities throughout the year. The programme had added cache as it used personalities, celebrities and real life stories, with real local 'heroes' and champions.
- The Live Here Love Here Campaign is managed out of the Keep Northern Ireland Beautiful offices. The two should not be confused or interchanged casually. They are distinct. There is a Live Here Love Here Team which will be a direct line of contact.
- How the Live Here Love Here Integrated Communications Plan and/or the Tackling Plastic NI campaign might complement and or be complemented by other Keep Northern Ireland

Beautiful programmes, for example; Adopt A Spot, Eco-Schools and Green Flag for Parks & Open Spaces programmes.

- A post campaign report to include localised information for individual council areas.
- Where additional budget permits (in year), scope for the Integrated Communication Plan to deliver activities that mobilise volunteers and community groups through existing programmes including Adopt A Spot, Eco-Schools and Big Spring Clean. Tenderers are reminded to build this option in to their submissions.

All reports, advertisements, artwork, promotional material and supplementary material prepared for Keep Northern Ireland Beautiful by the agency and paid for by Keep Northern Ireland Beautiful will be the Intellectual Property of Keep Northern Ireland Beautiful. Any data accrued on behalf of Live Here Love Here shall remain confidential and be the property of Keep Northern Ireland Beautiful.

## 6. Scoring Criteria

Tenders submitted for (i) The Live Here Love Here Integrated Communications Plan and (ii) combined Integrated Communications Plan for the Live Here Love Here and the Tackling Plastic NI project will be evaluated on the basis of the ‘most economically advantageous tender’ based on the answers provided to the questions in the supplier questionnaire at Appendix 1 and the following weighting system will be used. Tenders will be shortlisted and shortlisted bidders will be invited to present their proposals to a selection panel week of **16<sup>th</sup> - 18<sup>th</sup> December 2019**.

**PLEASE NOTE:** For the purposes of this evaluation, bidders need only provide a development and delivery plan and budget for Phase 1 of the campaign (April 2020 – March 2021).

**ALL Phase 1 budget MUST be spent and invoiced before the end of March 2021.**

Question	Title	Weighting
1	<b>Bidder status</b>	For information
2	<b>Integrated Communications Plan management and delivery</b>	10
	<i>Please provide details of your proposed approach to managing the development and delivery of the Integrated Communications Plan which meet the specified requirements including details of the team who will work on the account (max 250 words)</i>	
3	<b>Sustainability and the environment</b>	5
4	<b>Technical questions:</b>	50

	<i>4.1 Please outline your proposed plan for Phase 1 of developing and delivering the Integrated Communications Plan for the Live Here Love Here campaign including suggested media channels, audiences, key milestones, a timeline and how you would spend the £101,000 budget between April 2020 and March 2021 (max 1,000 words)</i>	20
	<i>4.2 Please demonstrate your understanding of the term 'civic pride' and how promoting it to the wider public can bring about behaviour change and improvements to environmental quality (max 500 words)</i>	10
	<i>4.3 Please provide details of three previous campaigns or case studies that demonstrate your organisation's experience in the field of delivering public sector and/or behaviour changing campaigns (max 250 words each)</i>	20
5	<b>Financial and economic capability</b>	In/Out
6	<b>Equality and Diversity</b>	5
7	<b>Pricing schedule</b>	30
	<b>Total</b>	<b>100</b>

### **The Tackling Plastic NI Communications Plan**

Tenders received to deliver the Tackling Plastics NI Communications Plan will be scored according to the criteria outlined below:

<b>Question</b>	<b>Title</b>	<b>Weighting</b>
1	<b>Bidder status</b>	For information
2	<b>Integrated Communications Plan management and delivery</b>  <i>Please provide details of your proposed approach to managing the development and delivery of the Integrated Communications Plan which meet the specified requirements including details of the team who will work on the account (max 250 words)</i>	20
3	<b>Sustainability and the environment</b>	5
4	<b>Technical questions:</b>  <i>4.1 Please outline your proposed plan for Phase 1 of developing and delivering the Integrated</i>	40

	<i>Communications Plan for the Tackling Plastic NI campaign including suggested media channels, audiences, key milestones, a timeline and how you would spend the £25,000 budget between April 2020 and March 2021 (max 1,000 words)</i>	
5	<b>Financial and economic capability</b>	In/Out
6	<b>Equality and Diversity</b>	5
7	<b>Pricing schedule</b>	30
	<b>Total</b>	100

**Combined scoring matrix for the development and delivery of an Integrated Communications Plan for the Live Here Love Here Campaign and the Tackling Plastic NI Campaign.**

<b>Question</b>	<b>Title</b>	<b>Weighting</b>
1	<b>Bidder status</b>	For information
2	<b>Integrated Communications Plan management and delivery</b>  <i>Please provide details of your proposed approach to managing the development and delivery of the an Integrated Communications Plan which meet the specified requirements including details of the team who will work on the account (max 500 words)</i>	10
3	<b>Sustainability and the environment</b>	5
4	<b>Technical questions:</b>	50
	<i>4.1 Please outline your proposed plan for Phase 1 of developing and delivering the Integrated Communications Plan for the Live Here Love Here and Tackling Plastic NI campaigns including suggested media channels, audiences, key milestones, a timeline and how you would spend the £126,000 budget between April 2020 and March 2021 (max 2,000 words)</i>	20
	<i>4.3 Please demonstrate your understanding of the term ‘civic pride’ and how promoting it to the wider public can bring about behaviour change and improvements to environmental quality (max 500 words)</i>	10

	<i>4.4 Please provide details of four previous campaigns or case studies that demonstrate your organisation's experience in the field of delivering public sector and/or behaviour changing campaigns (max 250 words each)</i>	20
5	<b>Financial and economic capability</b>	In/Out
6	<b>Equality and Diversity</b>	5
7	<b>Pricing schedule</b>	30
	<b>Total</b>	<b>100</b>

## 7. Budget and timeframe

### Budget for the Live Here Love Here Integrated Communications Plan:

The Live Here Love Here campaign is planned in three phases:

- ❖ Phase 1 – April 2020 to March 2021 (£101K, subject to funding)
- ❖ Phase 2 – April 2021 to March 2022 (year 2, subject to funding)
- ❖ Phase 3 – April 2022 to March 2023 (year 3, subject to funding)

The overall budget for the delivery of the Live Here Love Here campaign in each Phase is £101, 000, which is subject to funding being confirmed on an annual basis. The budget has been held at £101,000 for the past three years without reduction. In some instances, additional funding has been secured in year. Applicants should allow flexibility and scalability in the solutions being offered to allow for both a reduction and increase in the funding allocated. For example, where additional budget permits (in year), there is scope for the Integrated Communication Plan to deliver activities that mobilise volunteers and community groups through existing programmes including Adopt A Spot, Eco-Schools and Big Spring Clean. Tenderers are reminded to build this option in to their submissions.

The total cost of the tender for Phase 1 development and delivery must not exceed £101,000 and must include ALL agency fees. **All Phase 1 (2020/21 financial year) budget must be spent and invoiced before the end of March 2021.** The bidder will need to provide a full cost breakdown covering all deliverables for the campaign in Phase 1 as per the Pricing Schedule.

### Budget for the Tackling Plastic NI Project Integrated Communications Plan:

This project is planned in three phases:

- ❖ Phase 1 – April 2020 to March 2021 (circa £25K, subject to funding)
- ❖ Phase 2 – April 2021 to March 2022 (year 2, subject to funding)
- ❖ Phase 3 – April 2022 to March 2023 (year 3, subject to funding)

The overall budget for the delivery of the Tackling Plastics NI campaign in Phase 1 is circa £25,000. There is the option of a further £25,000 for phase 2 and £25,000 for phase 3 all of which is subject to funding being confirmed. The project had an allocation of £22 - £25K per annum for the past two years without reduction. In one year, additional funding has been secured in year. Applicants should allow flexibility and scalability in the solutions being offered to allow for both a reduction and increase in the funding allocated.

The total cost of the tender for Phase 1 development and delivery must not exceed £25,000 and must include ALL agency fees. **All Phase 1 (2020/21 financial year) budget must be spent and invoiced before the end of March 2021.** The bidder will need to provide a full cost breakdown covering all deliverables for the campaign in Phase 1 as per the Pricing Schedule.

The combined annual budget for the development and delivery of an Integrated Communications Plan for the Live Here Love Here Campaign and the Tackling Plastic NI Campaign is £126,000. As per the above, applicants should allow flexibility and scalability in the solutions being offered to allow for both a reduction and increase in the funding allocated.

There are clear synergies between the Live Here Love Here Campaign and the Tackling Plastic NI Campaign and as noted above, tenderers should be aware that we would be particularly interested to see a more overarching and strategic approach to joint communications on these two inter-related campaigns.

**Tenderers may want to budget separately for each campaign and provide a combined budget based on both campaigns. Keep Northern Ireland Beautiful reserve the right to accept one, both or none of the submissions made.**

#### Timeframe

Milestone	Date
Invitation to tender	Tuesday 29 <sup>th</sup> October 2019
Closing date for questions	Tuesday 12 <sup>th</sup> November 2019
Closing date for tender responses	12 Noon Tuesday 10 <sup>th</sup> December 2019
Presentations and selection	16 <sup>th</sup> – 18 <sup>th</sup> December 2019
Notification of contract award decision to bidders	19 <sup>th</sup> – 20 <sup>th</sup> December 2019
Award contract	Monday 23 <sup>rd</sup> December 2019
Inception Meeting	February 2020 (date to be confirmed)
Contract start date	Wednesday 1 <sup>st</sup> April 2020
Contract end date phase 1	Wednesday 31 <sup>st</sup> March 2021

## 8. Submitting a tender

To submit a proposal, bidders should provide **four** hard copies, bound appropriately, and one electronic copy.

The tender response for (i) the Live Here Love Here Integrated Communications Plan and (ii) Combined Integrated Communications Plan for the Live Here Love Here and Tackling Plastic NI campaign should include the following information:

1. Introduction/covering letter
2. Responses to the supplier questionnaire.
3. Completed pricing schedule
4. Appendices (if being used)
5. Description of your working methods. Tenderers must not make assumptions that either Keep Northern Ireland Beautiful has experience of their organisation or their service provision even if on a current or previous contract. Tenderers will only be evaluated on the information provided in their response.
6. A Health & Safety Risk Assessment/Statement
7. An Environmental Policy/Statement
8. Description of the project team who will manage and deliver the work, including a list of individuals, their respective roles within the organisation and, for the purposes of this work, their relevant skills and experience including any relevant professional qualifications. This shall include subcontract personnel employed specifically for this work.
9. Project Portfolio to demonstrate track record: Please also include 2 references of organisations you currently or previously have provided similar services.
10. A full breakdown of costs (exclusive of VAT). Expenses should be identified separately and must be included as part of the total cost of the work. Please also indicate an invoicing schedule for the purposes of this project.
11. Identification of any conflicts of interest which might arise if you were selected to undertake the work and if such a conflict were to arise, an indication of how this conflict would be addressed. Where you tender as part of a consortium, all members of the consortium should be considered.

Please reply to each point in the supplier questionnaire.

All appendices must be clearly indexed or labelled and must not exceed 500 words in total.

The tender response for the Tackling Plastics NI Integrated Communications Plan should include the following information:

1. Introduction/covering letter
2. Completed pricing schedule
3. Appendices (if being used)
4. Description of your working methods. Tenderers must not make assumptions that either Keep Northern Ireland Beautiful has experience of their organisation or their service provision even if on a current or previous contract. Tenderers will only be evaluated on the information provided in their response.
5. A Health & Safety Risk Assessment/Statement
6. An Environmental Policy/Statement
7. Description of the project team who will manage and deliver the work, including a list of individuals, their respective roles within the organisation and, for the purposes of this work,

their relevant skills and experience including any relevant professional qualifications. This shall include subcontract personnel employed specifically for this work.

8. Project Portfolio to demonstrate track record: Please also include 2 references of organisations you currently or previously have provided similar services.
9. A full breakdown of costs (exclusive of VAT). Expenses should be identified separately and must be included as part of the total cost of the work. Please also indicate an invoicing schedule for the purposes of this project.
10. Identification of any conflicts of interest which might arise if you were selected to undertake the work and if such a conflict were to arise, an indication of how this conflict would be addressed. Where you tender as part of a consortium, all members of the consortium should be considered.

All tender responses should be returned by **12 noon Tuesday 10<sup>th</sup> December 2019**.

## **Appendix 1**

### **Supplier Questionnaire and Pricing Schedule**

#### **Development and Delivery of the Integrated Communications Plan for the Live Here Love Here Campaign.**

#### **Notes**

The purpose of this document is to determine the suitability of your organisation to develop and deliver the Integrated Communications Plan for the Live Here Love Here campaign.

Please complete and send this questionnaire and pricing schedule as part of your tender response, to:

Jodie McAneaney  
Live Here Love Here Manager  
Keep Northern Ireland Beautiful  
Bridge House  
2 Paulett Avenue  
Belfast  
BT5 4HD

And emailed to: [jodie.mcaneaney@keepnorthernirelandbeautiful.org](mailto:jodie.mcaneaney@keepnorthernirelandbeautiful.org)

Deadline: 12noon on Tuesday 10<sup>th</sup> December 2019

If the question is not applicable, please put 'N/A'

If you do not know the answer to a question, please put 'Not Known'

**SUPPLIER QUESTIONNAIRE 1.****ORGANISATION**

Name of organisation	
Contact name	
Address	
Telephone number	
Email address	
Company registration number	
VAT registration number	
Website address	

**1. BIDDER STATUS**

Please select (a) or (b) as applicable:

(a) Your organisation is bidding to provide all the services required	Y/N
(b) Your organisation is bidding in the role of prime contractor and intends to subcontract some of the services to third parties to deliver the services	Y/N

**2. CAMPAIGN MANAGEMENT AND DELIVERY**

<p>Please provide details of your proposed approach to managing the development and delivery of the Integrated Communications Plan which meet the specified requirements including details of the team who will work on the account (max 250 words)</p> <p>(Weighting: 10)</p>	
Please confirm that your organisation has a procurement policy/guidelines	<p>Yes/No</p> <p><i>(You may be asked to provide a copy at a later date)</i></p>

Please confirm that the delivery of Phase 1 of the Live Here Love Here campaign can be completed by 31 March 2021	Yes/No

### 3. SUSTAINABILITY AND THE ENVIRONMENT

<p>Please provide details of your policies and procedures relating to environmental and sustainability issues (max 250 words)</p> <p>(Weighting: 5)</p>	
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### 4. TECHNICAL QUESTIONS

<p>4.1 Please outline your proposed plan for Phase 1 of developing and delivering the Integrated Communications Plan for the Live Here Love Here campaign including suggested media channels, audiences, key milestones, a timeline and how you would spend the £101,000 budget between April 2020 and March 2021 (max 1,000 words)</p> <p>(Weighting: 20)</p>	<p><i>The Integrated Communications Plan can include images, graphics, tables and/or any other appropriate visual tools to help display the information</i></p> <p><i>For the purposes of this evaluation, bidders need only provide a development and delivery plan and budget for Phase 1 of the campaign (April 2020 – March 2021).</i></p> <p><i>ALL Phase 1 budget MUST be spent and invoiced before the end of March 2021</i></p>
<p>4.2 Please demonstrate your understanding of the term ‘civic pride’ and how promoting it to the wider public can bring about behaviour change and improvements to environmental quality (max 500 words)</p> <p>(Weighting: 10)</p>	

<p>4.3 Please provide details of three previous campaigns or case studies that demonstrate your organisation's experience in the field of delivering public sector and/or behaviour changing campaigns (max 250 words each)</p> <p>(Weighting: 20)</p>	<p><i>This response can include images and visuals as appropriate</i></p>
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### 5. FINANCIAL AND ECONOMIC CAPABILITY

<p>Please provide a copy of the most recently filed accounts for your organisation</p>	<p>Yes/No</p>
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### 6. EQUALITY AND DIVERSITY

<p>Please provide a copy of your organisation's Equal Opportunities Policy or any other details you have of equality, diversity and inclusion initiatives or policies you have in place</p> <p>(Weighting: 5)</p>	
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### PRICING SCHEDULE

Please provide details of how the £101,000 budget for Phase 1 (April 2020 – March 2021) of the Integrated Communications Plan for the Live Here Love Here campaign would be spent on activity as outlined in your proposal. **Tenderers should use Appendix 4 to include more specific costs. Tenderers should note value for money will impact on scoring.**

(Weighting: 30)

Item/task	Detail	Cost (exc VAT) £



Name of organisation	
Contact name	
Address	
Telephone number	
Email address	
Company registration number	
VAT registration number	
Website address	

#### 1. BIDDER STATUS

Please select (a) or (b) as applicable:

(a) Your organisation is bidding to provide all the services required	Y/N
(b) Your organisation is bidding in the role of prime contractor and intends to subcontract some of the services to third parties to deliver the services	Y/N

#### 4. CAMPAIGN MANAGEMENT AND DELIVERY

<p>Please provide details of your proposed approach to managing the development and delivery of the Integrated Communications Plan which meet the specified requirements including details of the team who will work on the account (max 250 words)</p> <p>(Weighting: 20)</p>	
Please confirm that your organisation has a procurement policy/guidelines	Yes/No (You may be asked to provide a copy at a later date)

Please confirm that the delivery of Phase 1 of the Live Here Love Here campaign can be completed by 31 March 2021	Yes/No
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### 3. SUSTAINABILITY AND THE ENVIRONMENT

Please provide details of your policies and procedures relating to environmental and sustainability issues (max 250 words)  (Weighting: 5)	
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### 4. TECHNICAL QUESTIONS

4.1 Please outline your proposed plan for Phase 1 of developing and delivering the Integrated Communications Plan for the Tackling Plastics NI campaign including suggested media channels, audiences, key milestones, a timeline and how you would spend the £25,000 budget between April 2020 and March 2021 (max 1,000 words)  (Weighting: 40)	<p><i>The Integrated Communications Plan can include images, graphics, tables and/or any other appropriate visual tools to help display the information</i></p> <p><i>For the purposes of this evaluation, bidders need only provide a development and delivery plan and budget for Phase 1 of the campaign (April 2020 – March 2021).</i></p> <p><i>ALL Phase 1 budget MUST be spent and invoiced before the end of March 2021</i></p>
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### 5. FINANCIAL AND ECONOMIC CAPABILITY

Please provide a copy of the most recently filed accounts for your organisation	Yes/No
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### Appendix 3

#### Supplier Questionnaire and Pricing Schedule

Development and Delivery of the combined Integrated Communications Plan for the Live Here Love Here and Tackling Plastic NI campaign.

#### Notes

The purpose of this document is to determine the suitability of your organisation to develop and deliver the Integrated Communications Plan for the Live Here Love Here campaign.

Please complete and send this questionnaire and pricing schedule as part of your tender response, to:

Jodie McAneaney  
Live Here Love Here Manager  
Keep Northern Ireland Beautiful  
Bridge House  
2 Paulett Avenue  
Belfast  
BT5 4HD

And emailed to: [jodie.mcaneaney@keepnorthernirelandbeautiful.org](mailto:jodie.mcaneaney@keepnorthernirelandbeautiful.org)

Deadline: 12noon on Tuesday 10<sup>th</sup> December 2019

If the question is not applicable, please put 'N/A'

If you do not know the answer to a question, please put 'Not Known'

#### SUPPLIER QUESTIONNAIRE 1.

##### ORGANISATION

Name of organisation	
Contact name	
Address	
Telephone number	
Email address	
Company registration number	
VAT registration number	

Website address	
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### 1. BIDDER STATUS

Please select (a) or (b) as applicable:

(a) Your organisation is bidding to provide all the services required	Y/N
(b) Your organisation is bidding in the role of prime contractor and intends to subcontract some of the services to third parties to deliver the services	Y/N

### 2. CAMPAIGN MANAGEMENT AND DELIVERY

<p>Please provide details of your proposed approach to managing the development and delivery of an Integrated Communications Plan which meet the specified requirements including details of the team who will work on the account (max 500 words)</p> <p>(Weighting: 10)</p>	
Please confirm that your organisation has a procurement policy/guidelines	Yes/No <i>(You may be asked to provide a copy at a later date)</i>
Please confirm that the delivery of Phase 1 of the Live Here Love Here and Tackling Plastic NI campaigns can be completed by 31 March 2021	Yes/No

### 3. SUSTAINABILITY AND THE ENVIRONMENT

<p>Please provide details of your policies and procedures relating to environmental and sustainability issues (max 250 words)</p> <p>(Weighting: 5)</p>	
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#### 4. TECHNICAL QUESTIONS

<p>4.1 Please outline your proposed plan for Phase 1 of developing and delivering the Integrated Communications Plan for the Live Here Love Here and Tackling Plastic NI campaigns including suggested media channels, audiences, key milestones, a timeline and how you would spend the £126,000 budget between April 2020 and March 2021 (max 2,000 words)</p> <p>(Weighting: 20)</p>	<p><i>The Integrated Communications Plan can include images, graphics, tables and/or any other appropriate visual tools to help display the information</i></p> <p><i>For the purposes of this evaluation, bidders need only provide a development and delivery plan and budget for Phase 1 of the campaign (April 2020 – March 2021).</i></p> <p><i>ALL Phase 1 budget MUST be spent and invoiced before the end of March 2021</i></p>
<p>4.2 Please demonstrate your understanding of the term ‘civic pride’ and how promoting it to the wider public can bring about behaviour change and improvements to environmental quality (max 500 words)</p> <p>(Weighting: 10)</p>	
<p>4.3 Please provide details of four previous campaigns or case studies that demonstrate your organisation’s experience in the field of delivering public sector and/or behaviour changing campaigns (max 250 words each)</p> <p>(Weighting: 20)</p>	<p><i>This response can include images and visuals as appropriate</i></p>

#### 5. FINANCIAL AND ECONOMIC CAPABILITY

<p>Please provide a copy of the most recently filed accounts for your organisation</p>	<p>Yes/No</p>
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**Appendix 4**

**Keep Northern Ireland Beautiful Media Template**

**Development and Delivery of the (i) Integrated Communications Plan for the Live Here Love Here Campaign and (ii) the combined Integrated Communications Plan for the Live Here Love Here & Tackling Plastic NI campaign.**

Media Initiative	Station/outdoors format Website	Size/length	Quantity No. of TVR's/ spots/ panels/ page impressions	Positioning/ strategy	Duration No. of weeks/ cycles	Rate card cost	Negotiated cost	% discount	Client cost after rebate*	% discount (Inc. rebate)	All agency time costs (Inc. design/ media planning/ management)	Agency Print/ Production cost (Inc. 3 <sup>rd</sup> party mark-up)	April	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March
													2020	2020	2020	2020	2020	2020	2020	2020	2020	2021	2021	2021
Example																								
<i>Outdoor</i>	<i>48 sheets</i>		<i>20 sites</i>	<i>Main arterial routes province wide, targeting motorists and pedestrians</i>	<i>3 cycles</i>	<i>£5,000</i>	<i>£3,000</i>		<i>£2,700</i>	<i>46%</i>	<i>£200</i>	<i>£400</i>			Active					Active				Active

**\*Please note if this is applicable each year from April 2020 – March 2023.**

## Appendix 5

### Live Here Love Here Brand Guidelines

The guidelines include a colour palette, logo usage and font style/size. The brand has been designed so that it can be localised for use in different council areas and locations.

Some examples of the logo are shown below:

