**Wellbeing and Work for Refugee Integration (WW4RI)**

**Invitation to subcontract for internal and external communications**

Contents

[I. Context and Purpose of Project 2](#_Toc127265591)

[II. Bid Requirements 3](#_Toc127265592)

[III. Project Website 4](#_Toc127265593)

[IV. Timing 4](#_Toc127265594)

[V. Contract Management 4](#_Toc127265595)

[VI. Data Protection 4](#_Toc127265596)

[VII. Payment 4](#_Toc127265597)

[VIII. Property and Contractual Conditions 5](#_Toc127265598)

[IX. How to Tender 5](#_Toc127265599)

[VIII. Tender Scoring Matrix 6](#_Toc127265600)

# I. Context and Purpose of Project

The WW4RI project has been running since April 2020 and has recently received funding to allow for ongoing operational delivery until September 2023. During the project we have served over 1300 beneficiaries and we have lots of good stories to tell about refugees with improved mental health and wellbeing, improved English language skills, finding work and starting businesses. The project is based on the principle that being well enough to be economically active is the most significant step towards becoming integrated in society. With no current regional infrastructure to support refugee integration, the project prioritises local engagement by partners, stakeholders and employers in support of individual refugee needs and skills, fostering best practice exchanges and networks, and resulting in work placements and sustainable employment opportunities and outcomes.

The project consists of three strands:

* Wellbeing / mental health support,
* A network of employment advisers and
* Specialist ESOL and skills courses

and is provided across 6 counties in the East of England (Norfolk, Suffolk, Essex, Hertfordshire, Bedfordshire and Cambridgeshire).

In the East of England, there is no large refugee charity working across all major towns and cities. Those delivering the project are local charities and other organisations who have developed their expertise over the years through their work with asylum-seekers, refugees and other third country nationals. They are:

People from Abroad Team, Norfolk County Council, Norwich

PARCA, Peterborough

GLADCA, Peterborough

Suffolk Refugee Support, Ipswich

West Suffolk College, Suffolk

BRASS, Bedford

Kings Arms Project, Bedford

Refugee Council, Hertfordshire & London

Community Action Dacorum, Hertfordshire

Essex Integration, Colchester, Essex

WEA, Cambridge & London

Health Outreach Service, Suffolk

MENTA, Bury St. Edmunds

Specialist Language Courses

These organisations undertake initial screening assessments and identify ‘unique beneficiaries’ for the other strands of the project:

* Some will be offered a place on an ESOL and Skills course offered in-house or by another agency;
* Some will be offered wellbeing support, which is provided by the Refugee Council in most parts of the region and by the Health Outreach Team from EPUT in Suffolk;
* Those who complete their ESOL programme will have the chance to undertake work experience, find work or start their own business.

**We are looking to award a tender for internal and external communications relating to the whole project.**

# II. Bid Requirements

For the period covering March 2023 to December 2023, the communication activities that are within the scope of this tender include

* Stakeholder mapping and defining the best channels of communication for each target group
* Creation of an internal and external marketing plan/strategy
* Press and media strategy and support with drafting, sending press releases and media
* Social media campaigns to include LinkedIn and Twitter
* Production of digital marketing collateral for a newsletter, website, social media engagement
* Internal and external communications.

Your bid must explain in detail the steps you will undertake to develop and implement a marketing/communication strategy for the WW4RI project. The bid must be accompanied by a detailed spreadsheet stating the costs incurred at each stage.

The maximum amount that can be awarded for the communication activities is £12,000 including VAT.

# III. Project Website

More information on the project is published here: <https://smp.eelga.gov.uk/refugees/well-being-and-work-for-refugee-integration-project/> .

# IV. Timing

* Bidding closes: 8 March 2023
* Interviews: week of 13 March 2023
* Contract awarded: 20 March 2023
* Contract delivery: March 2023 – December 2023

# V. Contract Management

The contract will be held and managed by the East of England Local Government Association (EELGA).

The organisation awarded the contract will be able to contact the WW4RI Project Officers as necessary and discuss any issues with them throughout the project.

# VI. Data Protection

The organisation awarded the tender contract must be fully committed to comply with the data protection and privacy requirements of the WW4RI project, provide the secure transfer of any private information and produce all of the documents required by us, the SMP, and the funder, which is the UK Responsible Authority.

# VII. Payment

Applications are expected to be inclusive of all expenses, consultation and other costs (including VAT if applicable). EELGA will authorise payment, payable against invoices issued in arrears at stages to be agreed when the contract is awarded. All payments will be subject to satisfactory completion of various contract stages to be agreed; quality standards required by the project team; and delivery against the conditions of the terms of engagement agreed between EELGA and the appointed organisation.

Variations on terms of engagement will require negotiation and will need to be agreed in writing by both sides in advance if payment is not to be affected. Nothing in this briefing in any respect whatsoever constitutes a contract.

# VIII. Property and Contractual Conditions

The communications produced may be distributed internally or externally via the project team and partners. The contract holder will be required to keep confidential and shall not (except as required by the terms of this brief) use or disclose any confidential information, records or other materials related to the work undertaken.

# IX. How to Tender

Sealed tenders supported by an email copy ([gill.searl@eelga.gov.uk](mailto:gill.searl@eelga.gov.uk) and [louise.gooch@eelga.gov.uk](mailto:louise.gooch@eelga.gov.uk)) should be submitted by **17.00 hours on Wednesday, 8March 2023** addressed to Louise Gooch, WW4RI Project Manager at East of England LGA, West Suffolk House, Western Way, Bury St Edmunds, Suffolk, IP33 3YU, and marked clearly as “WW4RI Project Communication Tender”. **It will not be possible to accept email copies only**. We may wish to organise selection interviews with applicants depending upon the level of interest we receive. If so, these would take place during the week starting 13 March and maybe conducted remotely via conference call.

Those wishing to tender are required to submit the following information:

* An explanation of how you expect to deliver the contract, using no more than two sides of A4 paper, adhering to the information provided above in the Bid Requirements section.
* A spreadsheet showing the activities your organisation will undertake as part of the communication work and the associated costings.
* Relevant background information about your organisation’s work
* Evidence of knowledge and experience gained over the past 3 years that the nominated participants from your organisation have in relevant areas of work
* Accounts for the last year (externally audited if you are a registered charity)
* CVs for the nominated participants
* 2 references for your organisation
* Any additional outputs proposed to those listed above
* Any other supporting information that you may wish to include

For further information about this project and/or an informal discussion about this work please contact Gill Searl on 07790 973101 email: gill.searl@eelga.gov.uk.

# VIII. Tender Scoring Matrix

**Score /10 per section**

|  |  |
| --- | --- |
| Demonstrates a good understanding of the WW4RI project. |  |
| Demonstrates a good understanding of the communication requirements |  |
| Demonstrates that the proposed communication covers all of the WW4RI strands |  |
| Demonstrates that the organisation is able to comply with timetable, reporting and contractual arrangements. |  |
| Demonstrates the necessary skills, experience and references as an organisation. |  |
| Demonstrates that identified participants have the necessary skills and experience. |  |
| Demonstrates that the organisation has the necessary financial stability to deliver the contract. |  |
| Demonstrates that the organisation has a good understanding of the East of England region. |  |
| Demonstrates that the organisation provides additional outputs which add value to the project. |  |
| Demonstrates a good fit with the organisational culture and working style of the WW4RI project and team. |  |
| Demonstrates previous projects and experience working/collaborating with a number of different partners and organisational structures |  |
| **Total /110** |  |