

Invitation to Bid

Background information

In 2019, Wakefield Council commissioned consultants thinkingplace to carry out in-depth research on the place and in consultation with stakeholders, build a Wakefield Place Brand. A brand for Wakefield that will help us sell with Wakefield product to visitors and investors to retain and create jobs and grow our economy, now more than ever.

Key messages were created for the place and these focus around the districts unrivalled connectivity, it's variety within its visitor offer and its rich heritage and cultural prowess in the creative sector as a city of sculpture.

It is now the role of the place to amplify these messages and raise the district of Wakefield district nationally and internationally.

As part of this consultation, the proposal for Wakefield to have its own Ambassador Programme was created. The Wakefield Ambassador Programme will help share the Wakefield story with new and existing external audiences through influence and reach.

Working close with the Wakefield Place Board, we are now looking for a partner to lead the delivery of this programme.

Product – ORGANISATION, COMMUNICATINS AND DELIVERY OF WAKEFIELD AMBASSADOR PROGRAMME

Wakefield Council and its Place Board are looking for a contractor to lead the delivery of their Ambassador Programme to recruit and engage with Ambassadors.

Wakefield has opted for a method focusing on the reach and influence of key influential business professional's not mass recruitment of ambassadors. The programme will manage communications and events for this small group of influential people. Ensuring they are provided with the tools and assets required to support the sharing of Wakefield messages and its key developments. We're looking for a proposal to explain your experience relevant to this project which should include experience of event planning from idea to delivery, proposed resource allocation and proposed approach to delivery of the Wakefield Ambassador Programme.

We expect that the successful organisation will deliver and take ownership of the following:

- Recruitment of 15-20 Ambassadors to the programme from a targeted list
- Planning and delivery of a launch event (July 2021)
- Development of a rolling engagement plan – to be delivered in partnership with Wakefield Council – to cover monthly communication with and support provided to ambassadors, securing of speaking opportunities for ambassadors and planning of ambassador events (in year one; 1 x launch events, 3 x ambassador events)
- Support in the PR and promotion of the Wakefield Ambassador Programme

We are looking for a description of how you'd approach our key deliverables and what added value your organisation would bring to this project.

As this is a key project within our Wakefield Place Strategy, we are looking for an understanding of number of dedicated hours attributed to this project over a minimum of 6 months.

Stages of work and timescales for these

- Ambassador Programme targeted recruitment (target list approved by the Board to be shared – 15/20 Ambassadors by July 2021)
- Ambassador launch planning and delivery – July 2021
- 12 month engagement plan (to be delivered in partnership with Wakefield Council – this plan should include, but not be exclusive to events – proposed plan by May 2021)

Deadline for proposals is noon on 9 April 2021.

The successful Bid will be notified by the close of play on 15th April 2021

The overall aim is to be able to launch Wakefield Ambassador Programme in June 2021 ahead of a July event. It is expected that contractors will provide an outline and narrative around what they believe to be realistic timescales for each stage of planning up to completion and delivery.

Budget

A working budget of up to £8,000 per year is available for this work, but cost and value for money will be integral to the evaluation process for received bids. Budget to cover event delivery (venue, catering etc.) will be made available in addition to the £8,000 per year.

Submitting a quote

To submit a quote for this work you should email placebrand@wakefield.gov.uk with the following information:

- Overall cost of the project, including the key deliverables.
- Timescales for different stages of the work.
- Examples of/reference for similar work undertaken previously including live and virtual events
- Any other information you feel we need to take into account when evaluating quotes.

Any quotation submitted will be deemed to remain open for acceptance or non-acceptance for not less than 30 days from the closing date stipulated above. The Group may accept the quotation at any time within this prescribed period. The Group shall, however, not be bound to accept the lowest or, in fact, any quotation. Contracts will be awarded on the basis of the Most Economically Advantageous Tender. This means the quotations which demonstrate the best cost and quality combination will be chosen.