



Young at Art Ltd

Tender Specification – PR, Marketing & Communications Support Services – May 2022

1. BACKGROUND INFORMATION

Young at Art was established in 1998 to run an international arts festival for children and young people. It quickly expanded, incorporating as a limited company in January 2000, and extending to a year-round programme comprising commissioning, touring, action research, engagement and development work. The Belfast Children's Festival (still the anchor of its annual programme) is one of the largest in the UK and Ireland with approx. 22,000 children and adults pre-pandemic attending both free and ticketed events within a ten-day programme each year. The year-round programme combines education and engagement activity, special projects and commissions and artist and new work development.

2. COMPANY INFORMATION

Young at Art is a registered company with charitable status, recognised by the NI Charities Commission. It is core funded by the Arts Council of Northern Ireland, Belfast City Council, Paul Hamlyn Foundation, Garfield Weston Foundation and the Ragdoll Foundation. It undertakes significant fundraising each year as well as generating earned income through its Festival and various programmes and projects.

3. CURRENT STRATEGIC FRAMEWORK

Who Are We?

Young at Art (YAA) is Northern Ireland's leading children's art provider

What Do we Do?

We create and curate exceptional and innovative arts experiences for all children and young people

Why Do We Do It?

The world needs creative people

How Do We Do It?

By being:

- **Risktakers**
- **Placemakers**
- **Changemakers**

underpinned at all times by our values:

Child-led, Quality & Excellence, Accessibility, Innovation, Respect

4. OUR REQUIREMENTS

In accordance with best practice in securing best value for its funds, Young at Art is seeking to appoint a PR, Marketing & Communications service provider for the next 3 years from 1 September 2022 – 31 August 2025).

The provision of these services will successfully raise the profile of Young at Art and the Belfast Children's Festival, build audiences for our work and deliver on our strategic and operational objectives.

The service provider will be responsible for all PR, sponsorship, branding, print and communications needs across all channels. They will report to our Director, integrate well with our core staff team and in particular line manage our permanent, part-time Marketing & Box Office Assistant as well as any other freelance marketing and box office personnel, interns or volunteers contracted from time to time.

Marketing services will be required year-round. Work hours are expected to be staggered throughout the year with the bulk of the hours being worked between January and March to coincide with delivery of the Belfast Children's Festival (early to mid-March each year). Work from October to December usually focusses on building the framework for the marketing and publicity campaigns for the Festival and Education & Engagement Programme as well as marketing any ad hoc activity. From April to September, you will assist with reporting to funders and stakeholders, producing our Annual Report and maintaining our visibility in the quieter months of the year. PR support is usually focused around festival delivery from January to March each year.

A more specific and detailed breakdown of services includes:

1. Branding & Advocacy

- Support the Director with stakeholder engagement and the delivery of key messages through all company communications channels;
- Support and oversee our branding and public profile;
- Support the Director with devising and implementing a sponsorship strategy;
- Develop and implement marketing and communications strategies for the company and its key activities, regionally, nationally and internationally; and
- Develop and implement evaluation systems including creating appropriate reports (on feedback, press activity, etc), documenting company activity and maintaining archive.

2. Press & PR

- Implement and maintain effective PR campaigns that maximise audiences and contribute to company strategic goals;
- Oversee all print, digital, video/photography, distribution and communications materials including our festival brochure and annual report;
- Provide press liaison support as appropriate and ensure a high standard and wide promotional reach is secured;
- Manage and maintain company website, developing and maintaining digital/social media

- profiles as appropriate;
- Liaise with all artists, venues, print and design partners and advertisers on all aspects of promotion of YAA activities; and
- Ensure high standard across all company publicity and documentation.

3. Audience Development

- Devise, set targets for, and implement long-term audience development planning in collaboration with other members of the staff team and external partners;
- Develop audience development strategies and activities in line with company strategy;
- Undertake data analysis of participation, attendance and patterns to inform future planning and promotion; and
- Manage the companies' mailing lists and monitor/manage effective communications, supporting its data protection and procedures.

4. Finance/Administration

- Manage the relevant marketing budgets for both the organisation and the Belfast Children's Festival;
- Secure best-value in all costings and procurements and be the primary generator of in-kind marketing and promotional support;
- Provide marketing and communications information for relevant sections of funding applications and company/funding reports;
- Contribute to company evaluation, both internal and external;
- Ensure all relevant documentation is gathered and filed as appropriate; and
- Adhere to and contribute to the development of company systems, templates, policies and procedures.

If additional related advice and/or services can be provided, this should be outlined in tender submissions as well as if such services are to be charged at additional hourly rates. Those hourly rates should be indicated.

It is expected that the services provider would nominate qualified and competent personnel who would be identifiable to provide the above services. It is expected that a member of the Marketing team would operate from Young at Art offices at least a half day a week throughout the year. YAA staff currently work in a hybrid mode, from home and our Belfast city centre office.

The Young at Art Board of Trustees invites proposals from suitably qualified and competent companies/consultants in providing the services detailed above.

5. TIMESCALE & BUDGET

The closing date for submitting a tender proposal is **9am on Monday 27 June 2022**.

The maximum budget per year in each of the three years of the contract is £31,320 including VAT and all other taxes, expenses and costs. A separate marketing and communications budget is jointly agreed each year depending on funding.

6. TENDER INFORMATION REQUIRED

Organisations/consultants wishing to submit proposals should provide the information detailed below.

Proposals should be a maximum of 4 A4 pages and should include the following information, under each of the separate headings (a) to (f). Relevant appendices of up to 5 pages may also be submitted.

- a. **Experience and knowledge** of PR, Marketing and Communications service delivery (particularly arts, festivals or other similar events);
- b. **Personnel Details** - the roles, relevant experience and qualifications of those who will be delivering the services and those managing them if relevant;
- c. **Methodology** - setting out clearly how the provider proposes to work with Young at Art to deliver the services and how service quality will be monitored and maintained;
- d. **Fees** - a clear statement and breakdown of the fees for the services to be delivered and the fees for any additional services that could be provided from time-to-time – all including VAT;
- e. **Capacity** - applicants should include confirmation of their capacity to commence the contract by 1 September 2022; and
- f. **Referee** - include contact details of at least one client for whom you deliver similar services.

7. TENDER SUBMISSION AND APPOINTMENT PROCESS

Please provide information on each area requested in a clear and concise manner to ensure that this can be reviewed and scored in line with the scoring matrix below.

One electronic copy of the tender proposal should be submitted by 9am on Monday 27 June 2022 to Kelly-Anne Collins, General Manager, Young at Art at manager@youngatart.co.uk.

Tenders received after the closing date will not be considered. Tenders that do not comply with the required format and length may not be considered.

8. SCORING

The panel will score submitted proposals based on the requirements outlined in this tender specification and as follows:-

	Criteria	Score
(a)	Experience & Knowledge	30%
(b)	Personnel Details	20%
(c)	Methodology	30%
(d)	Fees	20%

9. TIMETABLE

ACTIVITY	DEADLINE
Invitation to Tender Opens	Monday 30 May 2022
Closing Date for Proposals	9am on Monday 27 June 2022
Shortlisting & Scoring	By Thursday 30 June 2022
Contract awarded	By 15 August 2022
Contract commences	From 1 September 2022

The panel may appoint solely on the basis of the proposals received, or if deemed necessary, may invite a small number of applicants for a short interview to discuss their proposal.

All applicants will be contacted by email to inform them of the outcome of the process.

Young at Art reserves the right not to accept the lowest or any tender.

Young at Art reserves the right to award the contract in whole or part.

Queries relating to this tender should be submitted to manager@youngatart.co.uk by 9am on Wednesday 22 June 2022.