**Invitation to Tender – Communication Partner**

1. **Introduction**

Staffordshire Chambers of Commerce invites proposals for the development of a comprehensive public relations and communication strategy that is aligned with our current business plan. This strategy will guide our communications across multiple media channels to strengthen engagement with members, stakeholders, and the wider business community over the year ahead.

The successful contractor will work in close collaboration with our newly appointed Marketing Manager to ensure the strategy is reflective of our strategic priorities and supports a consistent, impactful voice across all channels. It is expected that the successful firm will work essentially as an extension of our marketing team.

Staffordshire Chambers of Commerce is dedicated to supporting local businesses through membership services, events, training, and international trade assistance. We also play an active role in shaping the policy landscape across Staffordshire to create a thriving business environment in our region.

1. **Tender specification:**

We welcome submissions from Staffordshire-based companies that ideally are current members of the Chambers. Working closely with the Marketing Manager and key internal teams, the successful bidder will:

* **Enhance Membership Engagement:** Develop strategic communication approaches to better connect with current members and attract new ones.
* **Promote Events and Training:** Design campaigns that raise awareness and drive participation in the Chamber’s programmes.
* **Strengthen Digital Presence:** Identify opportunities to improve the Chamber’s reach and visibility through digital platforms and content.
* **Support International Trade:** Communicate the value and opportunities of the Chamber’s international trade services in a clear, accessible way.
* **Support Policy Development Communication:** Develop messaging and communication strategies that promote the Chamber’s policy work, and key priorities in local and national business policy discussions.
* **Research and Analysis:** Conduct a thorough review of existing communication channels, audience engagement levels, and messaging effectiveness and make recommendations for improvements.
* **Strategy Development:** Produce a comprehensive communication strategy that outlines core messages, key audiences, tone of voice, and recommended communication channels, ensuring alignment with the current business plan and the Chamber’s policy agenda.
* **Publications:** Work with the Chambers and I-Creation to drive up subscribers and open rate to Daily Focus, Engagement with Focus Magazine and the Chambers newsletters.

**Deliverables**

* A comprehensive communication strategy document aligned with the Chamber’s current business plan and strategic objectives.
* Clear recommendations for communicating the Chamber’s policy positions and areas of development.
* Support for the marketing manager over an initial 12 month period.

The successful bidder will be required to sign a Service Level Agreement and work in close collaboration with the Marketing Manager and Chamber team.

1. **Tender Requirements**

We ask all bidders to answer the following questions. The weighting for each question is detailed in the table below. The budget for the work is a maximum of £20k plus VAT.

* Proposed approach and methodology.
* Detailed project plan and timeline.
* Overview of experience in delivering similar solutions, with details of results achieved.
* Details of proposed staff that would work on the assignment and how they would liaise with the Chambers.
* Budget breakdown, broken down by hours and days as appropriate and split by staff proposed to work on the proposal.

Please complete the attached tender form and return it to Chris Plant at: chris.plant@staffordshriechambers.co.uk by 12.00 on 11th July 2025

We look forward to receiving your response and discussing this exciting business opportunity.

1. **Tender evaluation**

Bids will be assessed on the following criteria:

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| --- | --- |
| **Criteria** | **Weighting** |
| Methodology and approach | 25% |
| Project plan and timeline | 15% |
| Experience of delivery similar work | 20% |
| Proposed Staffing with details of experience | 15% |
| Budget Breakdown | 25% |

1. **Scoring Matrix**

|  |  |
| --- | --- |
| Unacceptable/ Not answered | 0 |
| Minor reservations | 2 |
| Acceptable | 3 |
| Fully meets | 4 |
| Usefully exceeds | 5 |

1. **Timeline**

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| --- | --- |
| Opportunity advertised | Friday 27th June |
| Deadline for submissions | 11.07.2025 |
| Assessment of bids | By 16.07.25 |
| Contract award | By 23.07.25 |
| Inception meeting | w/c 4.08.25 |

1. **Clarification questions**

If you have any queries regarding this tender opportunity, please email Jade Holloway. Questions and answers will be anonymised and posted to our website so that all bidders have access to the same information. The deadline for clarification questions is 12.00 on the 7th July 2025.

**Tender Form**

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| --- |
| **Company Details**  Name and address of Company:  Main Contact Details:  Name:  Position:  Email:  Tel:  Year company established:  Company number: |

**Question 1**

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| --- |
| **Please detail you proposed methodology and approach to deliver this work** **(**Max 350 words): |

**Question 2**

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| --- |
| **Please detail your proposed project plan and timeline** (max 350 words) You can append a project plan if you choose to. |

**Questions 3**

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| **Please detail you experience of delivering a similar service and the**  **Results & Impact: (500 words)** |

**Question 4**

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| **Please detail proposed staffing along with their relevant experience (500 words)** |

**Questions 5**

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| --- |
| **Please provide a budget broken down by days/hours and proposed staff as appropriate.** |

**Other Information Required (not mandatory)**

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| --- | --- |
| Do you hold ISO 9001 and / or ISO 14001? |  |
| If no, would you be interested in attaining ISO 9001 or ISO 14001 |  |
| Do you pay at least the Real Living Wage to employees? |  |
| If no, would you like someone to contact you with more information on how to sign up to the Real Living Wage foundation? |  |
| Please explain how your service supports sustainable development principles. Specifically, describe how it maximises positive environmental impacts or addresses potential negative environmental impacts. |  |
| How does your service contribute to social value? Please provide details on any initiatives, partnerships, or practices that promote social inclusion, diversity, or community engagement. |  |
| Would you like more information on the Sustainable Development Goals? |  |