



THE BIRMINGHAM CIVIC SOCIETY

COMMUNICATION AND PR SUPPORT

INVITATION TO TENDER

About us

For almost 100 years Birmingham Civic Society has worked to make Birmingham a better place for everyone. We are membership body made up from a wide range of volunteers who encourage community engagement and promote pride in our city. We offer opportunities to be active in civic life through a range of projects on a People, Places and Pride theme. In 2018 we celebrate our Centenary.

At last year's AGM we released our five year +PLUS Strategy 2016-20 www.birminghamcivicsociety.org.uk/wp-content/uploads/2016/11/BCS-PLUS-Strategy.pdf with three priorities for the coming years: to have a Clearer Identity, Greater Influence and be a Stronger Society.

We have many well kept secrets including:

- Since its formation in 2006, almost 70,000 trees have been planted through our delivery of the Birmingham Trees For Life scheme, the vast majority supported by local school children
- Over 26,500 pupils have actively engaged in the Next Generation Awards scheme, a Citizenship programme that the Society established 12 years ago to inspire the minds of young people. Each year approximately 20 local schools and 2,000 pupils take part.
- The Society has prime responsibility for the erection of Blue Plaques in Birmingham – a task it has fulfilled since the 1950's; some 80 or so can be seen around the city

See www.birminghamcivicsociety.org.uk @BirminghamCivic and <https://en-gb.facebook.com/Birmingham-Civic-Society-112878592113886>

The need

Increased social media activity and profile raising for our core projects are necessary to support our corporate membership recruitment drive. This in turn increases our income and ability to engage in more activities. We also need more traditional comms support, writing press releases/stories and getting them placed in the local papers to raise awareness of the Society more generally.

One of the key findings from last year's strategy review was that the Society should have a greater influence, achieved by identifying and responding to key issues and developing partnerships with key stakeholders. Whilst there will be some natural touch points and cross over with our Centenary celebrations, this tender invites support for our core day to day activities of communicating with members, securing new corporate member firms, promoting our events and generally raising awareness of the projects and campaigns in which we are actively involved.

Messages

Our headline message will be *Working Together to Make Birmingham a Better Place for Everyone*. We aim to present the Society as relevant, respected and reliable. We will avoid comment in situations where we cannot do this or lack such credibility. We aim to speak with authority; we will endeavour to sound inspirational and influential.

Our Tone of Voice will reflect the Society's Values (Inspire – Influence – Inclusive) and Identity (Relevant – Respected – Reliable).

Audiences

The five top audiences we have identified from a longer list include:

1. Members of the Society
2. Corporates (non member)
3. Elected (Local Authority) members & senior officers
4. Young citizens
5. Communities far and wide across the city

Timescale

We are inviting tenders for communications and PR support across a range of channels for an initial 12 months from 3rd July 2017. The relationship will be reviewed after six months.

- Tender issued Wednesday 31st May
- Response deadline Wednesday 14th June
- Shortlisting and clarifying questions w/c 19th June
- Decision announced w/c 26th June
- Contract begins Monday 3rd July 2017.

Budget and time commitment

£5,000 (£4,500 + £500 expenses) including VAT

It is expected this will cover the equivalent of 2 days or 2 measurable “actions” per month. An action could be defined as writing and placing a news story in the local press; producing a mailshot or the content for a social media campaign, recruitment drive or a new web page etc.

We see the activity as being heavily social media focused with a mix of traditional PR when appropriate.

Queries

Lorraine Francis, Chair, Membership Committee hello@weavemarketing.co.uk 07778 739772

Nick Venning, Deputy Chair nick.venning@btinternet.com

Proposals should be emailed to Birmingham Civic Society bhamcs@gmail.com by the end of 14th June.