

Marketing, Communications and PR Tender

1. Tender Specification

Delivery of Marketing, Communications and PR services for Farmstrong Scotland.

Deadline for submission:	Friday 9 th May 2025 by 5pm
Duration:	1 year with the option to extend for an additional 1 year without retendering.
Contact details:	Alix Ritchie, Programme Director alix@farmstrongscotland.org.uk 07889633096

2. Farmstrong Scotland

Farmstrong Vision:

To have a resilient and thriving agricultural community in Scotland who experience a high level of wellbeing, feel supported, and are prepared and able to better handle challenges and adapt to change.

About Farmstrong Scotland:

Farmstrong Scotland is charity (SCIO) delivering a wellbeing programme designed to encourage farmers, crofters and those from the agricultural community to take positive steps to improve their wellbeing. The programme focuses on sharing stories and peer-to-peer tips from farmers and crofters alongside advice and practical tools to help individuals manage the unique challenges of farming and crofting to allow them to live well to farm and croft well.

Farmstrong's Values:

- Positive Culture
- Supportive Community
- Always Curious

Our Mission:

To work collaboratively to enable and grow a culture of wellbeing within the Scottish agricultural community.

Farmstrong People:

Farmstrong has a small employed team of a Programme Director, Programme Coordinator and Community Engagement Specialist. The strategic direction of the charity is determined by the nine charity trustees who bring a breadth of knowledge and experience to Farmstrong. The successful applicant will work with the employed team to help deliver the programme in line with strategy created by the board of trustees.

How the Farmstrong Scotland Programme is Delivered:

Farmstrong shares practical information and tools based on the latest wellbeing science across a number of platforms.

In particular:

- At agricultural events through community engagement where farmers socialise, learn and have fun.
- In agricultural media and online via farmer stories about the practical steps they take.
- Through educational content delivered face-to-face and via multimedia platforms.
- By supporting initiatives to help farmers connect, get off farm and improve their wellbeing.

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3. Purpose and Functions

The success of marketing, communications and PR delivery are integral to the success of the Farmstrong programme.

Tender Purpose:

To deliver marketing, communication and PR services to Farmstrong Scotland to support three key areas:

- **Marketing:** through a strategic approach, create a range of positive solutions that enable farmers, crofters and those within the Scottish agricultural industry to take positive steps to boost their wellbeing.
- **Communications:** Distribute the evidence-based content created using a range of tactics to increase the impact the programme, awareness of brand and of the programme.
- **PR:** Manage the promotion of the programme, its benefit and impact to press, stakeholders and current and potential funders; as well as manage crisis comms as and when required.

4. Timescale

Activity	Date
Invitation to tender goes live	Monday 14 th April 2025
Closing date for tender submissions	Friday 9 th May 2025 by 5pm
Notification of shortlist following independent scoring	By Friday 23 rd May 2025
Virtual presentations	w/c 2 nd June 2025
Final interview (if required)	w/c 9 th June
Contractors Appointed	Contract offered by Friday 13 th June 2025
Handover from existing to new contractors	Throughout July 2025
Full responsibility commences	1 st August 2025

5. Scope of Work

The contract will be for a period of 1 year, with the option to extend for an additional 1 year without retendering.

We envisage there being a handover during July 2025 with the full responsibility of Marketing, PR and Communications taking place on 1 August 2025.

Tenderers are invited to put forward proposals on how to best meet the best outcomes for this proposal within the budget available. A full explanation of your chosen approach, including any limitations, should be provided.

The current scope of work is detailed below but tenderers are invited to suggest changes to this to best meet the tender purpose and outcomes. Existing Farmstrong brand guidelines will underpin brand identity and tone of voice.

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Marketing:

- Creating a Marketing, PR & Comms Strategy in line with the Farmstrong Scotland Strategy
- Graphic Design
 - Printed leaflets, adverts, event resources as required
- Social Media
 - Social media management (currently Facebook, LinkedIn, YouTube, X and Instagram)
 - Social media strategy (in line with Farmstrong strategy)
 - Social media reporting
 - Production of graphics and content
- Podcasts:
 - Monthly podcast production
 - Coordination of interviews, briefing, recording, editing, and publishing
- Website Management:
 - Collaborate with existing website agency
 - Manage website updates and ensure website is up to date
- Videos
 - Production of new quarterly video releases focused on storytelling and wellbeing tips
 - Travel, filming, editing, and promotion to be included
- Webinars
 - Deliver four webinars per year (winter months)
 - Coordination of registration, speaker briefing, AV, and delivery

Communications:

- Stories
 - Monthly stories featuring farmers and crofters (current agreement with The Scottish Farmer for monthly full page story)
 - Circulate to press, add to website and create a PDF version for each story
- Relationship management of those who have shared their story with Farmstrong
 - Provide information and reassurance (as required) prior to them sharing their story, support them whilst telling their story and check in afterwards.
- Writing content for features as required (usually around 6 per year)
- Newsletters – production of the following:
 - Monthly digital e-newsletters to Farmstrong Followers
 - Monthly digital e-newsletter highlighting 1 specific wellbeing tip
 - Monthly digital stakeholder newsletters
- Management of a dedicated comms@ email address to respond to PR, Marketing & Comms queries.

PR:

- Press liaison and management, including securing press and media partnerships
- Press releases for events, new materials, and fundraising achievements
- Distribution of news to UK and Scotland-specific media
- Crisis communications and reputation management
- Press briefings x 1 per year
- Responding to press requests as required
- Support the team with the delivery of the Funding & Partnership Plan

Reporting:

The following reporting will be part of the contract:

- Monthly summary reports of PR, Marketing & Comms activity to be sent to trustees
- Weekly update meetings with Farmstrong team (1 hour)
- Monthly Strategy Meetings with the Programme Director (1.5 hours)
- One representative to provide a report to trustees at the Farmstrong Scotland Board Meetings (5 per year including the AGM)

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6. Target Audience

Farmstrong is an accessible programme for farmers, crofters, those working in the agricultural industry and their families. The profiles of the audience vary greatly and therefore a multi-media approach is essential.

Approximately 66,700 people work in Scottish agriculture (this includes owner-occupiers, employees, contractors, family members and seasonal staff). Scotland has a range of farm types covering dairy, arable, soft fruit, horticulture, deer, arable, pigs and poultry. Cattle and sheep systems make up the largest holding type and cover the largest land area.

Crofting is unique to parts of the Highlands and Islands and is culturally important for Scotland. A croft is a relatively small agricultural land holding and typically part-time.

The scope of this work seeks to reach farmers and crofters and those in the agricultural community from across Scotland.

7. Costs

The total costs of proposals for this contract are expected to be in the range of £65,000 to £75,000 (including VAT) per annum and no more than £80,000 (including VAT) per annum for the entire scope outlined above. However, Farmstrong Scotland would welcome proposals for less than this amount. We welcome consortium bids.

Tenderers should provide a full breakdown of **VAT inclusive** costs for each of the above items within the scope of work and should include any expected expenses, subscriptions and their daily rate.

We welcome suggestions for wider thoughts and different ideas that differ from the spec above. Please clearly state these with proposed costs.

Farmstrong's preference is for monthly invoicing, please advise if you would prefer an alternative invoicing frequency.

8. Team

Tenderers are required to provide information about the team members they foresee being involved with this contract, including their areas of professional and agricultural expertise. Brief CV's can be attached as an appendix.

9. Existing Contractor

The existing contract with Jane Cragie Marketing (JCM) is due to finish at the end of July 2025. We envisage there being a handover during July 2025 with the full responsibility of Marketing, PR and Communications taking place as from the 1st August 2025, the handover process will be discussed further with the relevant parties once the contract is awarded.

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10. Data Protection

Confidentiality: The contractor agrees to maintain confidentiality and comply with GDPR legislation. This will be written into the contract for services.

GDPR

To regulate the sharing of personal and other data (specify) with Farmstrong Scotland, the General Data Protection Regulation (GDPR (Regulation (EU) 2016/679) and associated Data Protection Act 2018 (the "DPA 2018") will govern the sharing of any personal identifiable information between 'the contractor 'and Farmstrong Scotland.

11. Submitting a Proposal

Please send a brief work plan (no more than six pages excluding CVs) responding to the award criteria below. To include:

- Proposed approach to the scope of work
- Proposed delivery timetable
- Total cost, broken down into the number of person days' work proposed and applicable day rates. Each workstream should be separately costed.
- A brief description of your consultancy and project team members, including relevant experience
- Examples of previous work and testimonials

CVs for the proposed delivery team can be added as an appendix out with the six page limit. Your submission should be a single document in PDF format. You should also highlight any potential conflicts of interest in your proposal.

Proposals need to be submitted to alix@farmstrongscotland.org.uk by 5pm on Friday 9th May 2025. Any documents or amendments submitted after the deadline will not be accepted.

Any clarifications, or questions regarding the tender should be submitted by email at least 5 working days before the bid submission deadline above.

The shortlisted bids will be invited to present their proposal virtually to a selection panel. We expect to contact the successful bidder within a month of the closing date.

12. Tender Management and Governance

Depending on the quality of proposals received, Farmstrong Scotland may chose not to appoint any contractor.

Farmstrong Scotland is not bound in any way and does not have to accept the lowest or any tender, and reserves the right to accept a portion of any tender, unless the tenderer expressly stipulates otherwise in their tender.

Scoring will be conducted independently by a panel of Farmstrong Trustees and the Farmstrong Programme Director.

This work is being commissioned by Farmstrong Scotland and will be managed on behalf of Farmstrong Scotland by Programme Director, Alix Ritchie.

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13. Tender Scoring

Proposals will be evaluated based on the following criteria, with each scored on a scale of 0-10 (0 = does not meet requirements, 5 = adequately meets requirements, 10 = exceeds requirements in all aspects) as detailed in Appendix 1: Scoring for Tenders.

Descriptor	Weight
Overall proposal demonstrates clear understanding of the marketing, communications and PR requirements, meets the scope and outcomes being sought and is presented in a clear and organised manner.	20%
Clear demonstration that methods proposed will generate a spectrum of positive solutions that enable the agricultural community to take positive steps to boost their wellbeing and communicate them in a way that encourages engagement, impact and support for the programme.	25%
Proposal demonstrates ability to deliver a strategic approach within timescales outlined.	15%
Proposal shows clear descriptions and documentation of technical expertise and experience of those who will be delivering on the project.	15%
Competitiveness of cost. The costing provided represents value for money, taking into consideration the type and complexity of approach proposed, the team's level of experience, the benefits that are expected, the costings of other proposals received, and the available budget.	25%

14. Terms & Conditions

The successful organisation will be required to enter into a contract for services with Farmstrong Scotland.

The contract will be for a period of 1 year, with the option to extend for an additional 1 year without retendering.

Farmstrong Scotland reserves the right to terminate services in accordance with the termination terms set out in the contract.

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Appendix 1: Scoring of Tenders

Assessment	Score	Summary	Interpretation
Excellent	9-10	Very strong evidence of appropriate knowledge, skills or experience.	As well as addressing all, or the vast majority of, bullet points under each criteria heading, it will demonstrate a deep understanding of the project. All solutions offered are linked directly to project requirements and show how they will be delivered and the impact that they will have on other areas/stakeholders.
Good	7-8	Sufficient evidence provided of appropriate knowledge, skills or experience. Have confidence in their ability to deliver the required service	Will reflect that bidders will have addressed, in some detail, all or the majority of the bullet points listed under each criteria heading. Evidence will have been provided to show not only what will be provided but will give some detail of how this will be achieved. Bidders should make clear how their proposals relate directly to the aims of the project and be specific, rather than general, in the way proposed solutions will deliver the desired outcomes
Acceptable	5-6	Reasonable evidence of appropriate knowledge, skills or experience. Meets requirements in many areas but not all.	Will again address the majority of the bullet points under each criteria heading but will lack some clarity or detail in how the proposed solutions will be achieved. Evidence provided, while giving generic or general statements, is not specifically directed toward the aims/objectives of this project. Any significant omission of key information as identified under each criteria heading will point towards a score of 3.
Minor Reservation	3-4	Some evidence of appropriate knowledge, skills or experience. Meets requirements in some areas but with important omissions	Will reflect that the bidder has not provided evidence to suggest how they will address a number of bullet points under the evaluation criteria heading. Tenders will in parts be sketchy with little or no detail given of how they will meet project requirements. Evidence provided is considered weak or inappropriate and is unclear on how this relates to desired outcomes.
Serious Reservations	1-2	Very little evidence of appropriate knowledge skills or experience	Will reflect that there are major weaknesses or gaps in the information provided. The bidder displays poor understanding and there are major doubts about fitness for purpose.
Unacceptable	0	No evidence/response	Will result if no response is given and/or if the response is not acceptable and/or does not cover the required criteria.