

Friends of the North Pennines

Dukesfield Smelters and Carriers Project



Brief for contractors to provide **Marketing and Communications** services

Tender Closes: 23.59h Sunday 14th July 2013

Introduction

The Friends of the North Pennines wishes to appoint a suitably qualified and experienced marketing and communications professional to collaboratively deliver marketing and communications outcomes, including the development of the branding, social media and activity and project promotion for their Dukesfield Smelters and Carriers project.

The Dukesfield Smelters and Carriers Project

The Friends of the North Pennines, a registered charity (FOTNP), has been awarded a Heritage Grant from the Heritage Lottery Fund (HLF) and supporting grants from other trusts to support a project centred on Dukesfield in rural Hexhamshire, Northumberland (grid reference NY 942580, postcode NE46 1SG). The project will make a positive and enduring difference to our industrial heritage and the people who visit and care about it by:

- revealing, consolidating and conserving the remains of the 18th century lead smelting mill on the banks of the Devil's Water river in Hexhamshire, Northumberland;
- tapping into voluntary enthusiasm to participate in a range of conservation and heritage activities centred on the site remains, and to research the lives of those who worked there and along the lead corridor between the North Pennines and Blaydon;
- stimulating the exploration and understanding of the lead routes running from the North Pennines orefield (Allenheads and Rookhope) to Blaydon on Tyneside via Dukesfield, through a variety of interpretation, educational resources and events, connecting with other lead mining heritage sites, and by increasing awareness of a free public amenity accessible to all

A 25 year lease of the Dukesfield site has been agreed with the landowner.

The planned project encompasses structural conservation of the lead smelt mill remains and a wide variety of related heritage activities delivering training, public events and interpretation products through a high level of volunteer participation with professional support.

Scope of the work

This is a wide ranging project with ambitious targets to increase awareness of the region's lead industry heritage, reach new audiences particularly in Blaydon and encourage volunteering, visits and learning over the next two years. We wish to appoint a contractor to take responsibility for the marketing and communications work required to achieve these goals. Please see the project Activity Plan and Marketing Strategy for greater details.

Responsibilities:

- To collaborate with the rest of the project team and volunteers to raise awareness, interest and understanding of the heritage and the work of the project amongst the audiences identified in the Marketing Plan.
- To effectively promote the opportunities for participating, learning and conserving the heritage to the variety of local and visiting audiences guided by the Marketing Plan
- To liaise with the media and other bodies to reveal the stories gradually throughout the project, complementing the mystery, discovery and wonder of the site
- To co-ordinate project communications infrastructure – including social media
- To carry out the recommendations of the Marketing Plan
- To provide training and support to volunteers in taking on PR and communications responsibilities.
- To co-ordinate branding and identity by collaborating with the rest of the project team.

Timetable & Budget

Please see the project Activity Plan for details of the individual items. The project closes in April 2015. The marketing services budget is in the region of £5,500.

Contractor selection

Qualified contractors are asked to provide the following as part of their tender submission:

- Full Curriculum Vitae including qualifications and relevant experience on similar projects
- The contractor's approach to delivering this project and its outputs
- Number of days estimated to be needed for this project, cost per day and availability (see Activity Plan)
- Elements of the work that will be subject to VAT
- Proposed payment terms
- Evidence of professional indemnity insurance cover
- Contact details of two clients willing to provide references regarding the provision of similar services. References will only be taken up for shortlisted bidders
- Normal working location(s)

The Friends of the North Pennines working in partnership with the Dukesfield Steering group will select a contractor on the basis of:

- relevant experience & quality of work, including press and social media
- aptitude and interest in working with volunteers and heritage projects
- proposed approach to the work
- value for money

The Friends may then wish to interview shortlisted contractors.

For more information, including supporting documents, please visit www.dukesfield.wordpress.com and contact Yvonne Conchie, Dukesfield Project Manager on dukesfield@outlook.com

Tenders should be submitted in pdf or MS Word compatible format to dukesfield@outlook.com with the subject heading **TENDER: Marketing and Communications** by 23.59h on Sunday 14th July 2013.