



Leeds Gypsy and Traveller Exchange is seeking a communications partner to help us to develop an overarching communications strategy for the organisation and several discreet projects/activities within that strategy over a 6 month commission. We are seeking tenders within a budget of £15,000 (excluding VAT).

The work will involve at minimum-

- a) To develop, revise as necessary, and agree with the Board and CEO a costed overarching but light touch 3 to 5 year communications strategy which identifies and responds to the communication needs and opportunities for our broad range of existing and potential stakeholders.
- b) To develop, revise as necessary, and agree with the Board and CEO a discreet digital media communications strategy within the overarching 3 to 5 year strategy
- c) To develop a complete communications strategy for a 12 month period to support and enhance our 'negotiated stopping' programme of work ensuring involvement of Leeds GATE members in the production and delivery of that strategy.
- d) To develop, revise as necessary and agree with CEO and individual project leads up to 3 further distinct strategies for the advocacy service and community based projects at Leeds GATE. The duration and depth required of each of those strategies will vary according to need and available capacity within this commission.
- e) To provide responsive support as negotiated including developing press releases, other assets or delivering workshop learning opportunities.
- f) To lead and support work develop a new and updated brand identity for the organisation including writing a commission brief and helping us to identify a suitable provider to re-develop our website ensuring continuity of identity.

For each of items a) to d) we would anticipate the following outputs of initial strategy framework outline; draft strategy in written (and possibly other) format; collation and interpretation of feedback on draft; final strategy in written format presented to the Board, CEO and/or project leads in proportion to the scale of each item.

For item e) outputs may be variable (with individually presented costs excluding printing). We would anticipate the following for example –

Responsive press releases

Other simple assets (leaflets, postcards, simple film)

One to one guidance

Small group workshop

Large group workshop

Tenders for this commission will need to demonstrate expertise and track record, providing examples of work done and impact generated. We'll be looking for someone who is accessible and easy to work with and we will want to be sure that the provider will be sustained to deliver the full package without interruption. We'll want to know that we are getting good value for our money and that the suggested work can be completed within the budget and timeframe. We are also looking to ensure that our provider is well connected and able to work with, and link us to, other providers and technical expertise where we need it.

The closing date for tenders is 21st January 2019. Interviews will take place at the Leeds GATE office on the 30th. You can arrange to speak to someone within the organisation prior to your submission by emailing sharon@leedsgate.co.uk