



Department
for Environment
Food & Rural Affairs

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Ellie Dyduch
Flat G.01
3 Columbia Gardens
London
SW6 1FU

Our ref: 32260
Date: 12/02/2021

Dear [REDACTED]

Award of contract for the supply of Instagram Community Management

Following your proposal for the supply of Instagram Community Management to Department for Environment, Food and Rural Affairs, we are pleased to award this contract to you.

This letter (Award Letter) and its Annexes set out the terms of the contract between Department for Environment, Food and Rural Affairs as the Authority and Ellie Dyduch as the Supplier for the provision of the Services. Unless the context otherwise requires, capitalised expressions used in this Award Letter have the same meanings as in the terms and conditions of contract set out in Annex 1 to this Award Letter (the “**Conditions**”). In the event of any conflict between this Award Letter and the Conditions, this Award Letter shall prevail. Please do not attach any Supplier terms and conditions to this Award Letter as they will not be accepted by the Authority and may delay the conclusion of the Agreement.

For the purposes of the Agreement, the Authority and the Supplier agree as follows:

1. The Services shall be as set out in Annex 2 / the Supplier's tender .
2. The specification of the Services to be supplied is as set out in Annex 3 / the Supplier's tender.
3. The Term shall commence on 1 February 2021 and the Expiry Date shall be 31 March 2022 with the option to extend for a further two years.

4. The Authority may require the Supplier to ensure that any person employed in the provision of the Services has undertaken a Disclosure and Barring Service check. The Supplier shall ensure that no person who discloses that he/she has a conviction that is relevant to the nature of the Services, relevant to the work of the Authority, or is of a type otherwise advised by the Authority (each such conviction a “**Relevant Conviction**”), or is found by the Supplier to have a Relevant Conviction (whether as a result of a police check, a Disclosure and Barring Service check or otherwise) is employed or engaged in the provision of any part of the Services.

Payment

Our preference is for all invoices to be sent electronically, quoting a valid purchase order number (PO Number), to Accounts Payable: [REDACTED] . You must be in receipt of a valid PO Number before submitting an invoice.

To avoid delay in payment it is important that the invoice is compliant and that it includes a valid PO Number, PO Number item number (if applicable) and the details (name and telephone number) of your Authority contact (i.e. Contract Manager). Non-compliant invoices will be sent back to you, which may lead to a delay in payment. If you have a query regarding an outstanding payment please contact our Accounts Payable section either by email to [REDACTED]

1st payment shall be for the period February 2021 to April 2021, further payments shall be made on a monthly basis on receipt of an invoice.

Liaison

For general liaison your contact will continue to be [REDACTED]

We thank you for your co-operation to date, and look forward to forging a successful working relationship resulting in a smooth and successful delivery of the Services. The [Authority] would be grateful if you could arrange the contract to be executed, by way of electronic signature, on behalf of Ellie Dyduch and within [7] days.

Yours faithfully,

[REDACTED]

[REDACTED]


Execution of this award notification letter is carried out in accordance with EU Directive 99/93 (Community framework for electronic signatures) and the Electronic Communications Act 2000. The Contract will be formed on the date on which both Parties communicate acceptance of its terms on the Authority's eSourcing System.

Signed for and on behalf of Department for Environment, Food and Rural Affairs

Name: 	
Signature:	Signature:
Date:	Date:

We accept the terms set out in this Award letter and the annexed Conditions.

Signed for and on behalf of Ellie Dyduch

Name:  ,	
Signature:	Date:



@GreatBritishFood

Instagram Community Management Proposal

by Ellie Dyduch

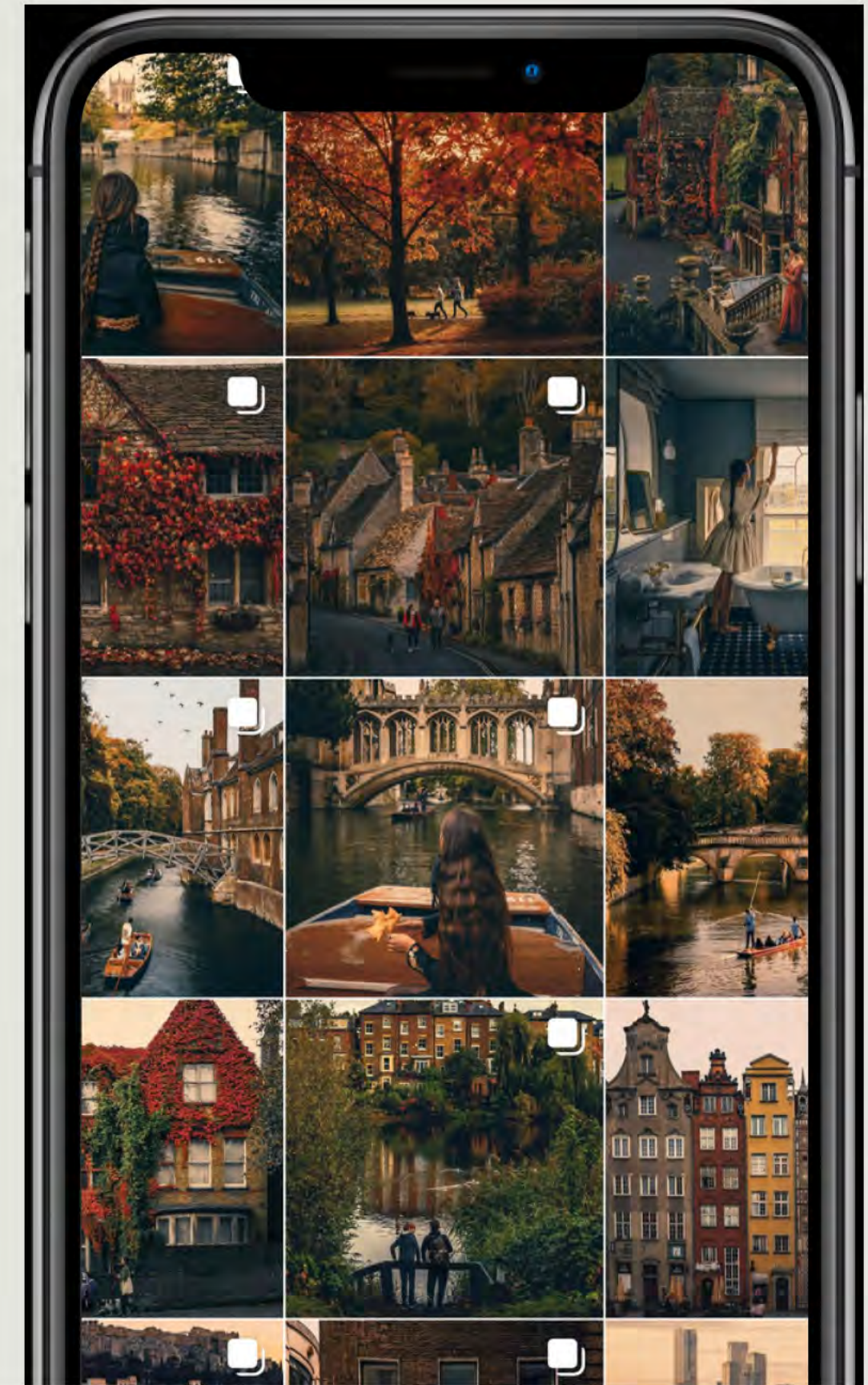


About me

I am a freelance photographer and digital content creator [REDACTED] For the last 5 years I've worked with brands to bring their stories to life through visual storytelling, engaging imagery and compelling narratives. Understanding that every collaboration is unique, I partner with companies and agencies to create and deliver impactful content and campaigns tailored to their particular needs. Some of my clients include: tourism boards of England, Scotland, Argentina, Indonesia, Croatia, Sweden; Adobe, Eurostar, Qantas, Sony, LG, Booking.com, Suitcase Magazine, Hilton Hotels and Penhaligon's.

As a hobby, I also run @CambridgeLittleGems, a community account for all-things Cambridge, supporting local creatives and small independent business owners.

Moreover, for the last three years I've been an active member of Food is GREAT digital team, working as a content curator and community manager behind the @GreatBritishFood Instagram account.



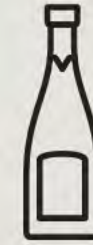


Grow the @GreatBritishFood community, grow demand for UK food and drink in key markets and improve positive perceptions of UK food and drink via...

1. Diverse content	2. Giving value	3. Content innovation	4. Community management	5. Sponsored posts (extra)
Showcase quality, heritage, innovation and variety of food, drink as well as foodie destinations – highlighting key export products	Ensure that every piece of content meets at least one of the criteria: Educational, Inspirational, Conversational, Entertaining, Connecting	Stay up to date and capitalise on latest Instagram trends and features: Guides, Reels, IGTV, Keywords and Stories	Ensure daily in-platform interaction to increase digital footprint & organically engage target audiences	Support organic growth with a series of sponsored posts to support major campaign moments & key messaging



Diverse content



Products / produce

to showcase the diversity, quality and breadth of the UK's food and drink offer



Traditional dishes / recipes

... but with a twist!
to champion UK's food heritage and innovation



Destinations

to increase engagement and drive the food tourism element of channel



Seasonality

to visually enrich the channel (eg. warm colours in autumn, cosy festive content in December)



Giving value



ideas

examples

Educational

free resources, video training, infographics, answers to FAQs, industry research, case studies, tips and tricks, how-to posts

- **'How to...'** (eg. make a traditional Welsh breakfast, open a bottle of fizz, support small biz during Covid)
- **'How did...'** (eg. the cake was made step by step)
- **'How much do you know about...'** (eg. Scottish food; British Christmas traditions, English sparkling wine)
- **'Did you know...'**
- **'Can you guess the names of...'** (eg. the British dishes / cheeses / markets)
- Types of most common botanicals used in gin production

Inspirational

amazing facts/trivia, personal stories of success, beautiful foodie destinations, women in f&d business features

- 10 successful British female chefs
- Welsh distilleries producing hand sanitisers during Covid
- Local Food Heroes

Conversational

quizzes, polls, games, sliders, graders, videos, infographics, contests, questions, ask me anything, 'caption this' photo; fill in the blanks

- **'Do you agree?'** (Y/N Poll)
- **'What do you think?'**
- **'Which ... is your favourite?'**
- Quiz with True or False Polls

Entertaining

jokes, memes, GIFs, comics, puzzles, contests, lives

- Q Box: **'Tell us about your favourite food using emojis'**
- Finish this sentence using your phone's autosuggest: **'I want to eat...'**
- Signposting to brands doing live cook-alongs / how-to's
- **'Would you rather...'** (eg. have cheese or chocolate, tea or coffee, salad or roast

Connecting

behind-the-scenes images or videos, product previews, nostalgia-related posts, shout-outs to businesses or groups, photos from events we're attending, thanking fans, sharing your favourite cause, asking for opinions or feedback

- **#ThursdayTakeover** - behind-the-scenes of how businesses operate during Covid, suggestions on how to use their products, wine & food pairings, etc.
- **Small Biz Monday** - 3-4 curated slides about a small brand, their ethos, what they do (especially during Covid) and how our audience can support them
- behind-the-scenes of vineyards / distilleries / cooking schools
- **#FoodieFriday** - more reposts, less description



Content innovation



Guides

- repurpose the Instagram content
- organise the Instagram posts into 'categories' to make it easier for people to find the content
- create useful product guides, behind the scenes stories, step-by-step, how-to's



IGTV

- work with a range of F&D influencers, producers and partners to create new IGTV series and / or use brand's existing assets on our channel
- share how-to's, tutorials and behind the scenes (eg. 'The Story of Nyetimber', 'Pairing ESW with Local Dishes', 'A Tour of Edinburgh Distillery', 'How to make a perfect Lamb Roast?')



Reels

- engage influencers and innovative brands to produce more entertainment driven content that is high-quality, formal / informal and that has a shelf-life longer than 24 hours

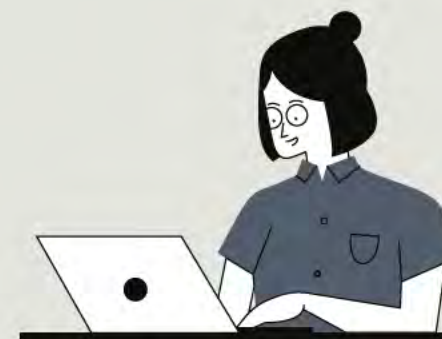


Keywords / IG's 'SEO'

- write more relevant and descriptive captions to increase content's discoverability on Explore
- use relevant hashtags on posts and stories
- create Alternative Text to add richer description of the photos

As a dedicated **Community Manager** I will:

- post Instagram content (posts, stories, guides, etc.), at hours to suit both UK and US target audiences
- actively implement Instagram 'best practise' - crediting photo authors, tagging brands and key partners and using relevant hashtags
- ensure daily interaction with the followers, proactively responding to comments and DMs
- research and source high-quality content in advance for sign off
- organically reach consumers and brands in target markets



Community Management



Monthly Deliverables & KPIs



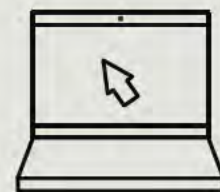
Account

Engagement Rate on Reach (measures the % of people who chose to interact with the content after seeing it) - 3,5%+
Impact rate (measures the value of engagements, not volume) - 10%+
Follower growth - 800
1 evaluation report and 4 short weekly reports



Feed

Share 30-31 posts to the feed, highlighting all major nations/regions within the UK, including at least 3 from every DAs
Impressions - 400,000
Reach - 250,000



Stories & other features

Share at least 12 stories (at least 3/week)
Impressions - 1,000 per slide
Reach - 900 per slide
Retention rate - 75% per slide
Share 1 Instagram Guide
Share IGTV & Reels on request



Monthly Cost Breakdown

...

Content research, curation and creation

IG Feed: content research, planning, sourcing, curation; creating monthly Feed Content Calendar; hashtag sourcing; copywriting, keywords
IG Stories: creating monthly Stories Content Calendar; planning; sourcing imagery; creative direction and execution; Stories Tracker
IG Guides: planning; sourcing imagery; creative direction and execution, copywriting

30/31 feed posts monthly
12 stories monthly
1 guide monthly

Account and community management

Posting to the feed daily (including out of hours and national holidays); proactively responding to comments, queries, DMs within 24 hours; engaging with followers, key hashtags, key stakeholders and influencers on a daily basis; actively going out within the online community to connect and build relationships with foodies, industry professionals, influencers and others
Posting Stories, Guides and any additional content requested by the client

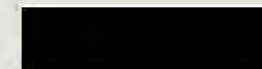


Reporting

Weekly top-line reporting covering main weekly channel activity, community growth and engagement metrics
Monthly reporting including insights, highlights and strategic content recommendations



Total



Date	December 2020
Food is GREAT Campaign Context	<p>The UK's unique food and drink culture, modernised and crafted for both contemporary and traditional tastes, had captured the imagination of the world. From the gentle rolling hills in England, the spectacular mountains in Wales, historic estates in Northern Ireland and fresh waters of Scotland - combined with the experience and skills of expert producers - the UK offers the perfect setting for the sustainable production of some of the world's finest food and drink.</p> <p>The Food is GREAT campaign is led by the Department for Environment, Food and Rural Affairs (Defra) and delivered in partnership with the Department of International Trade (DIT), and the central GREAT Britain campaign team. The campaign supports the Defra/DIT UK Food and Drink International Action Plan which aims to increase the value of UK food and drink exports globally.</p> <p>The Food is GREAT campaign owned channel is our Instagram account, @GreatBritishFood. The channel promotes food and drink across the UK and has over 40,000 engaged followers, primarily in the UK and the USA.</p>
Objectives	<p>The Food is GREAT campaign objectives are:</p> <ul style="list-style-type: none"> • Raise the international profile and reputation of UK food and drink. • Increase awareness, improve perceptions and ultimately build global demand for UK food and drink amongst trade, consumer and tourist audiences in our international priority markets - USA, China and Japan. <p>The @GreatBritishFood channel objectives are to:</p> <ul style="list-style-type: none"> • Showcase the quality, innovation and breadth of UK food and drink to domestic and international audiences • Challenge outdated perceptions of UK food and drink and increase awareness of UK produce through informative and engaging content. • Showcase priority UK food and drink export categories. • Promote the UK as a food and drink tourism destination to domestic and international audiences. • Support and amplify wider Food is GREAT campaign activity.
Audience	<p>@GreatBritishFood followers are a combination of international (US and Japan) and domestic (UK) users with an interest in food and drink.</p> <ul style="list-style-type: none"> • Most of our followers (70%) are female. • Most of our followers are aged between 25-44, with the 25-34 age bracket representing 38% of our total audience. • Current geographical breakdown of followers in key markets: 44% UK, 24% USA and 3% Japan. • Our followers are urban, with 30% in London, and 9% in New York City. While the USA and Japan are our key target markets, we have followers worldwide which we may look to engage more in the future. • Our followers form an engaged community, demonstrated by our AER of 2.28% per post, and nearly 1,000 posts tagged #GreatBritishFood in October alone. • Throughout the pandemic, our followers have continued to be particularly interested in UK pubs and restaurants, as well as recipes for traditional or innovative British dishes.

<p>Strategy</p>	<p>We celebrate UK food and drink culture and promote the key qualities of UK produce through highlighting brand and produce exemplars, celebrating seasonal produce, recommending UK restaurant destinations, marking foodie celebration days and curating engaging content that resonates with both our international and domestic audiences.</p>
<p>Requirements</p>	<p>We are seeking to procure community management support for @GreatBritishFood. The successful bid will demonstrate interest in the UK food and drink industry, a proven track-record of creatively implementing social strategies, a clear understanding of social media amplification and experience of successfully collaborating with partners and influencers.</p> <p>Key responsibilities and behaviours include, but are not limited to:</p> <p>Content Curation and Posting</p> <ul style="list-style-type: none"> • Positively collaborating with the Food is GREAT team to develop new content ideas, such as Reels or IGTV opportunities, and advising on best practice. • Image sourcing and content curation (7 grid posts per week), populating the calendar with rich, impactful content in advance for sign off. • Writing engaging, grammatically correct copy to creatively tell the story of UK food and drink in our brand voice. • Identifying new and leveraging existing relationships with brands, restaurants, influencers and chefs to create engaging content that would resonate with our domestic and international. • Regular Instagram story content creation for relevant food milestones and features (average 3 stories per week, using the latest features). • Ensuring Instagram 'best practice' crediting image authors, tagging key stakeholders and using strategic hashtags to drive traffic. • Posting strategically at hours to suit both domestic and international audiences, including a willingness to work flexibly to post outside of office hours and during national holidays. • Develop our presence and expertise by proposing interesting content to be shared on our page within the grid or stories. <p>Community Management</p> <ul style="list-style-type: none"> • Proactively responding to comments in our brand voice, engaging with followers, influencers and key hashtags. • Act as a visible and proactive member of the team who can respond efficiently and appropriately to queries and challenges. <p>Reporting</p> <ul style="list-style-type: none"> • Weekly top-line reporting covering main weekly channel activity, community growth and engagement metrics. • Monthly reporting that includes intelligent insights, highlights and strategic content recommendations to grow the account exponentially.

Targets / KPIs	<p>Ensure that @GreatBritishFood remains at the cutting edge of Instagram best practice, enabling it to stay relevant, engaging and grow exponentially.</p> <p>Monthly Targets:</p> <ul style="list-style-type: none"> • (Account) Follow growth – 800 • (Feed) Impressions – 400,000 • (Feed) Reach – 250,000 • (Feed) Likes / Comments / Shares – 20,000 • (Stories) Impressions – 1,000 per post • (Stories) Reach – 900 per post <p>By September 2021:</p> <ul style="list-style-type: none"> • Grow @GreatBritishFood by 10,000 new followers. • Acquire 200 new US followers. • Acquire 100 new Japanese followers. • Improve average engagement rate from 2.2% to 3.5%+
Budget	<p>Defra has secured a maximum budget of £30,000 to deliver all the activities requested over a 12-month period. It is expected that competition will drive that price down.</p>
Timings	<ul style="list-style-type: none"> • w/c 7th December: Invitation to tender • Friday 11th December: Deadline for all questions • Wednesday 16th December: Responses to questions shared with suppliers • Thursday 24th December – Thursday 31st December: Christmas break • Friday 15th January: Deadline for proposals • Monday 18th January – Thursday 28th: Evaluation of proposals • Friday 29th January: Appointment of individual with all suppliers notified • Monday 1st February: Kick-off call with appointed individual
Points of Contact	<div data-bbox="403 1182 1129 1294" style="background-color: black; width: 100%; height: 50px; margin-bottom: 10px;"></div> <p>Any other contacts (e.g., finance or procurement) can be shared upon request.</p>
Supplier Response	<p>We would like a response to the brief <u>by COP Friday 15th January</u> with an outline (no more than 8 pages) of how you would approach the above requirements including:</p> <ul style="list-style-type: none"> • An overview of your credentials and suitability for this commission • Recommended approach • Total cost with a breakdown of spend, including fees • How you will measure success, including KPIs <p>Any questions should be sent to [REDACTED] by <u>COP Friday 11th December</u>. NB: Questions and answers will be shared with all individuals.</p> <p>Proposals should be sent to [REDACTED] via WeTransfer by <u>COP Friday 15th January</u>.</p>

Evaluation of Proposals

Demonstration of a strong understanding of our objectives and the outcomes we want to achieve <ul style="list-style-type: none">How you will measure success, including KPIs	Objectives 15%
The quality of the approach <ul style="list-style-type: none">Initial recommendations and suggested influencersYour approach to deliverables and outputs	Quality 30%
The evidence of relevant experience, qualifications for the brief and track record <ul style="list-style-type: none">A brief overview of your credentials and suitability for this project.	Qualifications 40%
The value for money of the listed costs and fees <ul style="list-style-type: none">Total cost with a breakdown of spend, including agency fees.	Price 15%

Evaluation of the proposals will use the following marketing scheme:

Mark	Comment
0	Failed to provide confidence that the proposal will meet the requirements. An unacceptable response with serious reservations.
20	A poor response with reservations. The response lacks convincing detail with risk that the proposal will not be successful in meeting all the requirements.
50	Meets the requirements – the response generally meets the requirement but lacks enough detail to warrant a higher mark.
70	A good response that meets the requirements with good supporting evidence. Demonstrates good understanding.
100	An excellent comprehensive response that meets the requirements. Indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.