

## **SPECIFICATION**

### **STRATEGIC COMMUNICATIONS ADVICE**

#### **1. Introduction**

The Independent Inquiry into Child Sexual Abuse is seeking expert communications advice. The Inquiry is of national importance and commands a high degree of public interest. The Inquiry therefore needs excellent communications to manage the public interest in its work. The Inquiry has committed to be as transparent as possible; victims and survivors and the general public must be regularly updated on how the Inquiry is conducting its work as well as its findings. The Inquiry also wants to ensure that all victims and survivors understand how they can share their experience and contribute to the work of the Inquiry.

#### **2. Background**

The Independent Inquiry into Child Sexual Abuse has been set up by the Home Secretary to consider whether state and non-state institutions, in England and Wales, have failed in their duty to protect children from sexual abuse.

To fulfil its functions the Inquiry will carry out three main strands of work:

- The Truth Project, through which victims and survivors can share their experience;
- Public Hearings and investigations
- The Research Project which will support investigations and analyse information from victims and survivors.

The Inquiry needs outstanding communications to be delivered to the general public, victims and survivors and hard to reach groups. In order to do this, the Inquiry is seeking specialist communications expert, who will work alongside the Head of Communications and wider Communications team, and who will be able to:

- provide specialist communications advice to ensure that consistent and clear messages are disseminated and understood by the public; to monitor, manage and respond to media coverage;
- run targeted public campaigns, which include the use of multi media communications;
- to use public information campaigns to raise awareness of the Inquiry's work and the opportunities that exist to contribute to it;
- the use of consistent branding in line with existing Inquiry material.

### 3. Objectives

The Contracting Body (referred to as the Inquiry from this point onwards) is procuring the services of a Contractor to provide communications advice from communications specialists. The requirements of the Contractor are set out in the paragraphs below.

### 4. Scope and Deliverables

Tenderer's will need to demonstrate their ability to provide the following types of communications advice.

- **Strategic communications advice.** The Contractor will provide advice to help shape overarching communications strategies and plans, including how the Inquiry can ensure maximum publicity amongst the public, victims and survivors and hard to reach groups. Hard to reach groups include children and young people, Black and Minority Ethnic communities, people with learning difficulties and people overseas. Strategies and plans will need to consider how to use national and regional press, and other communication methods to achieve this aim.
- **Communications advice and delivery of communications plans.** The Contractor will be responsible for helping to deliver a range of communications activity, including writing copy for publication (web and print) and having the ability to update the Inquiry website when required with support from the web team. The Contractor must provide staff with excellent written skills and relevant experience to ensure that complex information is presented clearly and understood by the public and victims and survivors.
- **Monitoring and management of media coverage and press.** The Contractor will need to manage press relations and provide the expertise to respond to emerging media and news stories. This will include responding to questions from external stakeholders and media, providing quick time, accurate information and detailed briefing when appropriate. The Contractor will also be required to brief spokespersons, including the Chair of the Inquiry and Panel members. The Contractor will monitor media (traditional and new), manage the press data-base and provide briefings to the Inquiry on specific issues.
- **Specialist engagement and public awareness advice.** The Contractor will help the Inquiry to reach large numbers of people, and help ensure that victims and survivors, including those in hard to reach groups, can engage with the Inquiry. The Contractor will help the Inquiry to deliver strategies and plans to do this, including the commissioning of specific public awareness campaigns.
- **Social media advice.** The Contractor will help the Inquiry to engage with people via social media including Twitter, Facebook, and the website. The Contractor will develop content marketing; ensure effective interaction with social media users; monitor social media activity; build followers; conduct video-marketing; coordinate and manage related social media tasks.
- **Internal communications advice.** The Contractor will have a role in ensuring the flow of information to all staff and maintaining and updating the intranet.

Tenderers will be assessed on the Evaluation Criteria as set out in Annex F of the Invitation to Tender that demonstrate the skills and experience of the Contractor to provide the above-mentioned advice.

### 7. Key Performance Indicators

The Contractor will be required to provide as a minimum the following level of service, and report

monthly to the Contracting Body upon performance against these KPIs and any others that may be agreed:

### **Social Media Advice**

This will be measured in:

- Increased page views to the website, by a minimum of 5% per communications project or announcement. On average the Inquiry receives 39K followers per month.
- Increased number of followers on social media, by a minimum of 5% per communications project or announcement. Currently the Inquiry receives 102 new followers on twitter per month.
- Increased engagement via social media, by a minimum of 5% per communications project or announcement. Currently the Inquiry has an average of 67K impressions on twitter per month.
- Increased retweets on social media, by a minimum of 5% per communications project or announcement. Currently the Inquiry receives 400 retweets per month.

The percentage increases for the above will be defined per indicator at the start of the Contract.

### **Specialist Engagement Advice**

This will be measured in:

- Increased engagement from defined groups (as set out above)
- Increased correspondence from defined groups in the form of emails, web forms, and letters.
- Increased calls to the helpline from defined groups;
- Increased participation in the Truth Project.

### **General principles of monitoring**

Evaluation should be based on best practice standards of evaluation in line with the Barcelona Principles 2.0, launched in 2015 by the Association for the Measurement and Evaluation of Communication (AMEC). These principles offer a framework which helps organisations assess their requirements and select the appropriate metrics. The Barcelona Principles are as follows:

1. Goal setting and measurement are fundamental to communication and public relations.
2. Measuring communication outcomes is recommended versus only measuring outputs.
3. The effect on organisational performance can and should be measured where possible
4. Measurement and evaluation require both qualitative and quantitative methods.
5. AVEs are not the value of communications.
6. Social media can and should be measured consistently with other media channels.
7. Measurement and evaluation should be transparent, consistent and valid.

### **Social media monitoring**

The following information will be required from the Contractor on a monthly basis:

- Number of followers
- Number of tweets to Inquiry
- Number of re-tweets of Inquiry posts
- Number of positive comments
- Number of negative comments.

## **7. Location of Services**

Millbank Tower, London - the Head Office of the Independent Inquiry Into Child Sexual Abuse. Travel may be required to regional office locations such as Liverpool, Darlington and Cardiff. Work

may be carried out from home, or from the Provider's own premises on a case by case basis.

## **8. Key Dates**

The Contract shall commence on 01 February 2016 and shall end on 15 August 2016.

## **9. Additional Security Requirements**

All on site contractors are required to sign a non-disclosure agreement. All staff must have relevant security checks before starting. On site contractors also need to abide by the Inquiry's information management policy - [https://www.iicsa.org.uk/sites/default/information-management-policy\\_3.pdf](https://www.iicsa.org.uk/sites/default/information-management-policy_3.pdf)