

24 January 2020

Provision of stakeholder engagement and communications services to support the successful opening of the RCP's new Liverpool home, The Spine - answers to questions raised by agencies interested in tendering for this contract. Similar questions are grouped together.

Q1. Will you consider an agency bidding for 7.2 (part two of the service requirements) only?

We will consider that but we would prefer one agency to deliver both elements of the tender.

Q2a. Does the fixed price exclude VAT and third party expenses and agency expenses (eg. travel)?

Q2b. Does the fee include any outcosts incurred by the agency e.g. press photography, venue hire (for consultation events), print of suggested collateral, postage?

Q2c. Are event expenses included or excluded in the budget?

The fixed price excludes VAT but all other expenditure has to come within the £50,000 overall budget for 2020. If design/printing of suggested collateral is agreed, the RCP has access to its own design team so elements of this may not have to be funded within the contract. Only a minimal and reasonable level of expenses will be accommodated.

Event expenses are not themselves included in the tender budget as they will be funded as part of the RCP's central 2021 budget. The current tender is for work undertaken before December 31 2020, but will be reviewed in late November / early December with the option of extending into 2021. The exact terms of this arrangement, including the period to be covered by the extension and the contract size would form part of the review process.

Q3. In terms of the requirement to 'support event management' – can you clarify what the agency responsibilities to be? I.e. to strategically advise or conduct events management activities

The agency responsibility will be to advise strategically on possible events with a creative approach, we would not expect the events themselves to be fully organised before 2021. However, as the launch event(s) may be in partnership with other organisations, there may be some supporting stakeholder work in this area, also covered by the tender contract.

Q4a. In both sections you mention designing and delivering events, did you have a number in mind or is this for the agency to suggest?

Q4b. In terms of the requirement to 'design and deliver a selection of events' – how many events do you require and what role do you expect the agency to take i.e. what level of support will the RCP provide?

Q4c. Do you expect the agency to design and deliver the local community engagement events/opportunities or to strategically advise what opportunities the RCP should explore?

Q4d. We note that the programme would be due to end in December, ahead of the launch, so would you be seeking a partner agency to provide some initial ideas for this rather than the delivery?

We have not defined a number, it is up to the agency to suggest possibilities. At this stage we are looking for creative ideas. We expect the agency to advise strategically on local engagement events and potentially design these events, but as the contract finishes on December 31 2020, we are not

expecting the agency to fully deliver these events within this tender. There may be opportunities for an extension to the contract to support that in 2021, but for now we are looking for ideas.

Q5. When the term 'bi-monthly' is used do you mean every other month?

We mean fortnightly.

Q6. Can you provide a more detailed breakdown of what you consider to be the north and the geographical areas you wish us to engage with?

We do not have a specific breakdown of what we consider to be the north, but it is roughly north of Birmingham. However, we will also be operating as a national body from two sites, with educational and other events aimed at all fellows and members wherever they are, although it will be easier for members based in the north to come to Liverpool. As the office is based in the north west and we have so far been engaging with stakeholders in that region, we want to ensure we also engage with stakeholders across the rest of the north and north east. More information about the [RCP regions](#) is available on our website.

Q7. What is the breakdown of your membership? How many are in the North and across what type of clinical positions?

We represent consultant and trainee physicians in over 30 specialties, and also physician associates, with members in every acute hospital in England, Wales and Northern Ireland. A list of the specialties we cover is available [here](#). Our members are mostly evenly spread around the UK, but there are concentrations in major population centres as you would expect due to the higher number of hospitals.

Q8. Who would we be our direct client contacts?

RCP Head of Strategic Communications Linda Cuthbertson and RCP Public Affairs Manager Rory Murray

Q9. Who will be the overall spokesperson for RCP North, and where will they be based?

The [RCP senior officers](#) are the spokespeople for the RCP. Our President Andrew Goddard is our lead spokesperson for all RCP activity but our Academic Vice-President – Professor Cheng-Hock Toh will led much of the activity from RCP North/The Spine. Professor Cheng-Hock is based across both our London and Liverpool sites.

Q10a. Will there be a permanent team in the North during this period to attend any meetings we arrange?

Q10b. Will there be an External Affairs team based at RCP North?

Q10c. How many new jobs will be created as part of the launch of RCP North, and how many will be moving to Liverpool?

Approximately 60 staff work from our current office space in Liverpool but there is no dedicated communications presence. Linda Cuthbertson will be working from the Liverpool office for two days at least once a month and she can travel to other locations. Other officers and members of staff are also based at/and or visit our existing Liverpool office regularly.

We expect that over time our new Liverpool site 'The Spine' will support around 200 staff, with around 200 staff in London as well.

Q11. For 7.2 are you expecting creative ideas for the launch as part of the tender response or an outline of the approach we would take?

No, we are not necessarily expecting creative ideas as part of the tender response, but an outline of the approach you would take would be welcome, as would details of similar creative ideas you have generated and used.

Q12. Do you have a preferred format and length for the response to the scope and requirements?

No

Q13. Annex 1 – Questionnaire – Should we fill this in as it is in the ITT and return this or can we provide a bespoke version as part of our overall response?

Please fill in as it is in the ITT as it is the same form for everyone and we need to be able to compare answers.

Q14. B1. Third party credit agency report – can this be a signed report from the accountant that submit our report and accounts?

Yes, this can be a signed report from your accountant.

Q15. With other life sciences and scientific companies due to take up residency in The Spine, will the partner agency's programme be expected to consider and promote this, or focus on the RCP's priorities only?

We expect that this programme of work will focus on RCP priorities, but that there may be opportunities to work with neighbouring organisations in the Spine and the wider Knowledge Quarter as they are announced.

Q16. What relationship-building and external affairs has already been conducted with stakeholders in the region, and by whom? Who will be responsible for maintaining these relationships after the conclusion of this programme?

Most of the relationship building and communications activity to date has been focused on the capital build project. We have strong relationships with the city council, and organisations in the local health systems and have begun to reach out to health orientated organisations such as local universities and research organisations. This activity has been led by a small number of senior members of staff and officers.

Exact arrangements for what will happen after this tender are not confirmed yet, as referred to in previous answers we may seek to extend the contract into 2021.

Q17. What is the overall objective of building relationships with stakeholders in the North East? What action would the RCP like for them to take?

We expect that our stakeholder relationships in the north east should broadly be built on the same bases as our relationships across the country. Our [policy priorities](#) and '[The Spine Vision](#)' encompass the underpinning of the work we wish to do in the North East and beyond.