***AHDB Ref 2017 – 212***

***SPECIFICATION:*** Effective communications and media training.

**Introduction**

AHDB is a statutory levy board, funded by farmers, growers and others in the supply chain. Our purpose is to inspire our farmers, growers and industry to succeed in a rapidly changing world. We equip the industry with easy to use, practical know-how which they can apply straight away to make better decisions and improve their performance. Established in 2008 and classified as a Non-Departmental Public Body, it supports the following industries: meat and livestock (cattle, sheep and pigs) in England; horticulture, milk and potatoes in Great Britain; and cereals and oilseeds in the UK. AHDB’s remit covers 72 per cent of total UK agricultural output. Further information on AHDB can be found at [www.ahdb.org.uk](http://www.ahdb.org.uk/)

**Background**

Reactive and proactive communications are a vital way to reach our various audiences and our strategy is to maximise as many opportunities as possible to protect and enhance the reputation of AHDB and farming, as a whole. AHDB employees, farmers and growers are called upon regularly by the press and media to comment on, or provide information, statistics and data about, issues impacting the industry and agriculture in general.

The AHDB media and PR team are responsible for relationship building with the press and media and the value derived from well trained and briefed ‘spokespeople/ambassadors’ is well understood.

**Service requirement**

AHDB is looking to appoint a partner organisation to work with for the **contract period of 01/10/2017 – 3/09/2019 with the option to extend for a further 1 x 12 month period**. Training will be required on an ad-hoc basis, delivering bespoke training and coaching to small groups of (up to four) people on four to six, one day occasions, during a financial year. The training need may increase or decrease according to operational requirements. It is anticipated that AHDB will supplement delivery.

An understanding of issues facing the agriculture sector is desirable.

**Required outcomes**

The purpose is personal and professional development, to build awareness, understanding, confidence and up-skill individuals to represent the organisation and/or themselves to communicate, often complex matters in a professional and competent manner.

The training will touch on the broad spectrum of skills necessary to meet the needs of the modern media, giving insight to proven approaches and methods to influence coverage and gain positive exposure. The intention is to build on the work done to date to create a list of ‘spokespeople/ambassadors’ who are willing and able to use social, print and broadcast media to best effect.

**Target audience** – A combination of staff, farmers and growers with differing needs, experience and knowledge of the media.

**Training location** – may be held at Stoneleigh or other venues in Scotland, England or Wales.

AHDB will work with the training partner on pre-course registrations and during delivery. The partner will be required to coordinate post course delegate feedback. This should be provided to AHDB within 7 days of attending the training by email to [John.bates@ahdb.org.uk](mailto:John.bates@ahdb.org.uk)

**To take part in this opportunity please submit a formal response. Submissions will be scored using the following criteria;**

**Quality 70 and price 30**

**Quality – 70**

**Please answer the following questions in number order.**

|  |  |  |
| --- | --- | --- |
| **Question** |  | **Max score available** |
| **1** | Provide one example of previous training delivered within the last 12 months. In particular the handling of ‘hard news stories’ | **20** |
| **2** | Provide evidence of successful partnership working with in house PR teams. | **10** |
| **3** | Draft a brief outline/agenda of the course content you would recommend to AHDB. This must include methods of delivery for the sessions | **20** |
| **4** | Attach CVs for all staff who would be assigned to this contract (including relevant qualifications) | **10** |
| **5** | Provide one example report for delegate feedback that you would suggest (following delivery of the training) | **5** |
| **6** | Detail what contingency/ process is in place for cover should the allocated training partner be unavailable. | **5** |

**Price – 30**

Please complete the attached price schedule (Appendix 1)

Prices should be per course, not per delegate and exclude VAT

**Responses**

Proposals should be submitted via email to [Danielle.woodall@ahdb.org.uk](mailto:Danielle.woodall@ahdb.org.uk) before the official close date as detailed in the timeline below.

**Please be aware that any clarification questions in relation to this document must be raised before 5pm on 10/08/2017. No questions regarding this process will be answered after this date.**

**Timeline**

|  |  |
| --- | --- |
| Mini competition circulated | 01/08/2017 |
| Closing date for responses | Noon on 21/08/2017 |
| Evaluation of submissions | 22/08/2017 – 25/07/2017 |
| Notification of contract award/Pitch presentations | 30/08/2017 – 15/09/2017 |
| Contract start date | 01/10/2017 |

It may be a requirement (following evaluation) to shortlist and invite the top two agencies to make a 30 – 45 (max) minute presentation to the Head of PR at Stoneleigh Park, Warwick. This will be about the envisaged approach. If this requirement is needed the top two suppliers will be formally notified and a scoring method issued. If this requirement isn’t needed the contract date may be pulled forward.

**If you have any questions relating to this brief please send an email to** [**Danielle.woodall@ahdb.org.uk**](mailto:Danielle.woodall@ahdb.org.uk)