*Pass It On* podcast specification

# **NHS Blood and Transplant**

NHS Blood and Transplant is a Special Health Authority in England and Wales, with responsibilities across the United Kingdom for organ donation and transplantation and blood donation services in England. The organisation’s core purpose is to ‘save and improve lives’ through the provision of a safe and reliable supply of blood components, solid organs, stem cells, tissues and related services to the NHS, and to the other UK Health Services where directed. It provides specialist reference services and bone marrow donor identification worldwide.

NHS Blood and Transplant is a complex organisation with a number of distinct strategic operating units that include:

* Blood donation
* Organ Donation and Transplantation
* Diagnostic and Therapeutic Services
* We operate the British Bone Marrow Registry; a register people join to record their willingness to donate stem cells.

Further information can be found at:

NHS Blood and Transplant: [www.nhsbt.nhs.uk](http://www.nhsbt.nhs.uk)

Blood donation [www.blood.co.uk](http://www.blood.co.uk)

Organ Donation and Transplantation: [www.organdonation.nhs.uk](http://www.organdonation.nhs.uk)

We provide a blood and transplantation service to the NHS, looking after blood donation services in England and transplant services across the UK. This includes managing the donation, storage and transplantation of blood, organs, tissues, bone marrow and stem cells, and researching new treatments and processes.

# **Summary:**

From Spring 2020 new legislation will come into force in England which changes the basis for consent for organ donation.

NHS Blood and Transplant has been tasked with delivering a national campaign aimed at everybody over the age of 16 to raise awareness of the organ donation law changes and the choices available to people. We want as many people as possible to:

* Know that the law around organ donation is changing
* Understand what is changing and the choices available to them
* To make their organ donation decision
* To share their decision with family and friends

According to Ofcom data, the steepest growth in podcast listening figures occurs in young adults aged 15-24, with around one in five now listening to podcasts each week.

In fact, delve a little deeper and it turns out that half of the podcast market is age 35 or under and also consists of a large group of black and Asian listeners. These statistics represents a huge potential to reach such an active and target demographic to help meet our objectives.

On top of this, podcasts are also a great way to engage new and existing influencers and celebs, so the long-term ability for unlocking potential on this platform is great.

A podcast is missing from NHS Blood and Transplant’s toolbox and our intention is to create an initial 8 episode Pass It On podcast with a view to rolling out further episodes if successful.

# **Scope of the Pass It On podcast:**

**Primary objective**

* To successfully raise awareness of the law change and organ donation more generally and to make extra effort to appeal to specific audience groups (16 and 17 year olds; DE or “Hard Pressed” groups; People with Black, Asian and Minority Ethnic heritage). Stories and talent are key to the podcast being successful, so NHS Blood and Transplant would like to work with case studies, supporters, and celebrities (where possible).

**Secondary objectives**

* To drive an increase in website visits, download of materials, contact via NCC
* To drive an increase in unique downloads, subscribers, backlinks, social sharing, reviews.
* To drive an increase in the number of people recording a decision on the NHS Organ Donor Register
* To reduce the levels of misinformation circulating on social media.
* To increase awareness in the BAME audience groups (measurement via Kantar next wave)
* To increase education in the BAME audience groups.

# **Implementation:**

**Approximate contract commencement: 10th November 2020**

**Anticipated podcast launch: Winter 2020**

NHS Blood and Transplant will require the Pass It On podcast to be up and running on all major platforms including iTunes and Spotify (plus recommended platforms such as YouTube, Google and Overcast) before Winter 2020.

We envisage that between contract award and the first episode going live would take approximately 6-8 weeks to account for creative sessions, pre-production, recording, design, channel set ups on platforms, PR plans and trailers.

Bidders must provide timelines, highlighting any milestones and evidencing your ability to meet the target date.

We would like to launch by publishing two episodes at the same time, then delivering a new episode at fortnightly intervals (this frequency may be subject to variation).

Suggested episode schedule:

* **Episode 0** (a teaser trailer in advance of launch)
* **Launch date**: One week after teaser (2 episodes)
* **New episodes on** a fortnight basis there-after.
* Teasers to each episode published on our social channels 48hrs in advance of episodes.

# **Services required:**The successful bidder will provide all services necessary to produce an 8 episode podcast series from inception to publication.

We require the successful bidder to supply:

* Professional guidance and advice on series format development and episode specification, including at least one development workshop if necessary.
* All elements of production (research, scripting, recording, editing, supplying royalty free music). We need a product that is good-to-go.
* A COVID secure way to implement the production of the podcast.
* An assigned producer to be consistent throughout the project acting as our day to day contact.
* Distribution onto podcast platforms via a recommended third-party service. NHS Blood and Transplant will pay for the platform hosting fees and will take the successful bidder’s advice on the best service to use.
* Providing the necessary audio equipment to record a high quality podcast whether in a studio, on location or remotely. There will be a need for the successful bidder to facilitate recordings in central London and some episodes will need to be recorded on location.
* Episode trailers (an “episode 0” as a taster episode, and subsequent trailers for each episode).
* A workshop with key stakeholders from NHSBT to plan format and identify topics for each episode.
* If applicable, the provision of a suitable, regular host for this podcast.
* NHS Blood and Transplant will arrange for and meet the costs of train travel and (where necessary) accommodation for podcast production, guests and talent. Travel and accommodation will be booked according to NHSBT’s Travel and Expenses Policy.

# **Format:**

The podcast should be informative, moving and entertaining. NHS Blood and Transplant’s aim is to invite high-profile people with a connection to the cause (such as Andy Cole and Beverley Knight, for example) to tell their stories to generate media interest, as well as interviewing less high-profile supporters and case studies with equally interesting stories.

The series will be constructed so that each episode will cover different topics within the world of organ donation. For example, episode 1 might be Andy Cole's personal story concerning his kidney transplant, whilst episode 2 might focus on a more religious orientated story, and episode three might zone in on how a child's life was saved by the gift of organ donation. This will need to be planned carefully working closely with our Celebrity and Influencer Manager.

**Copyright:**

The copyright for all material produced and intellectual property rights will transfer to NHSBT on final payment for each project.

**Publicity:**

Suppliers can display their work for NHS Blood and Transplant on websites, social media channel and other promotional channels only with the express permission of NHS Blood and Transplant.

**Specific Key Performance Indicators**:

The success of the partnership will be measured by:

* Ability to deliver on time and on budget.
* Regular placement in the Spotify Top 20 podcast chart.
* Regular placement in the iTunes Tops Shows (Health and Fitness) section of the podcast app.
* Building a minimum of 1,000 subscribers over the course of the 8 episode run.
* Having reached 10,000 listeners cumulatively 3 months after launch date.
* A number of positive reviews across all podcast platforms.

**Length of Contract:**

The initial contract requirement covers one season consisting of 8 episodes with a potential to extend to subsequent seasons and/or one-off episodes.

The contract term will be 3 years with the option to extend for a further 1 x 1 year period.

# **Budget range:**

Total value for the provision of one series of 8 episodes is expected to be within the range £10 - £15k

**Please note that there can be no commitment to spend in this area.**

Any subsequent spend will be with our preferred appointed Supplier.

The use of Sub-Contractors will only be permissible with the written consent/approval of NHSBT.

# **Evaluation process**

NHSBT will undertake the tender evaluation in three phases as follows:

First Phase - All tenderers will be evaluated on the Selection Criteria. Scored as shown within the Evaluation Scoring Methodology (0-5).

**Please note that any tenderer scoring a 0 in the Selection Criteria section will be automatically excluded from the process.**

Second Phase - Selected tenderers will be evaluated on the Award Criteria (Weighted score based on the Evaluation Scoring Methodology - Maximum Score 800).
Commercial Envelope - Offer Schedules will be evaluated as explained in the scoring methodology attached in the Commercial Envelope. (Maximum Score - 200)

**Please note that any tenderer scoring a 0 or 1 in the Award Criteria section will be automatically excluded from the process.**

Third Phase – The top scoring tenderers – NHSBT envisage this to be between 5 - 10 will be subject to a Supplier’s Presentation. Please refer to the Award Criteria sheet for the maximum possible score.

It is anticipated that Suppliers Presentations will be conducted on the 19th October 2020. Tenderers will receive confirmation that they are required to attend ten days prior.

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