

Invitation to Tender: Who Dares Works – Radio Advertising Campaign

1. **Background:** Who Dares Works is a project funded by the European Social Fund and the National Lottery Community Fund. It is led and managed by Active Plus Community Interest Company and delivered by a partnership of 17 social enterprises.

The aim of Who Dares Works is to help and inspire people aged 18 and over who are not working, who live in West Cornwall and the Isles of Scilly and who have a range of needs or barriers to overcome, to reconnect with education, training and work. The project runs to June 2023, with delivery coming to a close from December 2022.

Who Dares Works has a strong and effective partnership ethos, with each partner helping to develop and then committing to the principles within the Who Dares Works Charter (included in tender pack). New partners must also be able to demonstrably commit to those principles of:

• Putting People in the Lead

• Committed to Sustainable Development

• Building Capacity for the Future

• Continuous Improvement and Excellence in Delivery

1. **The service we are seeking:** We are seeking to procure a 12-month Radio advertising campaign to include;
* Creation of up to 5 professional adverts
* Including a jingle
* Broadcasting at a time and area to reach our target audience in the West of Cornwall
* Flexibility to adapt to changing advertising needs



1. **Contract value**: The maximum value will be £15,000. A full breakdown of costs is asked for in the application form so that Active Plus can ensure that all costs are eligible and that delivery provides value for money. Contracts will have an end date no later than November 2022. Active Plus reserves the right to make offers to successful partners that may be less than the volume of delivery they are seeking funding for.
2. **How to Apply**:

• For a tender information pack please email rbradshaw@activeplus.org.uk

• Please include ‘Who Dares Works Tender APWDW08’ in the heading of your email. Failure to do so may result in tender packs not being issued.

• Please also include the name of your organisation and the contact details for the lead responsible person

The deadline for receipt of tenders is 27th August 2021