



## Summary Sheet for Procurements valued at £10,000+

<b>Procurement Reference No #:</b>	NAT001-0278
<b>Procurement Title</b>	Dundee PR campaign
<b>Cost inc VAT</b>	£45,000
<b>Costs within approved budget?</b>	Yes
<b>Term</b>	7 months
<b>Required contract start date:</b>	September 2018
<b>Legal Contact/Contract Manager</b>	Sarah Myers

### 1. Summarise the services and the reasons why they are required:

The NLPU wish to secure the services of an agency to assist in the delivery of a PR campaign targeted at the Dundee area.

This campaign is driven by insight that awareness of National Lottery funding at a local level is low. Since launching in 1994, the National Lottery has invested more than £3b in over 63,000 projects across Scotland. UK-wide, there are approx. more than 160 projects per cost code. However, recent insight shows that only one in three people can name a National Lottery-funded project local to them. In other words, two thirds cannot. Moreover, local project awareness is in slow decline. (Camelot Insight Dec 17).

With the agreement of the NLPU Management Board, who are made up of representatives from DCMS, the Gambling Commission, Camelot and National Lottery distributors, and the Scottish Lottery Distributors Forum (CEO/Directors group) this campaign will aim to improve levels of awareness in a specific geographical area of Scotland. This will be a test and learn campaign with a view to replicating/upscaling the model to be used in other areas of Scotland further into 2019/20.

With direction from the Scottish National Lottery Distributor Comms Director Group and the Scottish Lottery Distributors Forum it is agreed Dundee would be a good area to focus this campaign for a number of reasons - there's a positive story of National Lottery



investment in this area, a clear sense of local identity and a strong media hub which offers a plethora of opportunities. Moreover, the V&A Dundee is scheduled to open in September. We propose starting the campaign following the launch once the noise around it has started to taper off, but using it as a catalyst to show all the other investment in the locale.

The agency that is appointed will be required to devise and deliver a six-month campaign in Dundee designed at raising awareness of National Lottery funding and increasing the number of people who can name a Lottery-funded project in their area. In addition, they will be expected to work with NLPU to identify local and relevant projects to feature in this campaign. All areas of funding will feature in the activities and all content will be shared within the National Lottery family.

## **2. Implications/risk to Fund if service is not procured:**

The objective to raise awareness of National Lottery funding and the work that the National Lottery does (and benefits that it delivers) at a local level is a strategic objective of the NLPU. As per above, the NLPU management board and Scottish Lottery Distributors Forum has instructed that the NLPU carry out this activity within Scotland.

Research from Camelot shows that only one in three can name a National Lottery funded project in their local area and local awareness is in slow decline. We also know that National Lottery brand awareness achieves peak cut through at times of high profile events such as the Olympics Games but people 'hear' less about good causes outside of these spikes. The opening of the V&A Dundee is a set to be a big moment for the National Lottery in Scotland and we have the opportunity to use it as a catalyst to tell the wider Lottery story of Dundee in the months following the launch.

With only one p/t member of NLPU staff based in Scotland, an external agency is required to deliver this campaign. However, the NLPU has significant experience in managing agencies for campaigns of this nature.

The procurement of a creative agency to help devise and deliver this campaign is essential to meeting our objective and ability to run a high-impact, insight driven campaign.

Furthermore, insights and analysis from this campaign will be used to inform future campaigns.

## **3. How will this service/supply offer the Fund Value for Money?**

The appointed agency will be required to devise and deliver a high-impact PR campaign in Dundee over a six-month period. They will create various pieces of creative content which will be owned and managed by the NLPU. The assets developed and created as an output of the services will be owned by the NLPU and available to all members of the National Lottery family to share in order to promote the National Lottery in the future.



The agency will be responsible for securing and sourcing photography and filming. A campaign of this range and size could not be matched by what the NLPU could deliver in house.

Value for money will be measured in defined returns in terms of securing traditional and online regional media coverage and increasing agreed metrics on good cause funding awareness and attitudes towards the brand.

**4. What procurement process will be followed? (please consult with Contracts & Procurement Team)**

An Invitation to tender published on the UK Government Contracts Finder portal with the objective of obtaining a minimum of 3 written proposals/tenders for each of the Lots.

**5. Are resources available to manage this contract and who will manage this contract?**

The contract will be managed by Sarah Myers, NLPU Head of Campaigns based in Glasgow.



# Procurement Scope Sheet

## For all procurements valued at £10,000 or over

### Procurement Title:

(Provide a descriptive title for the subject procurement)

Reference No For Procurement Dept use only	Requestor's Name: (Enter the name of the person requesting this PSS)	Budget Holder	Directorate name: (Enter the name of your Directorate)	*Cost Code: (Enter the Cost Code to be charged)
	Sarah Myers	Jonathan Tuchner	National Lottery Promotions Unit	3904 AGY

### Instructions for completion

- The form can be filled out electronically by typing into the blank boxes.
- Attach any supporting documentation when submitting your form
- Fields marked "Procurement Department use only" should be left blank. All other fields must be completed.
- When completed, email to [procurement@biglotteryfund.org.uk](mailto:procurement@biglotteryfund.org.uk).

**NOTE: Please submit this form to Procurement ([procurement@biglotteryfund.org.uk](mailto:procurement@biglotteryfund.org.uk)) for completion of Section 7 and overall review. Procurement will return it to you for sign-off as appropriate dependent on value. Forms that require Chief Executive and/or Board Chair approval must be provided to Procurement to progress for approval.**

**After forms are fully approved, please ensure a signed copy is provided to Procurement ([procurement@biglotteryfund.org.uk](mailto:procurement@biglotteryfund.org.uk)) for record retention purposes**

- Budget approval levels:

Anticipated total contract value (including VAT)	Approval required
£10,001 to £250,000	Director (or approved delegate)
£250,001 and above	Chief Executive & Board Chair



## APPROVALS

<i>(Type N/A in signature blocks, if approval level is not applicable)</i>			
Role	Name	Signature	Date
Procurement Team Lead	Barry Higgins	<i>Barry Higgins</i>	18 July 2018
Budget Holder (or approved delegate)	Sarah Myers	<i>Sarah Myers</i>	18 July 2018
Director (or approved delegate)	Jonathan Tuchner	<i>Jonathan Tuchner</i>	05 September 2018
Director (BLF)	Ben Harrison	<i>Ben Harrison</i>	05 September 2018
Chief Executive	N/A		
Board Chair	N/A		

An approved copy of this form should be attached to corresponding purchase orders when they are submitted to the Finance Department.

### 1. Detailed Scope

*(Describe and provide a detailed breakdown of goods, services or work required, including estimated costs and contract deliverables).*

The NLPUs are looking for a service provider to deliver an innovative, high impact, creative PR campaign which will generate coverage in and around the Dundee area. There should be an overarching theme that would span the lifetime of the campaign (October 2018 - March 2019).

The campaign will seek to win hearts and minds of people in Dundee by showing them the impact National Lottery money has had in the locale. The V&A Dundee is scheduled to launch mid-September. We propose starting the campaign *following* the launch once the noise around it has started to taper off, but using it as a catalyst to show all the other investment into the other funding areas of arts, education, environment, health, heritage, sport and voluntary/charity projects. Please note, the scope of this campaign does **not** include delivering a PR campaign for the launch of the V&A as this will be undertaken by other parties. The V&A launch is purely a mechanism for sparking wider awareness of National Lottery funding in Dundee in the months that follow.

The campaigns should attempt to raise awareness of projects funded in the Dundee area and tap into a sense of pride and recognition that the National Lottery funds local and relevant projects in their community. We want people in Dundee to view the National



Lottery as having people at its heart and being celebratory and joyous. While size and scale is important - and the V&A certainly shows what a large investment looks like - so too is local, small and relevant and the bids should feature projects which resonate with local audiences.

Our primary audience is Lottery players (70% of the UK adult population) but we would be looking to target as wide an audience as possible in the areas with these campaigns. We will be undertaking baseline research which shows awareness of local projects and we would like to increase the number of people who can name more than one National Lottery funded project in their area.

The successful agency will need to think carefully about how the campaign can work for young adults (aged 18-25 years-old) and should not apply a one size fits all approach. We know they do not consume media in a traditional fashion and consideration should be given for bespoke activity in this area either through digital influencers or bespoke media partners.

### **Outcomes/Deliverables**

The following outcomes/deliverables will form KPIs in the Contract:

- Excellent levels of regional print, online and broadcast coverage to be generated (targets to be set in contract)
- Excellent levels of digital/social media engagement (targets to be set in contract)
- To increase the number of people in Dundee who can name more than one National Lottery funded project in their area
- Clear segmentation of audiences and the communication techniques to be applied to target each one.

As part of their proposals bidders are required to submit a Delivery Plan setting out how they will deliver an innovative, high impact, creative PR campaign for the area(s) that they are bidding for which meets the above requirements. Bidders will need to detail the rationale for their approach. During the contract, the successful bidder(s) will be required to implement the deliverables/activities/tasks in the Delivery Plan in accordance with the timetable included within the plan.

As a minimum we expect Delivery Plans to include:

- The creative concept for the campaign(s)
- The rationale as to why the above will appeal to our target market



- The strategy (including the deliverables/activities/tasks) for engaging print and broadcast media at a regional level to achieve campaign objectives (covering the duration of the contract)
- The strategy (including the deliverables/activities/tasks) for creating strong digital presence and interactions to achieve campaign objectives (covering the duration of the contract)
- The evaluation mechanisms to monitor the success of the campaign(s)
- A timetable of delivery covering the duration of the contract

**2. Conflict of interest**

*(Show any known or suspected conflicts of interest in relation to this prospective procurement)*

None

**3. Contractual Terms of Business & Contract management**

*(Identify any special terms required)*

The NLPU will retain all copyright of assets produced.

**4. Sustainable Procurement Considerations**

Have you considered how you can use this procurement process to meet your service needs, obtain value for money and address social issues? Issues such as unemployment for example (by requiring the provider to offer training placements to the long term unemployed) or the environment (by requesting a product made from recyclable materials)?

It is a legal obligation to consider social value issues for procurements above the OJEU threshold but it is good practice to consider it for all procurements where to do so will still enable the Fund to achieve value for money.

Yes - It was considered but any output of the assessment would not make any discernible impact on sustainability issues.

A guide on how you can incorporate sustainability issues into your procurement process can be downloaded from the Contracts and Procurement Team resources page on the intranet.



**5. Equality Considerations**

**Have you considered how the services or goods you are procuring will meet the needs of different users? This consideration is necessary in order to ensure the Fund complies with the public sector equality duty set out in the Equality Act 2010.**

Yes - equality matters will be addressed in the process of commissioning and instructing the suppliers that are sourced and appointed to ensure that the outputs of the services are compliant. It will be addressed as part of the invitation to tender and appropriate questions asked of suppliers at tender stage.

Guidance on how you can incorporate equality considerations into your requirements is set out in Part C of the Procurement & Contracts Management Manual which is available to view on the Contracts and Procurement Team resources page on the intranet.

**6. IT**

If your procurement has an IT element (i.e. the creation of a website or maintenance services to support existing software etc) please confirm you have consulted IT and/or the Digital Media.

Not applicable.

**7. Overall Procurement risk level:**

*(For Procurement Dept use only)*

The commitment is that the requirement to appoint a creative Public Relations Agency will be sourced by means of a compliant competitive tender. Given that the anticipated value of the procurement is £45k inc VAT, an Invitation to Tender will be advertised through the Delta e-tendering system on the UK Government Contracts Finder in compliance with Big Lottery Fund's Procurement Policy and Procedures and the Public Contracts Regulations 2015 (as they apply to below OJEU threshold purchases).

From a compliance perspective there is no Procurement risk.