The Lewy Body Society

Hudson House, 8 Albany St., Edinburgh EH1 3QB

Tel: 0131 473 2385

Email: [info@lewybody.org](mailto:info@lewybody.org)

Website: [www.lewybody.org](http://www.lewybody.org)

Registered in England & Wales Charity No. 1114579

Registered in Scotland Charity No. SC047044

**25th April 2018**

**INVITATION TO TENDER -PUBLIC RELATIONS FOR THE LEWY BODY SOCIETY**

You are invited to tender to provide public relations (PR) services to assist the Lewy Body Society in raising awareness of Lewy body dementia and the work of the charity. The Society is registered in England & Wales (1114579) and Scotland SC047044).

The detailed requirements relating to this tender are as set out in the specification.

**Background to the Lewy Body Society**

The Lewy Body Society, established in June 2006 in the UK, was the first charity in Europe exclusively concerned with dementia with Lewy bodies. The charity’s mission is to raise awareness of DLB amongst the public and to educate those in the health and social care professions and decision-making positions about all aspects of the disease and to support research into the disease.

**Requirements to submit a tender**

1. Your tender must be submitted in accordance with this Invitation to Tender letter.

2. It is your responsibility to obtain any additional information necessary for the preparation of your tender. The Society will not be responsible for any expenses incurred by you during the tendering process.

3. All information supplied by the Lewy Body Society in connection with the Invitation to Tender will be treated as confidential by yourself, except that such information will be made available to all prospective tenderers. If you consider that any of the information included in your proposal is commercially confidential please mark it “confidential”.

4. Tenders must be addressed to Ms Jacqueline Cannon, Chief Executive, and arrive not later than **12.00 noon on the 1st June 2018**. It is the responsibility of all Tenderers to ensure that their tender is delivered on time. the Lewy Body Society will not consider tenders received after that time.

5. Please submit your tender by email, in pdf format, pages must be numbered, to **info@lewybody.org** by the deadline stated in **paragraph 4 above**. If you would prefer to send your tender by post the tender deadline stated in paragraph 4 above applies, and please ensure you also email us a copy of your tender in accordance with this paragraph.

6. As part of the tender evaluation process, the Lewy Body Society will hold interviews to discuss shortlisted bidders’ submissions.

7. Enquiries regarding this Invitation to Tender should be addressed to: Jacqueline Cannon, Chief Executive, The Lewy Body Society

Email: info@lewybody.org

The Lewy Body Society



# The more people who know, the fewer people who suffer.

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**THE LEWY BODY SOCIETY**

**INVITATION TO TENDER**

**Public Relations**

1. **Specification of Requirements**

**Purpose of the Invitation to Tender**

The Lewy Body Society (LBS) is seeking to **purchase PR Services** to support the charity in promoting awareness of Lewy body dementia (DLB) across the UK. These services will play a critical role in the growth of the LBS.

**Background to this Invitation to Tender**

The Lewy Body Society is registered charity in England & Wales & Scotland and a member of the AMRC (Association of Medical Research Charities)

∙ Campaigning for better awareness of Lewy body dementia

∙ Influencing government, legislation and policy

∙ Educating the medical profession, organisations and the public regarding Lewy body dementia

∙ Promoting awareness of LBS grant funding and publishing reports from researchers that the society funds.

**Purpose of this ITT**

A critical element of this role will be to contribute to the raising of awareness of Lewy body dementia.

The successful bidder will work with the CEO, Trustees and people living with Lewy body dementia to develop a PR approach.

**The successful tender will include:**

Responding in a timely manner to key dementia related events, government policy and appointments, developments in research, to include but not limited to

* + securing press coverage including interviews
  + securing TV coverage including interviews
  + securing radio coverage including interviews
  + Increasing following on social media

In submitting a response to this tender, we expect the applicants to provide examples of the type and level of PR that they have provided.

LBS reserve the right to have some flexibility with regards to the contract period.

**Key Scoring Criteria Scoring will take account of the following:**

∙ Tendered price - The costs for the delivery of this evaluation broken down to indicate the staffing and how the costs will be allocated to the different tasks and stages of the evaluation. The costs should also include the day rate of all staff involved in the evaluation process and are to be stated as exclusive of VAT. Confirmation of VAT where applicable on items should be highlighted;

∙ Knowledge and understanding of the policy areas- including specifically dementia and experience of working with people living with dementia and their carers.

∙ Extensive experience of working on projects like that being proposed.

∙ Demonstrating actual and transferable skills and knowledge

∙ Ability to work under pressure and to deliver to the proposed timeframes.

**Further guidance**

LBS aims to achieve value for money and so proposals must provide a total firm price and a full cost breakdown including VAT where applicable.

**Please submit:**

* Examples of your relevant work
* Details of two previous clients who can supply references
* C.V.s for each person who will work on the project

Tenderers should provide an organisational chart detailing the structure of their company and where this contract will fit into their overall delivery model.

**Contract Management**

The Contract will encompass the period outlined above unless terminated earlier in accordance with the Agreement. The start date will be by mutual agreement. The successful contractor shall agree and sign up to the LBS terms and conditions for service provision.

Copyright and Intellectual Property All Intellectual Property Rights (IPRs) arising out of the performance of the Contract by the successful bidder (or its employees, agents, or sub-contractors), including any materials and any future IPRs, are assigned to The Lewy Body Society on creation and will be owned by LBS.

Payment - LBS will agree payment terms with the successful contractor, which would include part payment during the work and payment of final amount subject to satisfactory completion of the work. Invoices will be paid through bank transfer within 30 days of the date of receipt.

Confidentiality - bidders shall not undertake (or permit to be undertaken) at any time, whether at this stage or after conclusion of the contract, any publicity activity with any section of the media (including social media) in relation to the contract other than with the prior written consent of LBS. Bid costs and loss of profits Bidders will bear their own costs and in no circumstances whatsoever will LBS become liable for any bidding costs, nor will LBS be liable for any loss of profits or losses suffered or incurred by a Bidder not being awarded a contract pursuant to this procurement process. LBS will not be liable in the event that the tender process is cancelled whatever the reason.

**Data protection and ethics**

It is the responsibility of the contractor to ensure that the proposed methodology does not contravene the provisions of the Data Protection Act 1998 and that the work carried out is ethically sound.