

Commissioning Specification

Expressions of Interest are invited from potential delivery agents for:

Improving perceptions of Oldham 2009-2010

1. Introduction

Oldham has traditionally been promoted – both to its own residents and to those outside the borough – in a huge variety of different ways and through a range of unconnected programmes.

A brand for Oldham has been developed to ensure that all of our communications are joined-up and instantly recognisable as representing Oldham and communicating its attributes.

There is a need for a more strategic approach to our marketing and communications: a clear course of action that will substantiate the brand and our vision to make Oldham a place where everyone is proud to belong.

2. Aim and objectives

The aim of the Improving Perceptions programme of work is therefore to create a programme of marketing, promotional and community engagement activities that we can be assured will make the greatest impact on perceptions of Oldham.

The programme will aim to consolidate good practice, Oldham's strengths and what has been achieved to date; but also take our marketing and communications work 'up a gear' through a creative and innovative approach or combining activities to make the whole greater than the sum of the parts.

The overarching objectives of this programme are:

- To improve how Oldham people, workers and businesses feel about Oldham and their neighbourhood. Making them proud of and a part of what's happening here.
- To improve our external image and reputation and to bring in more businesses and tourists and grow our economy.

Activities chosen to be part of the programme will contribute to improving one or more of the following:

- Community cohesion
- Community safety

- Residents' aspirations
- The economy in Oldham

We want to secure a sustainable, tangible change in behaviour and attitudes in both our residents and those outside the area, and improve Oldhamers' aspirations.

3. Total budget

The total budget for this programme is £200,000 for 2009-10 – we expect expressions of interest to use part of this total budget.

4. What the programme will look like

We are looking for a range of activities that will support us in achieving our vision.

We envisage commissioning a small number of high impact initiatives however it is important to note that this certainly does not exclude small or community organisations from submitting an expression of interest.

We actively encourage smaller organisations that feel they have something to offer this programme to apply.

5. The process and timescales

At this stage, we are looking for a short expression of interest only. This will give a short overview of your proposal.

Having received these expressions of interest, the Marketing Oldham commissioning group will look at whether submissions can be combined for greater impact. Please keep **11th May at 10am** clear – we may want to meet you to ask you to work on your submission with other organisations.

After this stage, we may ask you to develop your expression of interest into a full business case for the assessment panel to consider.

Date	Activity
5 th May 2009	Deadline for expressions of interest
11 th May 2009	Meetings may be held regarding combined submissions;
11 th May – w/c 1 st June	Full business cases prepared
W/c 1 st June	Assessment panel meets

6. Additional information

6.1 Criteria for full business cases

If you are selected to develop a full business case, it must:

- Be in line with the overall vision for Oldham as written in the sustainable community strategy (SCS) and local area agreement (LAA). The SCS and LAA can be found online as a combined document here www.oldhampartnership.org.uk/oldham_community_strategy_and_laa_final.pdf;
- State clear objectives and tangible outcomes

- Demonstrate a positive impact on Oldham, whether that's in terms of the local economy, residents' aspirations, community cohesion or community safety
- Communicate one or more of Oldham's strengths/assets, as identified in the brand for Oldham, its: landscape and greenery, heritage, people, multiculturalism, high proportion of young people or enterprising attitude
- Consider the involvement of partner organisations in development and delivery of the activities
- Designate target audience(s) and justify the choice of audience(s)
- Specify the number of people you anticipate reaching through the activity (we recognise that mass communications is effective in some cases but not others, so we won't necessarily commission the activities that state the largest audience)
- Specify the message(s) you will convey through the activity
- Give a short overview of the actions you will use and why
- Show how the activity's success will be measured and evaluated
- Show how it will give value for money
- State how it will complement and add value to existing marketing and communications activity in Oldham

6.2 Role of the delivery agent

The successful delivery agent(s) will be responsible for the following:

- Managing your proposal in its entirety
- Working proactively with the Oldham Partnership communications officer and Oldham Council corporate communications team to ensure your activities use the brand correctly
- Liaising with organisations delivering other parts of the improving perceptions programme, where applicable.
- Collating relevant information and submitting quarterly monitoring returns to the Oldham Partnership commissioning unit
- Completing an end of scheme evaluation for the commissioning body

6.3 Final activity delivery deadline

- Activities commissioned as part of the programme must be completed **by 31 March 2010**

6.4 Intellectual property rights

- The intellectual property rights of material, associated information and all reports

specifically produced for, and resulting from, this commissioned activity will belong to the Oldham Partnership

7. Deadline for submission of expressions of interest

Electronic versions of the expressions of interest should be submitted on the template provided and e-mailed to:

Karen.mccrackle@oldhampartnership.org.uk

by 5 May 2009.