



**Invitation to Tender for Great Place North Belfast: Old to New**

**– Developing and delivering a Marketing and Communications Plan**

**INTRODUCTION**

Belfast Charitable Society (BCS) is inviting tenders from suitably qualified and experienced organisations/ individuals to deliver on the North Belfast Great Place Project. The project is funded by the Heritage Lottery Fund and managed by BCS on behalf of the North Belfast Heritage Cluster Group. This is a three year project.

The Great Place scheme was a pilot initiative set up by the Heritage Lottery Fund and aims to boost access to heritage and culture, to increase equality and improve life chances across Northern Ireland.

This tender relates to the opportunity to ‘**Develop and deliver a Marketing and Communications Plan**’ for the North Belfast Heritage Cluster (see Appendix 1)

1. **BACKGROUND** 
   1. **THE ORGANISATIONS**
2. **Belfast Charitable Society (BCS) -** Project Lead and Manager - Established in 1752 and is the oldest charity in NI. It was set up to address disadvantage and continues to do so today.

Its mission is to promote, protect and enhance its philanthropic heritage through direct intervention and collaborative working for the benefit of the community; and be the recognised leader in the provision of progressive, relevant and philanthropic charity throughout Belfast and beyond.

BCS is housed at Clifton House Heritage Centre, 2 North Queen Street, Belfast which is a ‘Grade A’ Georgian building; it offers heritage services and tours and a conference and meeting venue available for hire.

1. **North Belfast Heritage Cluster -** a network of voluntary organisations ​which have individual responsibility for historic assets in the area.   Its aim is to deliver heritage-led regeneration by making use of the area’s​ authentic character to support economic and social development. It is about using what makes the area distinctive to create a ​more  confident sense of place​.

The Cluster’s work has five aims:

- Deliver economic regeneration

- Improve the physical infrastructure

- Inspire community involvement

- Increase learning opportunities for all

- Build confidence

Members (at March 2018): Fifteen members stretch from St. Anne’s Cathedral in the City Centre to the North Belfast Working Men’s Club, just over a mile up the Crumlin Road (see Appendix 1). It includes major civic landmarks, local places of worship, and individual buildings that are locally important. Its membership reflects and respects the area’s diverse heritage: collectively, the Cluster represents a significant part of the Belfast story, both past and future.

The Cluster is supported by additional strategic partners, including owners of heritage assets from the public and private sectors, the universities, elected representatives, and others in the heritage, culture, and local communities.

**c) Heritage Lottery Fund – Great Place Scheme**

The Heritage Lottery Fund distributes the heritage share of National Lottery funding, supporting a wide variety of projects across the UK. Since its foundation in 1994, it has awarded £7.7billion to over 42,000 projects. It believes that understanding, valuing and sharing our heritage brings people together, inspires pride in communities and boosts investment in local economies.

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**1.2 THE GREAT PLACE PROJECT – NORTH BELFAST OLD TO NEW**

1.2.1 North Belfast’s heritage importance is well established: it has a wide range of built, cultural, and social heritage which reflects the city’s development and tells Belfast’s story from its very beginnings.

‘North Belfast-Old to New’ will use these assets to regenerate the area as a vibrant, well-connected place. Reflecting the past, the work will respect the confidence, quality, and diversity of North Belfast's heritage and culture. It will build sustainable organisations, better equipped to help lead the area’s authentic regeneration. It will provide opportunities for everyone to engage in their local heritage stories and in quality cultural work. By building skills for local people, in partnership and across a network of organisations embedded in the local area, it will ensure that heritage and culture are the catalysts to make the physical, social, and economic regeneration of north Belfast relevant to local people.

It is our explicit intention that the project will create strong relationships across all demographic groups, with a particular focus on people who are likely to feel excluded or disengaged from the area's heritage and existing cultural offering. Thereby improving interest in the local area, and equality and improved access to local heritage.

The project will lead to the development of a place-based cultural plan that highlights the opportunity for one of the most historic parts of Belfast to use its authentic character and assets as the basis for regeneration. This represents a major change in how development has been delivered in the city. It will also create market development opportunities through the reuse of existing assets and through building quality cultural offerings championing the city's character

Thus the Great Place project’s overarching output will be a networked Cultural Plan for north Belfast, building on existing partnerships and outlining key opportunities for delivery of greater quality cultural and heritage activity in the area.

Cluster organisations will be:

* individually supported to assess and develop their cultural and heritage offering
* supported to work collaboratively across the cluster with strategic partners to develop new projects that embed heritage and cultural regeneration, focus on quality, and challenge perceptions.

1. **Tender Invitation and Specification**

This tender invites proposals for the **development and delivery of a Marketing and Communications Plan** over a three year period managed by Belfast Charitable Society to promote and support the collaborative work across the cluster and with strategic partners.

Work activities of appointed person/consultancy should include (this is not an exhaustive list)

* Development of a relevant marketing and communications plan
* Support all external facing communications to market, promote and safeguard the Cluster and the funder
* Work with Cluster to deliver on the marketing plan including:
* Producing literature on area and cluster
* Set-up and add to relevant social media channels and website
* Media advertising opportunities
* Communicate the successes of the Cluster and the Great Place scheme
* Communicate and publicise public activity
* Communicate and publicise events
* Communicate and publicise consultation events
* Support intentional approach by advertising/publicising activity within specific groups
* Attend meetings, prepare reviews and reports

3 .**Format of the proposal**

The proposal must include:

* + - A detailed programme outlining how the proposer would take the above requirements forward
    - Details of the skills and experience of the proposer, including a brief portfolio of previous relevant work and the CV’s of those who are to work directly on this project.
    - Details of the management of project delivery.
    - Detailed costings and daily rates (please indicate where VAT is applicable) including proposed expenses.
    - Proposal should be no longer than 6 A4 pages excluding CVs

Proposals must demonstrate evidence of all of the following:

* + - Understanding and experience of marketing cultural heritage in Northern Ireland
    - Understanding and experience of the sensitivities associated with the promotion of contested cultural heritage across a diverse range of organisations
    - Understanding and experience of working across different sectors
    - Understanding and experience of the management of ongoing marketing and communications projects
    - Additional insight into the tender specification

**Failure to address any of the above issues will invalidate the tender**.

4.0 **Assessment Criteria**

Tenders will be scored on the following basis:-

Experience and credentials including named team profiles 70%

Please demonstrate your ability to meet the specification as detailed above, providing;

* examples of previous relevant marketing and communications experience in two of the following: community & voluntary sector; public sector; or heritage tourism sector
* two examples of dealing with a range of stakeholders across all sectors highlighting where issues arose and how you dealt with them
* details of the named team who will be responsible for the account, listing their job title, grade and qualification and experience

Cost 30%

Please provide daily rates for named team according to job title / grade

Please demonstrate how your organisation offers value for money

detailing any discounts offered.

4.1 It is anticipated that you may be required to make a presentation to the Board / Committee of Belfast Charitable Society or Cluster representatives as part of the assessment process.

**5. Financing and payment**

Quarterly payments will be made to the successful proposer based on the fee agreed for the overall programme and BCS review of the work in that quarter.

1. **Award criteria**

BCS does not bind itself to accept the tender with the lowest stated price and will not compensate any proposer for costs associated with the production of the tender document.

The contract will be awarded to the most economically advantageous tender overall based on an assessment of price, quality, delivery, technical ability, relevant experience and stated ability to satisfactorily meet the requirements of the contract.

**7 Official Amendments**

Should it be necessary for Belfast Charitable Society to amend the tender documentation or process in any way, prior to receipt of tenders, all tenderers in receipt of documents will be notified simultaneously. If deemed appropriate, the deadline for receipt of tenders will be extended.

**8 Contract delivery**

BCS will review the work of the appointed organisation/individual on a quarterly basis ad reserves the right to cancel the contract if the delivery is not meeting agreed targets and quality standards.

**9** **Further information**

If you require any clarification on the above please do not hesitate to Paula Reynolds at Belfast Charitable Society on 028 9099 7022

**Closing date for proposals is 12 noon on Monday 25th June 2018**

Proposals (3 hard copies) to be submitted to Paula Reynolds, CEO by post to:

Belfast Charitable Society

Great Place Project

Clifton House Heritage Centre

2 North Queen Street

Belfast BT15 1ES

Proposals must comply with the requirements set out in the tender specification. **Proposals which fail to address these requirements will be ineligible and will not be considered**.

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| **Schedule** | **Dates** |
| Tender closing date | 12 noon -25th June 2018 |
| Shortlisting | By 10th July 2018 |
| Presentation (if required) | 18th and 19th July |
| Appointment of contract and PIM | 20th to 27th July 2018 |
| Start contract | 1st Aug 2018 |

**APPENDIX 1**

**Redeemer Central / Donegall Street Congregational Church**

* A congregational church, formed 2009; holds Sunday Gatherings and mid-week groups; strong focus on civic development with ongoing cultural programming including film series;
* Led by six senior leaders;
* Based in former Donegall Street Congregational Church, built 1860; destroyed by fire 1931, rebuilt 1932; extensive damage during the Blitz, rebuilt 1955; B1 listed.

**Belfast Buildings Trust / St. Patrick’s School & Carlisle Memorial Church**

* Organisational capacity – see above;
* St. Patrick’s School, first Catholic school in the city, built 1832, closed 1982; destroyed 1995; £1.2 million regeneration completed in 1999 creating offices, a bookshop and classroom for range of community and cultural uses; B1 listed;
* Carlisle Memorial Methodist Church, built 1875, closed 1980; internationally recognised ‘at risk’ by World Monument Fund Watch 2010; phases of capital work totalling £1.6m completed; robust community support confirmed; hosts cultural activities including The Belfast Opera, beer festivals, art exhibitions, and musical events; B+ listed.

**St Patrick’s Church & Parochial House**

* Parish church within Catholic Diocese of Down & Connor; administered directly as Diocesan church; strong community focus with links to local schools and hosts homeless soup kitchen in neighbouring St. Patrick’s School;
* original church built 1815; rebuilt 1875; fire damaged 1995 and restored; contains priceless triptych by Sir John Lavery and original high altar designed by father of Padraig Pearse; B+ listed;
* Parochial house, part of Georgian terrace built 1820s; previously the Bishop’s Palace; B2 listed.

**Quaker Society / Frederick Street Institute**

* Religious Society of Friends (Quakers) in North Belfast since 1799; holds monthly meetings;
* Governed by six elders, with unpaid clerk to co-ordinate administration;
* Original Meeting House designed by member Thomas Jackson, built 1839, demolished 1971; original features remain as the red brick entrance and the Institute building (now leased offices); B2 listed.

**Belfast Charitable Society / Clifton House & Graveyard**

* Organisational capacity – see above;
* Belfast’s oldest charity, 1752; opened the Poorhouse and infirmary, 1774; Clifton House refurbished to deliver care of older people, 1880s; Belfast’s oldest working building and key Georgian architecture; holds vast archive dating back to 1600s and tells the story of the development of Belfast; A listed;
* Clifton Street Cemetery opened 1790s; comprises 14,000 graves including Ireland’s largest Famine graveyard, some of the city’s wealthiest families, 8,000 poor graves and the graves of many of the leaders United Irishmen.

**Belfast Orange Hall**

* Main Belfast hall for Orange Order; contains meeting rooms, a museum, and facilitates educational tours to showcase the political and religious aspects of the Order; starting point of the largest 12th July cultural parade in Ireland;
* Managed by voluntary Committee comprised of members of lodges; no staff;
* Opened 1886; largest purpose built Orange Hall in the world; statue of King William III on the cornice, 12ft high and made of bronze, unveiled in 1889, is the only equestrian statue in Northern Ireland; B listed.

**Indian Community Centre**

* Established 1991, voluntary organisation to promote integration between the Indian community and wider Northern Irish communities; strives for a totally inclusive society in Northern Ireland; hosts cultural activities and houses Northern Ireland’s Hindu temple;
* Managed by a voluntary Board; no staff;
* Housed in former Church Halls/Sunday School rooms of Carlisle Memorial Church, built 1888; bought by ICC 1976; B1 listed.

**UniTorah / Annesley Street Synagogue**

* Charity working to realise a Museum of Tolerance in former Synagogue and delivery of first Jewish Law degree in Ireland (in partnership with Ulster University);
* Managed by a voluntary Board; no staff;
* Former Synagogue, opened 1904, closed 1965; outside are the ruined glazed brick walls of the Mikvah, a ritual bath; B2 listed.

**St. Malachy’s College & The O’Laverty Library**

* Oldest Catholic grammar school in Northern Ireland, founded 1833;
* Governed by a voluntary Board, including representatives from the Department of Education, staff, and parents; staff of c.110, including archivist leading the O’Laverty Library project;
* O’Laverty Library, converted from classroom in 1872; used as meeting room for Gaelic League members in 1920s; contains libraries of key 19th century Belfast figures, eg Bishop Cornelius Denvir and James O’Laverty; College Chapel houses one of the finest collections of stained glass in Northern Ireland; B1 listed.

**Carnegie Oldpark Library**

* Northern Ireland Foundation leading redevelopment project; charity focused on developing shared future, local community activism, and exchange of international best practice; provides cultural community engagement activity;
* Governed by a Board; part-time staff and intern support; works closely with the Lower Oldpark Community Association;
* One of over 2,500 libraries gifted by Andrew Carnegie across the English speaking world (three in Belfast); opened 1906, closed 2010; B1 listed.

**St. Mary’s Church of Ireland Church & Halls**

* Parish church within Church of Ireland Diocese of Connor;
* Managed by parish vestry and Diocesan Glebe Committee;
* Opened 1868; damaged during Blitz in 1941 and restored; shares church halls as community facility and local GP surgery; Church and Hall both B2 listed.

**North Belfast Working Men’s Club**

* Founded 1894, by linen merchants wishing to provide a venue for constructive social, sporting and educational outlets for mill workers; houses a bar, dance/ events hall, bowling and billiards clubs;
* Governed by voluntary board; no staff;
* Buildings include a listed frontage to Danube Street, attached building with 'Belfast Roof' behind the entrance building, and sporting clubhouse & bowling green; B1 listed.

**The Duncairn Centre for Culture and Arts**

* Originally three buildings - church, halls and manse - and home to the Duncairn Presbyterian congregation from 1861-1994. Buildings purchased by the 174 Trust in 1995 and the latest refurbishment transformed the former church building (B+ listed) into the Duncairn Centre for Culture & Arts at a cost of £3.5m - incorporating a theatre, cafe, exhibition space, artists’ studios and meeting rooms.
* Halls/Manse are home to a myriad of groups and activities including Preschool Nursery, Afterschool Club and Disability Project - as well as other autonomous organisations meeting a variety of needs and interests.
* Director and Deputy report to Management Committee with legal oversight and responsibility resting with 4 Trustees. 14 other staff (full and part time); 20+ volunteers, Interns. In addition approx 20 other people employed at the Complex by the various autonomous organisations

**To be forwarded**

* **St Anne’s Cathedral**
* **Dunlewey Centre, 36 Cliftonville Road**