Communications Consultant – 2020 Programme
Invitation to Tender (ITT) & Statement of Requirement

1 Introduction
The UK Antarctic Heritage Trust (UKAHT) invites proposals from Communications Consultants or Agencies to lead on developing a communications strategy and plan for a new cultural programme to mark the 200th anniversary of the discovery of Antarctica in 2020 (‘the Project’).

2 UK Antarctic Heritage Trust
The United Kingdom Antarctic Heritage Trust (UKAHT) is a charity which exists to advance the preservation, enhancement and promotion of Antarctic heritage to engage, inform and inspire a global audience. We are a small team based in Cambridge with responsibility for conserving and managing six historic sites and monuments (HSMs) on the Antarctic Peninsula. Port Lockroy is our flagship site, welcoming circa 18,000 visitors each season and is one of the most visited sites in Antarctica.

In addition to our heritage conservation work in Antarctica we have an active programme in the UK. We have a membership scheme the ‘Friends of Antarctica’ and we support a range of organisations in the UK and abroad to either look after British Antarctic heritage or engage the public with it.

2020 presents us with an opportunity to enhance and develop our programme of public and educational events to engage new audiences with Antarctica. Whilst this is a year-long festival approach, the aim is that the legacy will be for an ongoing programme of engagement for people of all ages.

3 Background
Antarctica is Earth’s southernmost continent - the last region on Earth in recorded history to be discovered. In the early 1800s, the possibility that there might be a great southern continent had fascinated explorers and seafarers for centuries. During the last week of January 1820 Edward Bransfield with William Smith sighted the Antarctic Peninsula coast, calling it Trinity Land, and Thaddeus von Bellinghausen commanding a Russian Expedition discovered ‘an ice shore of extreme height’ at latitude 69 degrees 25’ S and longitude 2 degrees 10’ W. This was the moment that Antarctica was finally sighted, some five decades after Captain Cook’s pioneering circumnavigation, which never sighted land.

What followed was a story largely of devastation of the continent’s biodiversity, however in the twentieth century efforts to explore and understand this vast wilderness prevailed and in 1959, twelve countries signed the Antarctic Treaty. The Treaty supports and promotes scientific research, and protects the continent’s ecozone whilst prohibiting military activities and mineral mining, nuclear explosions and nuclear waste disposal, Since 1959 thirty-eight more have signed it upholding laws to protect rather than exploit Antarctica.

We now understand that Antarctica is a pivotal part of the Earth’s climate system and a sensitive barometer of environmental change. In the past 50 years the west coast of the Antarctic Peninsula has been one of the
most rapidly warming parts of the planet - causing fundamental changes to the physical and living environment. Ongoing international science programmes provide us all with the evidence of Antarctica’s fundamental role in the Earth’s climate and its acute sensitivity to our actions thousands of miles away.

Antarctica is a remarkable continent. It is key to understanding how our planet works. In the last two hundred years it has shifted from being the greatest challenge in exploration to our current greatest challenge, climate change.

4 Vision for 2020
The bicentenary of the discovery of this continent is a timely opportunity for us all to reflect the legacy of exploration, the profound impact of Antarctica on us and us on Antarctica. In the last 200 years our world has changed—significantly. In 2020 will the world still see Antarctica through the same eyes? What can we learn from our history and at this critical juncture, what can we pass onto the next generation about the fate of Antarctica? What have been the major scientific discoveries over the last 200 years – and what have they taught us? Who are the people that have had a role to play towards our collective view of Antarctica and how can they inspire a new generation to preserve our relationship into the future?

This national programme aims to:
• Inspire new artworks, exhibitions, installations and creative events providing new ways to reflect on and interpret the legacy of human endeavour in Antarctica.
• Engage audiences across the UK with the history we share with Antarctica, why it has mattered over the last two centuries, and why it will continue to matter to future generations
• Inspire and encourage new and lasting partnerships between UK cultural and scientific sectors – including (but not limited to) those with Antarctic connections

Led by UKAHT in partnership with arts and heritage organisations, British Antarctic Survey and the UK Polar Network, with support from the Foreign & Commonwealth Office (Polar Regions Department) this programme will mark the 200th anniversary by connecting artists and communities with Antarctica’s rich heritage and inspiring a new generation to find meaning with this fascinating continent.

5 Programme Components
This programme will provide new opportunities for audiences across the UK to engage with projects of a mixed scale and across real and digital platforms. It will have broad appeal with projects taking place across the year and exploring a variety of themes. The programme will be supported by a marketing, communications and social media campaign.

The types of project fall into 3 main categories.

A small set of artist-led, large-scale or touring projects which are developed in partnership with leading cultural institutions - and engage media and audiences on a national level.

A wider set of small-mid scale projects that reflect on a particular locally resonant aspect of Antarctic heritage. This may include theatre or dance performances, publications, musical responses, films or digital activity, exhibitions, publications or visual arts.

A targeted talks programme that is developed with leading festivals, events and organisations, to encourage new audiences to engage with the legacy of Antarctic heritage.
6 Timetable
Deadline for submissions: 5pm, 21st June 2019
Interviews 27/28: June 2019
Commencement of contract: July 2019
Conclusion of contract: December 2020

The issue of this Invitation to Tender (ITT) and Statement of Requirements marks the commencement of the ITT stage of the procurement process.

UKAHT reserves the right to extend the Deadline. Any extension granted will apply to all tendering organisations. UKAHT reserves the right to reject any responses received after the Deadline.

On receipt of the responses, UKAHT will perform an evaluation of responses, with a view to selecting a tendering organisation to perform the Services.

UKAHT may, in its absolute discretion, require that you attend a meeting to discuss any aspect of your response, or any other matter related to this ITT and Statement of Requirements.

7 Services required
UKAHT is seeking a communications consultant to develop and oversee the implementation of a central communications strategy and plan to engage the UK public prompting reflection and debate on the history, contemporary relevance and importance of Antarctica through our programme of projects.

The strategy and plan will cover the programme, which is envisaged as comprising around 3-5 key projects taking place in specified cities plus approximately 10 - 20 smaller events and activities taking place across the UK. The strategy will support partner led marketing and communications campaigns for each of the project – and ensure the visibility of the programme (and UKAHT’s and funder/sponsor roles within that)

The public launch of the programme will take place in early December.

The communications consultant will work together with partners, co-commissioners and stakeholder teams to raise public awareness of the programme and encourage discussion.

Identity, messaging and tone will be of the highest importance.

The communications consultant will be required to develop a proposal based on a core budget which reflects existing funds – and model enhancements which may be developed should further funds be sourced and confirmed. The proposal should review and consider the core elements below:

Given the overall theme of the programme, all the communication campaign elements should be where possible mindful of the environment.

Brand – by July 2019
Brand creation, guidelines and artwork to be produced by a separate marketing consultant. The 2020 brand will be shared and used by co-commissioning organisations and stakeholders so a set of appropriate and easy to use brand guidelines will need to be developed. The communications consultant will be required to
engage with the development process – and offer guidance and input into the creation of an effective brand and associated materials (including but not limited to public and media facing copy – or boiler plater).

Launch – by October 2019 and ongoing
A formal launch of the 2020 programme will take place in autumn 2019, where the programme (or the confirmed parts) will be announced. The communications consultant will be required to support the launch event, advise on a format and any live components – as well as drafting any materials required to engage press and media in the event and programme.

Media Relations – Ongoing to December 2020
The communications consultant will be required to hold effective relationships with the media in connection with the programme. Whilst each project will deliver its own campaign, the communications consultant will be required to engage and encourage national press and media involvement. The visibility of UKAHT in leading the programme will be key to the success - and the communications consultant will be required to find opportunities across the season for the profile of UKAHT to be significant.

Engagement – Ongoing to Dec 2020
The communications consultant will be required to engage with partners and stakeholders to ensure the campaign is widely understood and aligns with existing project approaches. This may include liaising directly with project teams, attending project meetings, or liaising with the UKAHT or stakeholder teams. The communications consultant will be required to develop an approach towards the provision of brand, guidelines and a suitable sign off mechanic for all assets being produced (either by the consultant – or by project partners).

Other
Where possible, and if budget allows, the consultant also be required to explore key events and speaking or promotional opportunities over the duration of the programme.

8 Budget
Proposals should reflect the following budget levels – which reflect the funds that are currently available (Core Budget) and a further level based on potential fundraising income (Enhanced Budget) will be inclusive of all and any fees as well as costs to develop and deliver the work.

Core Budget – 1
£20,000

Enhanced Budget 1
£45,000

9 Information Required in Responses to Tender
Responses should be submitted via email to jobs@ukaht.org.

Responses should include:

a) a biography of the consultant/organisation including information on the key member(s) of staff who would manage the campaign;

b) details of at least three relevant programmes managed in the arts and heritage sector;
c) proposal of approach and method including your initial outline of what a successful campaign would look like based on a review of the suggested core components outlined above and budget levels;

d) estimated fees and all costs for developing the communications strategy and plan. Fees should be broken down line by line detailing the elements you would expect to have to cover to successfully manage a communications campaign;

e) references/referees details from two current/former clients in a similar field.

You may submit, by no later than 17th June, any queries that you have relating to this ITT. Please submit such queries by email to jobs@ukaht.org. Any queries should clearly reference any appropriate paragraph in the documentation and, to the extent possible, should be aggregated rather than sent individually. As far as is reasonably possible, UKAHT will respond to all reasonable requests for clarification of any aspect of this ITT, if made before the above deadline. UKAHT will aim to provide responses within two days from receipt.

You must state if you will be using any third party contractors to deliver the services and ensure that all relevant terms and conditions are applied within any relevant sub-contract. You will be fully responsible as the prime contractor for all third party sub-contractors.

10 Responses to Tenders

On receipt of the email copies of your tender, an acknowledgement email will be sent to the tendering organisation.

Tenders will be assessed on the following criteria:

a) Experience in the arts and heritage sector, and of developing campaigns within a complex framework of other related campaigns;

b) Case studies, and success of previous campaigns relative to budget;

c) Understanding of the brief and proposed approach, including appreciation of the tone and messaging of the campaign;

d) As a publicly funded programme value for money is paramount to UKAHT the outlined estimated fees will be judged against the experience and credibility of the consultant/organisation as part of the assessment.

UKAHT will invite at least three tendering organisations to an interview.

11 Preparation and format of Responses

Responses, all documents and all correspondence relating to the tender must be written in English. You should consider only the information contained within this ITT and supporting documents, or otherwise formally communicated to you in writing when making your offer.

12 Conditions of Tender

In submitting a response to this ITT it will be implied that you accept all the provisions of this ITT including these conditions.
UKAHT reserves the right to issue the response to any clarification request made by you to all Tendering Organisations unless you expressly require it to be kept confidential at the time the request is made. If UKAHT considers the contents of the request not to be confidential, it will inform you and you will have the opportunity to withdraw the request.

The information contained in this ITT and the supporting documents and in any related written or oral communication is believed to be correct at the time of issue but UKAHT will not accept any liability for its accuracy, adequacy or completeness and no warranty is given as such. This exclusion does not extend to any fraudulent misrepresentation made by or on behalf of UKAHT.

By issuing this ITT, UKAHT is not bound in any way to enter into any contractual or other arrangement with you or any other party.

It is intended that the remainder of this procurement will take place in accordance with the provisions of this ITT but UKAHT reserves the right to terminate, amend or vary the procurement process by notice in writing to all tendering organisations of which it is aware. UKAHT will accept no liability for any losses caused to you as a result of this.

You will not be entitled to claim from UKAHT any cost or expenses that you may incur in preparing your response irrespective of whether or not your tender is successful.

All information supplied to you by UKAHT either in writing or orally, must be treated in confidence and not disclosed to any third party (save to your professional advisers) unless the information is already in the public domain.

There must be no publicity by you regarding the Project or the future award of any contract unless UKAHT has given express written consent to the relevant communication.

Any attempt by you or your appointed advisers to inappropriately influence the contract award process in any way will result in your response being disqualified. Any direct or indirect canvassing by you or your appointed advisers in relation to this procurement or any attempt to obtain information from any of the employees or agents of UKAHT concerning another tendering organisation may result in disqualification at the discretion of UKAHT.

UKAHT reserves the right to disqualify you if you do not submit your response in a manner consistent with the provisions set out in Invitation to Tenders and Statement of Requirements.

It is your responsibility to ensure that any consortium member, sub-contractor and adviser abides by the conditions contained within this ITT and Statement of Requirement.

Your Response should remain valid for acceptance for a minimum of 90 days from the date it is submitted.