

**Coventry City of Culture Trust**  
**PR and Communications Agency Invitation to Tender**  
**2<sup>nd</sup> March 2020**

**Context**

Coventry City of Culture Trust was set up in 2015 to bid to be UK City of Culture in 2021. In 2017 the Trust and the city were successful in securing the prestigious title and are now getting ready to deliver an amazing build-up programme, an ambitious UK City of Culture year in 2021 and to ensure a legacy for the city region and its communities.

We are a diverse, modern city which is re-imagining the role culture can play in bringing people together. Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

By inspiring leading artists to work with us, supporting a new generation of artists and makers, nurturing the creativity of young people, welcoming our communities to collaborate, partnering with local schools and universities, supporting high profile tourism campaigns and removing barriers to attendance, we, along with our city partners, encourage everyone to participate in the creative life of their City and region.

The Trust is committed to:

- Welcoming 2.5m additional visitors to Coventry and Warwickshire in 2021
- 80% of the city's residents experiencing at least three events in 2021
- Increasing audience attendance from under-represented communities by 20%
- Activating more than 16,000 volunteers and participants
- Starting a wave of cultural investment across the region
- Making long-lasting social change in Coventry
- Generating additional media coverage, valued to more than £50 million

**The Brief**

We are looking to appoint an agency, or series of agencies, to work with the Head of Communications, colleagues in the Trust and associated agencies, to support press and media engagement and public relations campaigns for Coventry UK City of Culture 2021.

We are a looking for expertise and contacts across the following media:

- National and International Arts and Culture Press
- Entertainment Press
- National Radio / Podcasts
- Broadcast / Television
- Tourism and Visitor Destination publications / websites
- Influencers / Digital / Online

**Coventry City of Culture Trust**  
c/o The Herbert Art Gallery & Museum, Jordan Well, Coventry, CV1 5QP

[www.coventry2021.co.uk](http://www.coventry2021.co.uk) #ThisisCoventry

Registered Address: The Herbert Art Gallery & Museum, Jordan Well, Coventry, CV1 5QP  
Company number: 09808960 Charity number 1165639 Limited by Guarantee Registered in England and Wales

Agencies will be expected to help us tell amazing stories to a broad variety of audiences, inspired by our programme themes:

- Hope, Peace and Reconciliation
- Tech / Digital Innovation
- Politics and Culture
- Health / Wellbeing
- Green / Environment
- International exchange
- Social impact of the arts

We are committed to delivering a 365-day cultural programme. The programme will include:

- Major, nationally significant, opening and closing events in January and December 2021
- A series of outdoor spectacles and events throughout the year
- Major artistic collaborations and events in partnership with other institutions
- Theatre, music, dance, literature, comedy, film, visual art and workshops
- Mass participation events involving residents from across the city
- High profile cultural award ceremonies and conferences
- Curated, themed festivals

We are interested in hearing from agencies who will be able to maximise the national exposure that being UK City of Culture 2021 brings, and to sell the city to the widest audience possible. The ideal agency partners will be able to work closely with the Trust to identify opportunities for national and international press engagement, should hold a suitable database of contacts within the industry but should also be expert in supporting fast moving organisations in reputation and crisis management.

We are not limiting this tender to Arts specific agencies and would be interested to hear from those who may specialise in other areas relevant to our work. We may choose to appoint several agencies who have complimentary specialisms

## **The Role**

### **Strategy**

- Work with the Head of Communications to develop a multi-agency press and media engagement strategy
- Identify opportunities to reach relevant audiences through targeted press and media engagement activity
- Identify opportunities to develop formal media partnerships
- Use existing contacts to amplify messaging related to Coventry UK City of Culture 2021

### **Delivery**

Work with the team on all aspects of press and media engagement, including:

- Drafting press releases
- Developing targeted approaches for key media
- Supporting at press and media events and receptions
- Prioritise obtaining coverage that supports the Trust's audience development strategy
- Support the Head of Communications with project-specific communications and crisis management
- Develop and nurture existing relationships locally, nationally and internationally allowing the Trust to tell the city's story to the widest and most diverse audiences possible
- Share reports on media coverage
- Attend regular events and meetings as agreed with the Head of Communications

## **Process**

We are interested in hearing from agencies who can demonstrate strong networks of existing relationships with the media in order to assist the Trust with telling Coventry's stories to a wide network quickly.

We are most interested in working with an agency who can demonstrate a clear understanding of our vision for a youthful, multicultural, digital City of Culture and who can add communications capacity to the Coventry based team.

Agencies are invited to respond to the brief above, by submitting a short proposal outlining how they would intend to work with us. The submission should include:

- A statement of no more than 1,000 words detailing how you deliver a unique service tailored to Coventry UK City of Culture 2021 and what you believe are our key opportunities
- A description of the proposed methodology (how you would work with our Team and partners)
- Information on previous projects undertaken by the agency which establish its credentials for undertaking the work
- CVs of the individual team members who will be involved in the contract work
- Contact details for two referees
- Remuneration and fee expectations

## **Evaluation Criteria**

Tenders will be evaluated by the Director of Operations and Legacy and Head of Communications for Coventry City of Culture Trust with the support of the Chief Executive.

Each proposal will be evaluated against the following criteria:

- Understanding of the project brief demonstrated in the tender documentation
- Credibility and proven expertise in delivering successful PR services
- Effective project skills as demonstrated by a realistic and viable methodology
- Any added value the agency could bring

Coventry City of Culture Trust will seek value for money in the tenders for this project and will judge value not solely on price but on the quality and scope of the proposals being considered.

The Trust reserves the right not to award a contract if it is judged that no viable or appropriate tender has been received.

Please contact James Gorry, Head of Communications on at [james.gorry@coventry2021.co.uk](mailto:james.gorry@coventry2021.co.uk) if you have any questions.

**Proposals should also be submitted by email to James Gorry before 12pm on 23<sup>rd</sup> March 2020.**

We anticipate inviting up to six agencies to discuss their proposals in more detail on 6<sup>th</sup> April 2020, with an appointment made soon afterwards.