



NACC

National Association of Care Catering

Invitation to Tender

Public Relations and Copywriting for the
National Association of Care Catering

21st September 2022



1. CONTEXT

The National Association of Care Catering (NACC) is a progressive organisation representing professionals providing catering to the care industry. They are recognised by Local Authorities, independent providers, the charitable sector and Government departments as a prime source of information and opinion on all aspects of catering within the care sector and whose primary aim is to improve standards. The NACC is an unincorporated association and voluntary member organisation with a defined structure managed by an elected National Executive

2. BACKGROUND

The NACC is currently undertaking a review into its public relation requirements and wishes to appoint an agency or individual over the contract period to provide copywriting and PR services. The national executive is tasked with tendering this contract and undertaking the selection process.

3. NACC REQUIREMENTS

3.1 General PR

- Ad hoc press releases / statements / announcements
- Providing counsel for NACC and making recommendations with NACC reputation/objectives at forefront of mind
- Attending meetings as necessary, on request
- Meals on Wheels Week - activity depends on campaign Press releases Additional copy - e.g. invitation / letters / social / case studies etc Advice Liaison with third parties Events
- Working with PR of other associations/care industry partners when required on joint activities
- A Proactive approach to supporting the NACC in representing its position to topical news stories, assisting the national officers in reacting publicly to emerging stories/news and searching out opportunities for the association to increase it's reach, influence and mission.

3.2 Specific Event PR

3.2.1 NACC Care Chef of the Year

- 3x press releases – writing and issuing:
 - Launch release (**Mid March**)
 - Finalists announcement (**Mid August**)
 - Winner announcement (**First week in October – Alongside TDF**)
- Ongoing press liaison

- Supporting media with interview / recipe requests post final
- Supporting finalists/winners with info/images as requested
- Supporting McM with requests

3.2.2 NACC Awards

- 3x press release – writing and issuing:
 - Launch announcement (**End May**)
 - Finalists announcement (**Mid August**)
 - Winners announcement (**Post TDF – First Week October**)
- Ongoing press liaison
- Liaison with NACC / McM

3.2.3 NACC Training & Development Forum

- TDF launch release - writing and issuing (**Late August**)
- Supporting McM with information / content required for event
- Working with McM on press attendance
- Attending event, hosting press, fulfilling designated roles (**First Week October**)
- Liaison with photographer at event
- Press releases based on announcements from event, as required
- Supplying images to press contacts
- Ongoing press liaison and media enquiries
- Supporting Chair for TDF requirements

3.2.4 NACC Update newsletter/ Care Home Catering Magazine (2x days per issue)

- Liaison with NACC to agree content
- Formatting of press releases into magazine format if necessary
- Create welcome copy and secure approval
- NACC to source all content and images for welcome and regional updates, including all chasing, and forward to PR to formulate copy
- Formatting of provided recipes
- Spotlight feature to be written by guest contributor – NACC/PR to source copy and images and PR to formulate final copy – including chasing
- Forward copy/images to McM to design
- Liaison with NACC to ensure copy and images arrive on time
- Proofread

4. TIMETABLE

The anticipated timetable for submission of the invitation to tender and the completion of the interim and final project deliverables is set out below and all deadlines are close of play on the dates indicated.

	Milestone	Date
4.1	Publication of Tender Document on NACC Website and sent to parties who have been nominated/shown advance interest. Begin accepting submissions	21/09/2022
4.2	Final date for submission of clarifications	29/09/2022
4.3	Final date for response of clarifications	30/09/2022
4.4	Deadline to return tender to NACC Secretary	04/10/2022
4.5	Evaluation of submissions by NACC Panel	05/10/2022 – 14/10/2022
4.7	Successful and unsuccessful submissions notified	17/10/2022
4.8	Start of Contract	07/11/2022
4.9	Contract Review	07/11/2025

5. SUBMISSION REQUIREMENTS

Please include the following in your tender submission

5.1 Covering letter (two sides A4 maximum) to include

- Contact Name and E-Mail for further correspondence
- Confirmation of ability to meet requirement outlined in section 3
- Acceptance of Terms outlined in section 11
- Conflict of interest statement as section 11.4
- Describe your suitability and what you can bring to the role and the NACC in general. How you would you assist the NACC in growing it's presence in the care catering sector, increasing membership and building the NACCs voice.

5.2 Meet all the requirements of section 3 “NACC Requirements”. The tenderer must demonstrate how they will meet the requirements of section 3 ‘NACC Requirements’

5.3 Detail the bidders relevant experience and expertise in the field evidenced by examples of two previous public relations works/copywriting projects from within the last three years (ideally one from within the health and social care sector) that you feel demonstrates achievements similar to the goals of the NACC and its current requirements. Each example should be presented on no more than two sides of A4

These examples should highlight

- The client
- Fulfilment of the specified brief
- Outcomes
- Key similarities between the project and this proposed role

5.4 Cost. Monthly retainment amount for the requirements specified in section . Also a breakdown of any additional charges, ie hourly rates that may be charged outside of the retainer.

6. EVALUATION PROCESS

Each Tender will be checked for completeness and compliance with all requirements.

Proposals will be scored in accordance with the methodology set out below. The score for Requirement 5.1 will be a pass/fail may result in no further assessment of the submission. Should section 5.1 result in a pass then Sections 5.2 to 5.4 will be assessed

The overall total score for the Submission will be arrived at by adding the individual scores for sections 5.2 to 5.4.

This score will assist in the evaluation of the panel and the decisions of the NACC Chair

Ref	Requirement	Score
5.1	Acceptable cover letter including confirmation of the requirements detailed in Section 8.1	Pass/Fail
5.2	Level and quality of information provided in the approach to each element of the works meets all the requirements of the brief, showing both creativity and deliverability of proposals	10 Marks
5.3	Examples of previous works	20 Marks
5.4	Breakdown of costs	10 Marks

7. ASSESSMENT OF TENDER

Each Tender will be checked for completeness and compliance with all requirements.

During the invitation to tender assessment period, The NACC reserves the right to seek clarification in writing from the bidders, to assist it in its consideration of the tender. The bids will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria set out in this invitation to tender. The NACC is not bound to accept the lowest price or any tender. The NACC will not reimburse any expense incurred in preparing tender responses.

Submissions will be evaluated by a panel comprised of NACC National Officers, A representative of the NACC event organisers and a representative of the NACC admin team. Following this evaluation, the final decision will be made by the NACC Chair

8. WHERE TO SUBMIT

Please submit the tender document by email or post by 5pm on

If submitting electronically, please send by email to secretary@thenacc.co.uk with the following wording in the subject box: "NACC PR Tender Submission"

Bidders are advised to request an acknowledgement of receipt when submitting by email.

If submitting by post or in person, the invitation to tender must be enclosed in a sealed envelope, only marked as follows:

NACC Secretary
The NACC Office,
Meadow Court,
Faygate Lane,
Faygate,
West Sussex,
RH12 4SJ

9. CLARIFICATIONS

Any clarification queries arising from this Tender which may have a bearing on the offer should be raised by email to: secretary@thenacc.co.uk in accordance with the timetable in section.

10. POINT OF CONTACT

Bidders must provide a single point of contact for all contact between the bidder and the NACC during the selection process

11. TERMS

11.1 Sub-Contracting

Bidders should note that a consortium can submit a tender. The sub-contracting of aspects of this commission after appointment will not be allowed without the prior written consent of the client, however.

11.2 Content Ownership

By submitting a tender, the bidder acknowledges that the copyright to all material produced during the project will be the property of The NACC and can be widely disseminated to external audiences

11.3 Document Retention

All documentation (electronic and hard copy) produced as part of this contract will need to be returned to the NACC at the end of the contract so that the NACC can retain them for future reference/audit. The contractor will not be expected to store these documents for future reference.

11.4 Conflict of Interest Statement

Bidders must provide a clear statement with regard to potential conflicts of interests.

Therefore, please confirm within your Tender a statement with regards to a conflict of interest for this procurement through the provision of either -

11.4.1 A Declaration that to your knowledge there is no conflict of interest between yourself or your company and The National Association of Care Catering or anyone representing the association that is likely to influence the outcome of this procurement either directly or indirectly through financial, economic or other personal interest which might be perceived to compromise their impartiality and independence in the contexts of this procurement procedure.

Or

11.4.2 A Declaration that there is a likely conflict of interest between yourself or your company and The National Association of Care Catering or anyone representing the association that is likely to influence the outcome of this procurement either directly or indirectly through financial, economic or other personal interest which might be perceived

to compromise their impartiality and independence in the contexts of this procurement procedure, please provide details of this connection.

This will permit the NACC, that in the event of a conflict of interest, appropriate steps are taken to ensure that the evaluation of any submission will be undertaken by an independent and impartial panel.

12. DISCLAIMER

The issue of this documentation does not commit the NACC to award any contract pursuant to the Invitation to Tender process or enter into a contractual relationship with any provider of the service. Nothing in the documentation or in any other communications made between the NACC or its agents and any other party, or any part thereof, shall be taken as constituting a contract, agreement or representation between the NACC and any other party (save for a formal award of contract made in writing by or on behalf of the NACC).

Bidders must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of their Tender responses. Information supplied to the bidders by the NACC, or any information contained in NACC publications is supplied only for general guidance in the preparation of the Tender response. Bidders must satisfy themselves by their own investigations as to the accuracy of any such information and no responsibility is accepted by the NACC for any loss or damage of whatever kind and howsoever caused arising from the use by bidders of such information.

The NACC reserves the right to vary or change all or any part of the basis of the procedures for the procurement process at any time or not to proceed with the proposed procurement at all.

Cancellation of the procurement process (at any time) under any circumstances will not render the NACC liable for any costs or expenses incurred by bidders during the procurement process.