

Safer Streets: Enabling Active Travel and Active Lives for Women and Girls in Trafford

Introduction

GreaterSport is delighted to have been awarded £490,448 through the **Home Office Safer Streets Fund**.

Our Safer Streets project will be delivered in partnership with Trafford Council, Open Data Manchester, local stakeholder groups and other **GM Moving partners**, running from September 2022 to September 2023. The local community will be at the heart of the project which will be further shaped through a participatory co-design process in the Autumn.

Appointment of a communications agency to lead on a multi-media campaign

We are seeking to appoint a communications agency with proven knowledge and experience of working on Violence Against Women and Girls (VAWG), as well as experience of working in partnership, to plan, develop and create multi-media campaigns to support behaviour change.

The foci of this campaign are

1. To amplify the zero tolerance approach to VAWG, in particular street harassment in the Old Trafford area, and raise awareness among men and boys of their role in the reduction of VAWG.
2. To promote walking, wheeling and cycling opportunities and encourage participation in them, to help foster a feeling of safety and inclusion on the streets and public spaces, where all women and girls feel they are welcome and belong.

This, in turn this supports inclusive active spaces where women and girls are present, walking and cycling on the streets, and will raise awareness of VAWG as a barrier to their access and participation in sports and cultural events, active travel and active lives.

This campaign will be supported by a podcast series as well as the arts based installations and other interventions in the area.

Your role, key objectives

The project will be delivered in three key, parallel phases:

- (Project Initiation & co-design) Work with GreaterSport and key project partners and the diverse target audiences to inform the campaign strategy, taking into account the range of interventions making up the project, large events at the stadia during the project and the community generated interventions developed throughout the project lifespan
- (Project Delivery) Develop a strong multi-media campaign, which can draw upon the legacy of the Women's Euros, other women's games and cultural events at Old Trafford Football and Cricket grounds and the Manchester marathon and half marathon as an opportunity and platform to raise awareness, engagement and local advocacy and capacity to reduce VAWG and increase women and girl's experience and perception of safety.
Including:
 - Visual campaign in area including posters/banners/billboards promoting zero tolerance approach
 - Locally promote GM's 'Is it okay' campaign messages against VAWG
 - Promoting mass walk(s) to the stadia, encourage attendees to walk, wheel or ride the last mile together and support other local led walk initiatives
 - Strong social media presence and campaign encourage others to join in, growing the online community.
 - Co-design of key campaign messages and assets with target audiences to ensure inclusion and relevance E.g. Involve local disability and carers groups, youth organisations, older people's organisations, black-led and culturally diverse groups.
- (Project learning and evaluation) To help capture, curate and share key learning. To include commitment to supporting a test and learn approach, in the design and delivery of the project, as an active listener, observer, adviser and critical friend in the process and as part of an on-going dialogue with local people, to ensure the project is rooted in the reality of people's experiences and aspirations.

Deliverables

To be agreed at inception based on discussions with the local partnership and the agency experience.

- Creating a creative concept, key messaging development and overall campaign strategy
- Content creation and delivery of assets and adverts as agreed. These could include social media assets, radio advert creation, out of home adverts.
- Overarching campaign video, likely to be 30sec-1min duration
- Creating case study videos, including support with participant sourcing and logistics
- Media management including messaging creation, set up, optimisation and reporting
- Client liaison, campaign project management and meetings to support co-design
- Trafford and Greater Manchester stakeholder sharing session to support use and dissemination of assets.

Budget

The total maximum budget for this brief is **£69,400 (inclusive of VAT)**.

Timescales

Activity	Timeline
Brief issued	w/c 1st August
Closing date for submissions	Thursday 25th August - 5pm
Agency appointed	Pitches to be held 2 nd September Appointed by 6 th September
Project kick-off meeting	w/c 12th September
Project takes place	Sept 2022 - end of Sept 2023

Tendering Process

We welcome proposals from individual agencies or consortiums. For consortium bids, the lead bidder must submit the proposal, listing who is involved, their role, and state who the lead partner is. The proposal should include:

- Evidence of experience with examples of similar or comparable work (in terms of budget, complexity, approach) and how this has informed your proposed approach. This can be shared via links to previous research, work or case studies.
- A high level plan and estimates of how this budget would be apportioned to support the objectives above.
- Proposals should be a minimum of a 12 point Arial font and a maximum of 4 pages in PDF format, not including the cover sheet.

Assessment

Criteria		Weighting	Scoring
Understanding of requirement	Supplier to set out their understanding of the requirement, in particular the need to listen and co-design with the local partnership and target communities	15%	0-5
Approach	Supplier to clearly explain how they would approach the work	15%	0-5
Experience	Supplier to explain the project team, their roles, relevant experience and how this applies, including 2 relevant case studies and references	20%	0-5
Deliverables	Supplier to describe the deliverables that would be produced	10%	0-5
Project Management	Supplier to set out the project timeline, risks, other practical considerations including data protection and quality assurance	10%	0-5
Most Economically Attractive Tender	Supplier to set out a breakdown of the full costs including VAT	20%	0-5

Social Value	We are committed to delivering greater social value through procurement and as such it is recommended that bidders read the attached GM Social Value Policy before completing any tender and set out how you would assist in achieving these objectives	10%	0-5
--------------	---	-----	-----

Proposals shall be scored as follows:

Bidders should not assume that meeting any minimum score will guarantee their proposal further consideration at an interview stage. GreaterSport provides no guarantees as to how many bidders will be shortlisted and invited to attend an interview.

Scoring Classification		
Exceptional	5	Addresses the majority of the requirements at an extremely high level.
Above Average	4	Addresses most of the requirements at a high level
Average	3	Addresses some of the requirements at a high level
Below Average	2	Addresses some of the requirements at a basic level
Poor	1	Does address / barely address the requirements
Unacceptable	0	Does not meet requirements / no response

Tenders to be submitted to Louise@gmmoving.co.uk by 5pm on Thursday 25th August 2022.

Further information in the appendix. Crime data and insight is available on request. For more details please contact **Louise Robbins**, Louise@gmmoving.co.uk, **07740 883080**