



CALL FOR TENDER PR AND COMMUNICATIONS AGENCY SERVICES

1. Introduction

Visit County Durham Ltd invites qualified public relations and communications agencies to submit proposals to provide strategic PR, media relations, and communications support for *Into the Light*, a programme to lead regeneration and opportunity through culture and the creative industries. This call for tender outlines the requirements, scope of work, evaluation criteria, and submission guidelines for interested bidders.

2. Background

For more information about Into the Light, our partnership and our programme strands, please refer to the Into the Light Programme pages on the [Culture Durham website](#). Our Theory of Change can be provided on request.

The successful agency will be required to work with our branding guidelines integrate the refreshed place branding, our [Durham Story](#).

It is also essential that the successful agency works within partner requirements where appropriate.

3. Objectives

The selected agency will be expected to:

- Advise on the public image and visibility of Into the Light
- Support communication and PR campaigns
- Manage media relations and crisis communications
- Ensure Into the Light is widely communicated through relevant media channels and networks, including professional media.
- Support internal communication efforts as needed
- Develop and guide digital and social media strategies

Due to the nature of this work, agencies with experience in the creative sector are preferred.

4. Scope of Work

The successful agency will be responsible for the following tasks:

- Develop a communications strategy and plan.
- Refine programme level language and messaging to resonate with targeted audiences.
- Ensure Into the Light coverage reaches the right audiences with the right messages.
- Secure diverse regional and national media coverage in the right media through media relations, forward planning, drafting of press releases and issuing media invitations.
- Promote the programme and programme representatives for regional and national networks, including conferences, seminars and trade events.
- Support project level communications where possible through media networks and in securing programme level messaging and representatives.
- Social media planning, language and identity
- Crisis communication planning and response when needed
- Event promotion and support
- Ongoing strategic counsel and performance reporting

5. Deliverables

Proposals must include the following:

- Overview of the agency's experience, team structure, and relevant case studies
- Proposed approach to achieving the objectives listed above
- Timeline and work plan
- Budget breakdown, including fees, staffing structure with day rates, potential third-party costs
- Three references from current or former clients

6. Evaluation Criteria

Submissions will be evaluated based on:



Criteria	Weight
Relevant Experience & Expertise	25%
Quality and Innovation of Proposal	25%
Cost-Effectiveness	20%
Team Composition & Qualifications	15%
Client References	15%

7. Timeline

Activity	Date
Call for Proposals Published	13 May 2025
Submission Deadline	21 May 2025
Evaluation Period	22 May 2025
Anticipated Notification of Award	26 May 2025
Anticipated Contract Start Date	2 June 2025

8. Submission Instructions

Proposals must be submitted electronically in PDF format to: e.creaby-attwood@visitcountydurham.org.

Subject line: *CFT – PR & Communications Agency – [Your Organization Name]*

All proposals must be received by 19 May, 00:59. Late submissions will not be considered.



9. Terms and Conditions

- Visit County Durham reserves the right to accept or reject any or all proposals.
- Submission of a proposal does not constitute a contract.
- The selected agency will be required to sign a formal agreement outlining terms of service and deliverables.

10. Contact Information

For any inquiries or clarifications, please contact:

Elinor Creaby-Attwood

e.creaby-attwood@visitcountydurham.org