



Invitation to tender supplier pack

To provide strategic planning and
campaign communications support for



#RESPECT THE WATER

Issued 17th December 2020

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Prevention of Accidents
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December 17, 2021

Supply of strategic campaign planning and ongoing communications support for #RespectTheWater

The National Water Safety Forum ('Forum') would like to invite you to tender for the following programme to take forward the Forum's collaborative campaign. The initial phase of this tender process seeks expression of interest and a pre-qualification questionnaire to be returned from suitable organisations.

The Forum is looking to commission an agency or consultant to support the development of Respect the Water (RTW) from its origins as a Royal National Lifeboat Institution (RNLI) campaign through to its next iteration as a campaign under a national collective brand. The Forum is hosted by The Royal Society for the Prevention of Accidents (RoSPA), who are the contracting authority.

We are at the mid-way point in the UK's inaugural 10-year national drowning prevention strategy. Our collective ambition is to realise a 50% reduction in accidental drowning deaths by 2026.

Key to the success of the strategy is for all UK residents to be aware of the risks that open water presents, and to equip them with the knowledge and behaviours needed to protect themselves and help others. Our primary vehicle for this we believe is #RespectTheWater.

Timescales

The timeline for the tender process, and post tender (indicative) timescales are as follows. We may adjust this timescale at our discretion:

- | | |
|-------|---|
| Stage | 17 Dec – ITT process starts. Expressions of interest opens. |
| 1: | 14 Jan – Expressions of interest and PQQ deadline (1700hrs). |
| | 18 Jan – Confirmation shortlist for written proposal stage |
| | 21 Jan – Virtual briefing(s) / Q&A with NWSF Communications Group |
| | 27 Jan – Email clarification window closes (1500hrs). |
| | 28 Jan – Written proposals submitted |

Stage 01 Feb – Confirm shortlist for pitch day
2: 08 Feb – Pitch day (virtual or face-to-face)
11 Feb – Best and final offer discussions window open with preferred contractor
18 Feb – Contract award and regret process

Post award (Est) - Phase 1 strategic development and partnership alignment complete
- Review agency involvement (post phase 1)
- Phase 2 development of creative elements begins
- Campaign live
- Contract review process
- End of initial contract

Scope and key conditions

There are two lots on offer within this process: (i) To develop a five-year communications plan and roadmap; (ii) A two-year coalition campaign with deliverables as set out in the brief. We are seeking bids for both phases of the programme at this point, the contracted supplier agreement will be subject to a number of break clauses including a review and break option following delivery of phase/lot 1. Our preference is for a single supplier but are open to bids for either.

Decision making

This is a competitive process that we have initiated in order to select the best organisation(s) who can deliver the best benefit for the programme. The decision will be informed by a Forum representative group reflecting the following domains: Organisational competence, capability and relevance of experience; Value for money, Capacity to deliver to our timescales; Best benefit outcomes for the project, ability to work with our network.

Contact information

If you have any questions, please contact Carlene McAvoy, Leisure Safety Manager, RoSPA, via info@nationalwatersafety.org.uk

On behalf of the National Water Safety Forum Communications Group.

Best regards,

Gareth Morrison
Head of water safety, RNLI

David Walker
Head of road and leisure safety, RoSPA

Brief to agencies



Project name

Respect the Water

Project lead

NWSF Communications Group

NWSF Communications Group

Royal National Lifeboat Institution (RNLI)

Maritime & Coastguard Agency (MCA)

Royal Society for the Prevention of Accidents (RoSPA)

Royal Life Saving Society (RLSS)

Canal & River Trust

Swim England

National Fire Chiefs Council (NFCC)

Environment Agency (EA)

Mineral Products Association (MPA)

Water Safety Scotland (WSS)

Water Safety Wales (WSW)

Respect the Water

Respect the Water (RTW) is a successful water safety campaign developed by the RNLI. The RNLI gifted this brand to the National Water Safety Forum (NWSF) in spring 2021 for use as a national brand, bringing together all strands of water safety across the UK. Under the RNLI's stewardship it ran throughout the year, with a particular focus on the busy spring and summer months, complementing and amplifying several national water safety campaigns.

Across the UK, many people lose their lives each year in coastal and inland waters. We believe many of these losses could be prevented if more people knew about the dangers of water and what to do in an emergency should they find themselves, or someone else, in the water.

Background to the campaign

Tragically, on average, around 400 people drown in the UK every year. The NWSF's aim is to reduce accidental drowning fatalities in the UK by 50% by 2026. To achieve this, the UK drowning prevention strategy was developed in 2016, which includes the objective to 'increase awareness of everyday risks in, on and around the water'. The adoption of the Respect the Water campaign from the RNLI in 2021 is a direct response to support this.

The Respect the Water campaign will create a more joined-up and collaborative approach to public-facing water safety campaigns in the UK. Adopting a coalition campaign is a tried and tested approach across other public safety and health issues, with examples such as [Think!](#) for road safety, [Fire Kills](#) for fire safety, [This Girl Can](#) for women's sports participation, and [We Are Undefeatable](#) to keep people with long-term health conditions active. An overarching campaign identity like this will help the NWSF to amplify targeted campaigns run by individual organisations, and provide an umbrella campaign that multiple organisations can support, therefore increasing the reach, frequency and consistency of nationally agreed water safety messages seen by the public. These messages include:

Increase knowledge of what to do if you find yourself in difficulty in the water

e.g., Float to Live. Lean back and use your arms and legs to help you float, then get control of your breathing before calling for help or swimming to safety.

Increase knowledge of what to do if you see someone else in trouble in the water

e.g., Call 999 or 112. If you are at the coast, ask for the Coastguard; if you are inland, ask for the fire service.

Increase awareness of key dangers associated with the water and advice about how to reduce risk

e.g., Be prepared and make safer choices (seek training and advice, use supervised locations, the danger of mixing alcohol and/or drugs near water, wear appropriate floatation, check weather and tides, take a means of calling for help).

More broadly, the promotion of drowning prevention public awareness campaigns is recommended by the recently passed [UN Resolution on Drowning Prevention](#), which encourages member states to "promote drowning prevention public awareness and behaviour-change campaigns". It is also included as a key World Health Organization recommendation in [Preventing Drowning: an implementation guide \(pg.75\)](#), where national water safety plans are encouraged to "strengthen public awareness of drowning through strategic communication". Further alignment of water safety messaging domestically will therefore strengthen and support the UK's response to these global initiatives.

Target audiences

The role of RTW is two-fold, which means two target audiences should be considered.

1. **Sector partners** – The NWSF is encouraging members and trusted partners to use RTW branding as part of existing campaigns, so they are one target audience. Consideration in the strategy must be given to the connectivity between individual organisations' campaigns and future, public-facing, NWSF-led RTW campaigns from 2022 onwards to ensure they are complementary and co-ordinated, not conflicting or contradictory.

2. **Public** – For any future, NWSF-led, public-facing campaign activity, it is recommended that messaging is kept high level to remain relevant to as many people as possible and complement more targeted activity run by individual organisations or partnerships. However, it is recommended that consideration should be given to Water Incident Database (WAID)* trends when it comes to creative development and targeting to ensure the tone and targeting approach is weighted towards those most at risk.

For example:

- Focus on men (approximately 80% of drowning fatalities).
- At the coast, males 30+, mainly at coast/beach/shore locations. Increasing trend of people who intended on being in the water, e.g., swimming.
- Inland, more males aged 15 to 29, of whom around 60–70% did not intend to enter the water, and alcohol more often a factor.

* The WAter Incident Database (WAID) is a service developed by the Forum to bring together water-related incident data from a wide range of sources within the UK search and rescue region. A high-level dashboard is available at <https://www.nationalwatersafety.org.uk/waid/interactive-report>

Top-line objectives

Develop a five-year communications plan and roadmap, with rolling two-year activity plan, including a new, public-facing, national RTW campaign for 2022.

Phase 1: by end of Q4 2021

- Develop the strategic direction for a five-year Respect the Water communications plan and roadmap to outline how the NWSF is going to achieve its objective to 'increase awareness of everyday risks in, on and around the water'.
- Develop a NWSF Communications Group rolling, two-year activity plan, detailing marketing and communications activity across Forum members to identify gaps, opportunities or conflicts. This must include target audience, objectives, messaging and channels.

Phase 2: for launch during Q2 2022 (likely April/May, to align with the release of WAID statistics)

- Develop a new, public-facing, RTW coalition campaign for spring 2022 to amplify nationally agreed coastal and inland water safety messages. Deliverables must include a website, shareable content for all partners, and an integrated marketing plan for paid, owned and earned channels.

Key deliverables

The response to this brief requires plans for two key deliverables:

Phase 1 – Strategic direction and partnership alignment

Phase 2 – Creative development and campaign activation

Phase 1

Strategic direction

- Develop the strategic direction for a five-year Respect the Water communications plan and roadmap to outline how the NWSF is going to achieve its objective to 'increase awareness of everyday risks in, on and around the water'.
- Map and co-ordinate existing planned activity across member organisations to identify gaps, conflicts, opportunities and priority alignment based on risk. Should include:
 - Definition of priority audiences, e.g., evidence based on WAID and risk, demographics, activities, significant behavioural and psychological insights.
 - Agreed objectives and success measures, e.g., behaviours and attitudes we seek to influence. What is success, what does it look like?
 - High-level communications approach and principles, e.g., mapping which organisations are leading with which audience; ways of working, including governance of the RTW brand.

Partnership alignment

Develop a two-year, rolling, NWSF activity plan, detailing marketing and communications activity planned across Forum members to identify gaps, opportunities or conflicts. This must include target audience, objectives, messaging and channels.

- Governance framework, e.g., approvals process, brand guidelines development if required
- Two-year rolling plan.
- Campaign planning, including messaging.

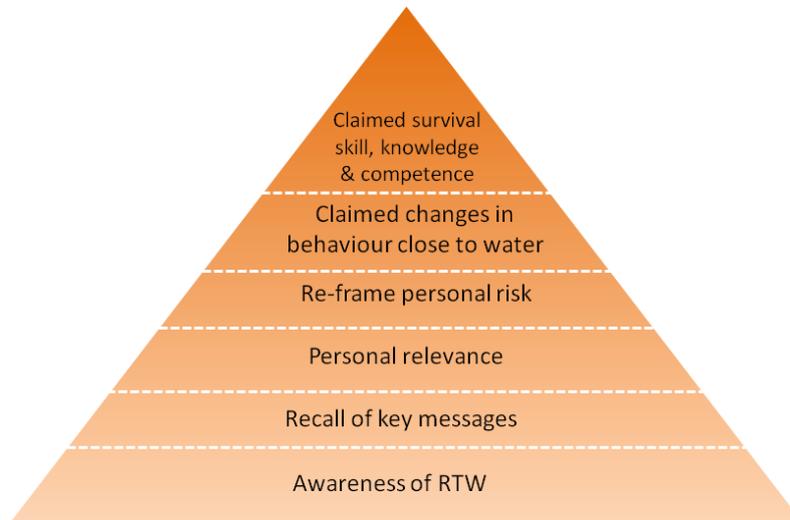
Phase 2

Creative development and campaign activation

Develop new, public-facing, RTW coalition campaign for spring 2022 to amplify nationally agreed coastal and inland water safety messages. Deliverables must include a website, shareable content for all partners, and an integrated marketing plan for paid, owned and earned channels.

- Concept and creative development phase underpinned by independent research, e.g., focus groups or using existing and available insight.
- Design and build phase – develop final creative assets and website.
- Campaign activation – recommendations and support with paid and owned media buying.

For the development of campaign success measures, it is recommended that previous RNLI-led RTW evaluation measures should be reviewed, including ongoing quantitative tracking research, as it may be useful to understand past progress to inform future aspirations. Previous nationally tracked measures include campaign awareness, understanding, relevance, risk perception, and more recently knowledge of **lifesaving and survival skills**. See below for high-level evaluation framework.



Following phase 1, further details and recommendations will be available about the most appropriate objectives and success measures, and how they will be monitored.

Budget

The total Respect the Water campaign budget is £300K. This budget must include all campaign elements and agency fees, inclusive of VAT

Phase 1 – Strategic development and partnership alignment

Not to exceed £70k

Phase 2 – Creative development and campaign activation

Not to exceed £230k

Suggested reading

- [Strategy | National Water Safety Forum](#)
- [WAID | National Water Safety Forum](#)
- [Home | National Water Safety Forum](#)
- [UN Resolution on Drowning Prevention](#)
- [Preventing Drowning: an implementation guide](#)

-- Agency brief ends --

Pre-Qualification Questionnaire (PQQ)



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A National Water Safety Forum – An Overview

We are at the mid-way point in the UK's inaugural 10-year national drowning prevention strategy ('Strategy'). Our collective ambition is to realise a 50% reduction in drowning-related deaths by 2026.

Central to the success of the strategy is for all UK residents to be made aware of the risks that open water presents, and to equip them with the knowledge and behaviours needed to protect themselves and help others.

The Forum is a network of more than 50 national organisations, including the Maritime & Coastguard Agency (MCA), Royal National Lifeboat Institution (RNLI), UK Fire and Rescue Services, Royal Society for the Prevention of Accidents (RoSPA), Royal Life Saving Society UK (RLSS UK), sport governing bodies, local authorities, and major land and waterway owners.

#RespectTheWater

Respect the Water (RTW) is a successful water safety campaign developed by the RNLI with Forum members' input. After a number of successful years as a RNLI-led campaign, the decision was taken to broaden and move the campaign into a new phase.

The RNLI gifted the RTW brand to the National Water Safety Forum in spring 2021 for national use, bringing together all strands of water safety across the UK. Under the RNLI's stewardship, it ran throughout the year, with a particular focus on the busy spring and summer months, complementing and amplifying several national water safety campaigns.

Across the UK, many people lose their lives each year in coastal and inland waters. We believe many of these losses could be prevented if more people knew about the dangers of water and what to do in an emergency should they find themselves, or someone else, in the water.

Over summer 2021, RTW was promoted among the Forum network with a light touch approach. There are brand guidelines in place to allow all members of the Forum to use the branding and key messaging on appropriate external communications.

B Instructions for Completing and Returning this PQQ

Instructions

Potential suppliers should answer all questions as accurately and concisely as possible in the same order as the questions are presented. If there is insufficient room on the form for the full information requested, please continue on separate sheets and indicate on the form that you have done so, making reference to the question the additional information relates to. Company brochures will not be evaluated and should NOT be submitted with this response.

Consortia and sub-contracting

Potential suppliers should note that the NWSF expects communication to be with one supplier. If the response is from a group of suppliers, full details of the proposed arrangements, including the identity of the lead supplier, should be provided.

Likewise, a sub-contracting arrangement should be explained in full and the form submitted by the lead supplier.

Provider contact point

Potential suppliers are asked to include a single point of contact in their organisation for their response to the PQQ. RoSPA is the contracting authority and the principal point of contact for potential suppliers. For the purposes of this PQQ, RoSPA and NWSF/Forum should be read as the same entity.

Queries about this PQQ

Any questions about this PQQ must be submitted, via email only, to the Forum Secretariat: Carlene McAvoy, Leisure Safety Manager, RoSPA, at info@nationalwatersafety.org.uk.

If the NWSF considers any question or request for clarification to be of material significance, both the question and the response will be communicated, in a suitably anonymous form, to all potential suppliers who have shown an interest before the closing date.

If a prospective supplier directly or indirectly canvasses any member or official of the NWSF concerning this PQQ, any subsequent invitation to tender and/or the award of any contract may be rescinded at our sole discretion.

Confidentiality

All prospective suppliers must treat all information and documents issued by the NWSF as private and confidential, and the express written consent of the NWSF must be obtained prior to release of these documents to any third party. Suppliers must ensure that their employees, consultants and agents are bound by, and comply with, this condition of confidentiality.

Evaluation

Responses will be evaluated in accordance with the criteria set out at the end of this document. In the event that there are insufficient satisfactory responses, the NWSF reserves the right to consider alternative procurement options. The NWSF may seek independent financial, due diligence checks and market advice to validate information and to assist with the evaluation.

Timescales

The procurement process is provided in the cover letter and is subject to change at our sole discretion.

Disclaimer

Every care has been taken in the preparation of this PQQ. However, no responsibility or liability will be accepted by the NWSF or its employees as to the accuracy or completeness of the PQQ. Any liability however arising is expressly disclaimed.

Cost of preparing a response

All costs related to the preparation and submission of a response are the sole responsibility of the supplier. The NWSF will not reimburse any costs incurred by potential suppliers in connection with their responses to this PQQ or the wider ITT process.

C NWSF Marketing and Communications – An Overview

RoSPA provides communications support for the National Water Safety Forum (NWSF) in the following ways:

- Publishing a quarterly NWSF newsletter and maintaining the NWSF membership mailing list
- Designing NWSF and RTW-branded social media assets
- Hosting and managing the NWSF website
- Producing and issuing press releases on behalf of NWSF
- Assisting with communications planning by co-ordinating a calendar of key dates and campaigns for NWSF

D Outline Brief – What Support the NWSF Needs

Content provided within Section 2.

E. Pre-Qualification Questionnaire

Please follow the instructions carefully and give responses that are as complete as possible.

1 Organisational identity

1.1	The name of your organisation	
1.2	Principal contact name (for the purposes of this PQQ)	
1.3	Principal contact position	
1.4	Principal contact phone number(s) Principal contact email	
1.5	Secondary contact name	
1.6	Secondary contact position	
1.7	Secondary contact phone number(s) Secondary contact email	
1.8	Organisation website address	
1.9	Company registration number Date of registration	
1.10	Registered address in full Office address in full (if different from registered address)	
1.11	VAT registration number	

2 Organisational information

2.1	Is your organisation: (Please delete as appropriate)	a) a public limited company b) a limited company c) a sole trader d) a partnership e) other (please specify)
2.2	Is your organisation a subsidiary of another company? If so, please provide the name, registration number and registered office address of the holding or parent company	
2.3	Has any director, partner or associate of your organisation, or their partner, been employed by the NWSF or RoSPA? If so, please provide names as appropriate	
2.4	Please provide details of your organisational structure or attach an organisational chart to this PQQ	[if an attachment, state the title of the attachment]
2.5	Please provide the total number of staff currently employed by your organisation, and the number of staff with a specific focus on the areas outlined in this requirement (where you have staff that cross over, please place in the area of greatest focus)	TOTAL a) Permanent: b) Temporary: FOCUS a) Permanent: b) Temporary:
2.6	Please state a) the percentage staff turnover of your workforce over the past three years, and b) the percentage staff turnover in the specific focus areas of this requirement (by specific area)	a) TOTAL: % b) FOCUS: %
2.7	Please list all UK offices	
2.8	Please provide details of any affiliations with networks or trading arrangement with other companies	

3 Financial information

3.1	Name of contact for financial information	
3.2	Telephone number	
3.3	Please provide details of your organisation's annual turnover for the past three years If your organisation is part of a group, please also provide group figures	Organisation turnover: Year 1: Year 2: Year 3: £ £ £ Group turnover: Year 1: Year 2: Year 3: £ £ £
3.4	Please attach a copy of your latest published accounts, or a hyperlink if this information is publicly available	[state title of attachment or enter link]

4 Your business activities and relevant experience

4.1	Please summarise briefly the range of marketing communications services you offer to clients, indicating any particular strengths	
4.2	Please describe your relevant experience in delivering public safety and/or behaviour change campaigns, in relation to the outline provided in this PQQ and provide at least two case studies dealing with similar or analogous issues	
4.3	Please list the key management team for this project and include their summary CVs/biographies	
4.4	Please describe the process and methods that you employ to develop effective marketing communications and plans for brands and major campaigns	
4.5	Please describe how you evaluate the effectiveness of your work for clients	
4.6	In no more than two pages, please describe why you are ideally suited to address the challenges and opportunities presented	

5 Outline Brief

5.1	Please provide examples of your most successful relevant campaigns and evidence these through results delivered (at an overall campaign level)	
5.2	Can you share with us a particular innovative piece of work or response to a brief that you've delivered in the past 12 months? Outline why you think it's innovative (if not obvious), and any known results delivered	

6 References

Please provide contact details for three organisations that NWSF can contact during the PQQ process. Where possible, these organisations should be from the charity/not-

for-profit sector, but this is not a prerequisite. Please note that NWSF may contact and/or want to meet with these customers and your permission to do so will be assumed.

6.1	Name of organisation	
	Full address	
	Contact, title and contact details	
	Nature of business	
	Date contract awarded	
	Services that you provide to this organisation	

6.2	Name of organisation	
	Full address	
	Contact, title and contact details	
	Nature of business	
	Date contract awarded	
	Services that you provide to this organisation	

6.3	Name of organisation	
	Full address	
	Contact, title and contact details	
	Nature of business	
	Date contract awarded	
	Services that you provide to this organisation	

7 Insurance

Any potential supplier will need to have appropriate levels of insurance cover.

7.1	Please provide details of your organisation's current insurance cover	Indemnity value £ Employer's liability Public liability Professional indemnity Other (please provide details)
7.2	Have any claims been made under your insurance policies in the past three years? If so, please give the number of claims made and the value of these claims and against which policy cover	

8 Your policies

8.1	Does your organisation have a health and safety at work policy? We may ask to see your policy at a later stage of the process	Yes/No
8.2	Does your organisation have an equal opportunities policy? We will ask to see your policy at a later stage of the process	Yes/No
8.3	In the past three years, has any finding of unlawful discrimination been made against your organisation by any court or industrial or employment tribunal? If yes, please provide details	Yes/No

8.4	Please provide details of your organisation's environmental policy	
8.5	Does your organisation hold an environmental accreditation? If yes, please provide details	
8.6	Please provide details of your organisation's corporate social responsibility policy	

9 Information security, data protection and GDPR

9.1	Please confirm whether you have an information security policy. We may ask to see your policy at a later stage of the process.	Yes/No
9.2	Please confirm whether you have a data protection policy. We may ask to see your policy at a later stage of the process	Yes/No
9.3	What steps are you taking to ensure GDPR compliance? Under GDPR, IP addresses will be categorised as personally identifiable data – how will this affect your targeting models (e.g., programmatic) and how will you comply with individuals' right to erasure or subject access requests?	

10 Disaster recovery and business continuity

10.1	Please confirm whether you have a disaster recovery plan that is reviewed on a regular basis. Please also confirm that you will be happy to share this plan on request.	Yes/No
10.2	Please confirm whether or not you have a business continuity plan that is reviewed on a regular basis. Please also confirm that you will be happy to share this plan on request.	Yes/No

F Declaration

Once you have completed the questionnaire, please make sure you have:

- answered all of the questions as fully as possible
- provided documents as requested
- read and signed the Declaration below.

I declare that to the best of my knowledge the information supplied in this PQQ is accurate. I understand that the information will be used in the evaluation process by members of the National Water Safety Forum to assess my organisation's suitability to be invited to participate further in this procurement process.

Name (please print)	
Signature	
Position (job title)	
Telephone number and email address	
For and on behalf of (name of organisation)	
Date of signature	

The Declaration should be signed by an authorised representative of the organisation, in their own name, on behalf of the organisation.

The signed page(s) should be scanned and included as a pdf.

G Evaluation Criteria

The evidence matrix below will be used to ensure a consistent approach is taken when scoring questions that do not have a pass/fail criteria. If suppliers fail any of the pass/fail sections, they are unlikely to be invited to tender/take part in next stage.

Criteria

Qs	Title	Rationale	Weighting
1, 2	Your company details	This section is not scored and is for information purposes only to allow NWSF to understand more about your organisation	Not scored
3	Financial information	This section is to establish financial standing and background information	10%
4	Business activities	This section is to establish if the org has experience and expertise in the field that is the subject of the proposed contract	30%
5	Outline brief	This section enables the NWSF to further assess the level of relevant expertise and experience possessed by the org	30%
6	References	This section enables the NWSF to further assess the level of relevant expertise and experience possessed by the org	10%
7	Insurance	Standard due diligence information and background information	Pass/Fail
8	Health and safety, equal opportunities, environmental management, CSR	Standard due diligence information and background information	10%
9	Information security, data protection, GDPR	Standard due diligence information and background information	10%
10	Disaster recovery and business continuity	Standard due diligence information and background information	Pass/Fail

	Scale
0	No evidence/response.
1	Poor response. Very little evidence of appropriate knowledge skills or experience.
2	Unsatisfactory. Some evidence of appropriate knowledge, skills or experience. Meets requirements in some areas but with important omissions.

3	Satisfactory. Reasonable evidence of appropriate knowledge, skills or experience. Meets requirements in many areas but not all.
4	Very good. Detailed evidence provided of appropriate knowledge, skills or experience.
5	Excellent. Very strong evidence of appropriate knowledge, skills or experience.

-- PQQ Ends –

-- ITT Pack Ends--