



Brief for Tender

The Family Arts Campaign is seeking proposals to deliver PR services to contribute to our strategy to further raise public awareness of the Campaign, particularly our work around promoting opportunities for families of all ages to take part in arts and cultural activities.

This work will particularly focus on the promotion of our year-round events listings website and marketing campaign [Fantastic for Families](#). The individual/ organisation will:

- Undertake high-level PR activity at key points in the year to help raise the profile and awareness of the Fantastic for Families resource, securing national media coverage, and engaging key advocates/ influencers
- Feed into the [Family Arts Campaign](#)'s wider B2C communications strategy, helping raise the profile and recognition of our [Family Arts Standards](#) and [Age Friendly Standards](#) kitemarks
- Help position the Family Arts Campaign as a national authority and source of information on family arts engagement, contributing to the wider brand awareness of the Campaign and its initiatives

1. Overview of Tender

Activity description:	As above, to help secure national media coverage, advocacy and profile for the Family Arts Campaign, particularly its Fantastic for Families (FFF) resource, raising public awareness of FFF and our Family Arts Standards and Age Friendly Standards kitemarks.
Number of days' work:	The work is to be carried out within a 12-month period, at key 'crescendos' in the cultural calendar that coincide with busy times in the calendar for families, allowing sufficient lead-time before each period. These are: Easter (March/ April) Summer (June/ July) October half-term (Sept/ Oct) Christmas (Nov/ Dec) We anticipate that time will be split equally between these periods, estimated at 12-15 days in total.
Fee:	£5,000 + VAT
Schedule:	Deadline for receipt of proposals: 5pm Weds 31st Jan 2018

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	<p>Invitation to discuss shortlisted proposals to be issued in first week of Feb 2018.</p> <p>Work to commence upon appointment: Mid-late Feb 2018</p>
Contact:	Jenny Daly, Head of the Family Arts Campaign Jenny.daly@thealbany.org.uk 07469932384

2. About the Family Arts Campaign

Originating in 2012, the Family Arts Campaign is a national, cross-sector initiative to raise family engagement with arts and culture, promoting access to arts and culture to families of all ages. The Campaign is kindly supported by Arts Council England. From 2018-22, the Family Arts Campaign will become a Sector Support Organisation under ACE's new National Portfolio structure.

Now managed by The Albany, the Campaign represents a consortium of arts industry bodies including the Association of British Orchestras, One Dance UK, Independent Theatre Council, Society of London Theatre, UK Theatre, Contemporary Visual Arts Network, The Audience Agency, Arts Marketing Association; and Voluntary Arts.

To date, almost 600 organisations hold our Family Arts Standards accreditation, with 150 currently signed-up to our newly-launched Age Friendly Standards. Almost 2,000 arts professionals have attended our training and conferences to-date. There are also over 20 Family Arts Networks in England and Wales who collaborate at local level.

Over the years, we have celebrated 4 annual Festivals, conceived to raise awareness of opportunities for families to engage in the arts. 3,000 organisations participated in those Festivals, promoting 17,000 events to 2.2 million family members. October 2017 saw the launch of Fantastic for Families, our new, year-round listings resource to connect families with arts and cultural events in their local area.

3. About Fantastic for Families

After four years of running our annual October Festival, we began developing [Fantastic for Families](#), with the aim of providing families across the country with year-round information about arts and cultural events in their local areas, from trusted organisers.

Fantastic for Families is an arts listings website and national promotional campaign, designed to help raise awareness amongst families of the wealth and breadth of high quality cultural provision available to them.

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It provides an easy way for arts organisations to communicate their commitment to families and connect with new family audiences, with our targeted event feeds to a wider range of third-party partners including the likes of Netmums Local, Hoop and more, as we work to develop new partnerships.

Fantastic for Families is accompanied by our public-facing social media activity on Twitter (@fantasticforfam), Instagram and Facebook so we can help share events and information about what's going on via the hashtag #FantasticforFamilies, as well as drive dialogue between arts organisations and family audiences.

4. Context for PR support for Fantastic for Families

Following the successful launch of the new Fantastic for Families website in October 2017, we wish to invest in the public visibility and profile of the Campaign which now benefits from this year-round channel through which to engage with families.

It is vital to the success of the initiative that families around the UK are aware of the availability of this resource, as well as recognise the value of the Campaign's other initiatives such as the Family Arts Standards and Age Friendly Standards accreditations, which lend the organisations which engage with the Campaign enhanced profile and credibility as trusted organisers.

We seek to enlist professional PR support to help us raise the profile of Fantastic for Families, increasing public recognition of the brand, and help us fulfil our mission to significantly raise awareness of opportunities for families to engage in arts and culture, and deliver clear marketing value back to the arts organisations who engage with the Campaign.

We are particularly seeking expertise in reaching families who may be less-engaged in arts and culture, or who may not currently benefit from information about cultural opportunities available to them.

We include all generations and ages in our understanding of families, and promote cultural engagement of older people through our Age Friendly Standards, and Age Friendly tagging on Fantastic for Families. We would therefore also be interested in proposals which demonstrate an awareness of suitable channels through which to reach older age groups.

5. Scope of the work to be undertaken

Whilst the Fantastic for Families web listings are populated throughout the year with cultural events (uploaded and managed by arts organisations wishing to promote their events), there are key 'crescendo' points in the year in which we invest our marketing efforts, which naturally coincide with family holiday periods:

Easter/ Summer/ October half-term/ Christmas holidays

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We anticipate that the PR support work would be split roughly equally between these focal points in the year.

Suggested areas of focus are likely to include (but are not limited to):

- Drafting and distributing press releases to press lists for public-facing media channels and contacts, compiling seasonal highlights and creating newsworthy messages to garner media attention (particularly mainstream channels, both national and regional)
- Follow-up with key media contacts and pitching of ideas for coverage across a range of media including print, web, TV and radio
- Developing ideas and content to secure opportunities for wider advocacy for, and understanding of the Family Arts Campaign and its objectives
- Maximising the relationship with our current Media Partner, Classic FM and liaising with the Media Partner on content, promotions and ideas to raise the profile of Fantastic for Families across Classic FM's channels
- Securing additional promotional and feed partnerships to increase the events exposure on third party listings sites (this is enabled through an API facility)
- Conceiving and planning innovative promotional 'stunts' and/or competitions to provide engaging content
- Securing quotes, endorsements and guest blog posts from appropriate high-profile figures that can be used for promotional purposes
- Developing ideas for social media campaigns with viral potential

Proposals should demonstrate approaches that would be taken to fulfil the various aspects of the brief, including examples of creative ideas and suggested focus areas not detailed above.

6. Resources made available & liaison

Throughout the duration of the contract, the individual(s) will liaise a full-time Project Manager and Campaign Manager, supported by a part-time Intern who are responsible for the Fantastic for Families site and marketing. Information and resources to be made available include:

- Access to the full listings information and images
- All brand assets and information about Fantastic for Families and the Family Arts Campaign
- Web, marketing & advertising and social media analytics

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7. Specific terms and conditions

All work undertaken by the individual(s) will be carried out remotely in their own place of work/home, with minimum 2 check-ins either by phone, Skype or in-person with the Campaign team during each of the four peak periods.

Fee is inclusive of any expenses and communications costs and use of databases/subscriptions to carry out the work e.g. Gorkana

A full outcome report, including collated press cuttings etc. to be provided by the end of the contract.

8. Tendering process

To tender for the work described above, please provide a proposal on how you will approach this work and deliver the intended outcomes within the required timescale. Within your proposal, please outline:

- Your experience and relevant competencies to undertake the work
- An outline of your approach and activity you would undertake
- Two suitable references
- Your CV (and CVs of additional individuals involved in the project)

Please also clearly identify the budget breakdown for costs including day rate and number of days' work proposed, including any additional expenses.

The deadline for receipt of proposals is **5pm, Weds 31st January 2018**. We will be unable to consider applications received after this deadline.

Please email your proposal and any accompanying documents to
jenny.daly@thealbany.org.uk

Many thanks for your interest in working with us.