**The Inter Faith Network for the UK**

**Invitation to tender for targeted media support**

1. **Overview**

The Inter Faith Network for the UK (“IFN”) is inviting media agencies to tender for targeted support to boost engagement and to raise the profile of IFN and inter faith issues through print and through broadcast media more generally. IFN’s social media strategy is delivered in-house, although there will be a need to work together to ensure complementarity.

In this overview section, information is given about the Inter Faith Network and Inter Faith Week.

1. The Inter Faith Network for the UK

IFN is a linking body which works “to advance public knowledge and mutual understanding of the teachings, traditions and practices of the different faith communities in Britain and to promote good relations between people of different faiths in this country.” It is a registered charity and a company limited by guarantee. It was established in 1987.

Its mission is:

Working with faith communities, inter faith organisations, educators and others to increase understanding and cooperation between people of different faiths and to widen public awareness of the distinctive religious traditions in the UK.

Working to achieve this through: supporting and encouraging inter faith initiatives and sharing good practice between these; helping create opportunities for mutual learning and tackling prejudice; and offering opportunity for engagement between faith communities and Government and other public agencies on relevant issues.

IFN links in membership nearly 200 member organisations including national, regional and local inter faith organisations; national faith community representative bodies; and educational and academic bodies. It works with them to carry out IFN’s aims for the public benefit.

1. Inter Faith Week

Inter Faith Week is a national level programme led by IFN. It runs each November, usually in the third week. In 2017 it will take place from Sunday 12 – Sunday 19 November – and 8 day Week including Remembrance Sunday.

IFN leads on the Week, encouraging its member bodies and other organisations to take part by running events in their own particular contexts; producing resources to encourage participation; and raising awareness of the wide range of activities taking place. The website is a key route through which IFN does these things, and certainly the most visible. It is used as a central point of reference for information on the Week, including events taking place across the country.

IFN receives many media enquiries during Inter Faith Week, predominantly from local and regional outlets within England. It is often able to signpost journalists to relevant contacts – whether member bodies or event organisers – within these localities/regions. However, a joined-up approach wherein IFN was able to give a national situating briefing alongside local/ regional input is desirable.

**2) Desired outcomes**

The desired outcomes of media support are:

* Increased awareness of inter faith activity, including the work of IFN member bodies and others
* increased interest from people of all ages wanting to get involved in inter faith activity
* Increased awareness of positive encounters/ engagement between people of different backgrounds in the UK with a hoped for increase in these
* Increased awareness of IFN and its unique linking role and other areas of work
* Increased awareness of Inter Faith Week, leading to increased participation in subsequent years
* Increased coverage of the positive contribution that people of faith make to British society, with particular emphasis on inter faith/ multi faith contributions

It is hoped that these outcomes will lead to increased understanding, tolerance, empathy and cooperation within British society, and minimise the negative impacts of ‘bad news’ stories about poor inter faith relations and lack of integration.

Some performance indicators are included in Section 4, although specific targets will be negotiated.

**3) IFN’s current media engagement**

A copy of IFN’s Integrated Media Strategy is attached at Annex A.

Comment, interviews etc

IFN’s current media engagement is largely responsive. IFN receives enquiries from journalists and programme-makers looking for comment and/ or interesting stories linked to its areas of work. Examples include:

* Journalists seeking comment on current events, whether positive (eg large inter faith initiatives) or negative (eg reports of hate crime/ strife between communities)
* Programme makers seeking background information about inter faith relations in Britain
* Programme makers seeking panellists for religion/ ethics programmes or news segments
* Programme makers looking for experts on particular topics, such as inter faith marriage

IFN has a number of polices which govern staff, volunteer and Trustee engagement with the media. This is largely because IFN is a linking and umbrella body with a diverse membership, and IFN is not authorised to act as a representative ‘voice’ for these organisations. IFN therefore limits itself to the following areas:

* Providing factual information/ background/ briefing
* Suggesting contact people who have expertise in particular areas
* Commenting on IFN’s own work, projects and programmes, such as Inter Faith Week

Statements and messages

IFN has a policy on the making of statements (Annex X). These are usually made, in the name of IFN’s Board or the Co-Chairs of IFN and Moderators of IFN’s Faith Communities Forum, in response to major incidents which they judge to be likely to have an impact on inter faith relations in the UK. These are always circulated to media contacts as a press release, as well as to member bodies, interest-specific mailing lists and via social media. Past statements can be found at <https://www.interfaith.org.uk/news/statements-and-messages>

Press releases

IFN issues occasional press releases on topics (other than the Statements and Messages referred to above), usually linked to its work/ programmes specifically. IFN usually issues 3 press releases per year linked to Inter Faith Week (several months before; just before; just after). It may also issue press releases about particular events, such as its National Meeting, or publications/ resources. 2017 is IFN’s 30th Anniversary year, and so a number of press releases are planned linked to this and to an associated fundraising drive. Recent press releases can be found at <https://www.interfaith.org.uk/news/press-releases> and <https://www.interfaithweek.org/resources/press>

Social media

IFN’s social media policy is at Annex [X] and its Social Media strategy is at Annex [X]. IFN uses social media (Facebook and Twitter predominantly) to disseminate information about its activities and those of its member bodies, partners and other positive initiatives. IFN plans to significantly increase its use of social media across the April 2017-March 2018 year. It is particularly keen to disseminate positive narratives about inter faith relations in the UK.

Separate Facebook and Twitter accounts are maintained for Inter Faith Week, where there is a particular focus on sharing information and positive stories about events and activities linked to that. Tweets linked to Inter Faith Week 2016 had a potential reach of 5.9million users and 19.7million potential impressions. Tweets from the IFN account have had a potential reach of 652,600 and 1.8million potential impressions across the last 12 months.

**4) Approach/ strands**

IFN has identified the following key strands which it hopes will achieve the objectives, and performance indicators:

1. Work to raise awareness at national and regional level through placing of positive inter faith stories in national print and broadcast media on a monthly basis.
   * successful placing of one story in the national media each month, two each in October and November linked to Inter Faith Week and two in March 2018
2. Work on promoting awareness of Inter Faith Week.
   * increased coverage of the Week in national press and broadcast media compared to previous years;
   * co-ordinated series of regional radio items picking up on the Week, including short segments setting national context and segments highlighting relevant local activity; and
   * More co-ordinated media approach with partners (such as Mitzvah Day) and stakeholders where possible.
3. An additional piece of work linked to a particular work focus such as youth engagement or to give added impact to urgent messages such as statements at times of inter faith tension in the UK. This item will be agreed as needed.
4. Profile raising of IFN at time of its 30th Anniversary this year.
   * Successful placing of stories about the Inter Faith Network and its work over the past 30 years, including aspects of its contribution to society.

**Guide price**

As a registered charity, which receives public funding, IFN is committed to ensuring that it gets value for money from all contractors and suppliers. Value is not judged solely on price, but on the quality and scope of proposals being considered.

The provisional budget for this work £20,000 inclusive of VAT and any other taxes/fees. This would include all four strands, running from July through to 31 March 2018.

**Case studies/ portfolio**

Please provide samples of past work, including brief explanations of the work undertaken.

**Evaluation criteria**

Each proposal will be evaluated against the following criteria:

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| **Criteria** |
| Understanding of project brief demonstrated |
| Proven track record and credibility |
| Knowledge of working in the charity sector and/ or with umbrella bodies |
| Extensive and current experience providing services to clients operating at similar levels |
| Extensive and current experience working with a wide range of organisations |
| Effective planning skills, demonstrated by realistic and viable timetable and budget |
| Other value added by Tenderer |

**Tender evaluation and timeline**

The deadline for submission of tenders is **3 July**

IFN will evaluate tenders received against the criteria above, seeking clarification from tenderers as required.

The planned date of completion of negotiation of contract is **third week of July.**

Subject to successful delivery of the project, and subject to funding considerations, similar work in future years may be negotiated.

**Tender instructions**

Tenderers are asked to provide a tender which they believe best meets the requirements as set out above. If Tenderers wish to provide more than one option, they are welcome to do this, although providing an appraisal of the strengths and weaknesses of the different options would be helpful.

Tenders should include information about all strands as set out above.

Please itemise costs by strand where possible.

IFN reserves the right to appoint alternative suppliers at any stage if work is not completed to its satisfaction. IFN also reserves the right to extend the tender deadline where an insufficient number or quality of tenders is received.

**Contact**

Tenders should be submitted to Ashley Beck, Inter Faith Development Officer via email at [Ashley.beck@interfaith.org.uk](mailto:Ashley.beck@interfaith.org.uk)

Enquiries about the Project may also be directed to Mr Beck via email or by phone 020 7730 0410.