

National Rural Crime Network  
Invitation to Quote  
PR, Marketing and Public Affairs Support  
£15k per annum pro rata  
Flexible hours and flexible location



## Background

The National Rural Crime Network (Network) aims to influence people who make decisions about policy and practice, so that rural communities are better understood and supported by policing and crime services. The Network is a membership group, made up of Police and Crime Commissioners from across the political spectrum, and organisations interested in community safety and/or rural affairs, such as Crime stoppers, Countryside Alliance, NFU, NFU Mutual and Historic England (to name some).

Each member contributes practically to the Network in several different ways, including public affairs, social media and administration support. The Chair's office – currently the Police and Crime Commissioner for North Yorkshire – also provides necessary administrative support for meetings and research.

Collectively, members also have the ability to reach and engage with thousands of people living, working and enjoying rural England and Wales. We are seeking support to harness and coordinate the power of our Network so that we can ensure government, policy, and service groups listen to the voice of the countryside.

A key part of the Network's work is to commission research and use evidence-based insight to challenge and change local and national policy and practice. For example, the Network undertook what is thought to be the largest rural policing survey ever undertaken (over 17,000 responses), which led to a shift in understanding of the needs of rural communities and changes in policing response in a number of areas across the country.

The Network's vision, mission and objectives are:

***Vision*** – *To improve the service to the public provided by the police and their partners in rural areas*

***Mission*** – *To develop an in-depth understanding of the needs and concerns of rural communities, and facilitate policy and practice improvements based on this understanding.*

## **Objectives**

- 1. Give rural communities a voice*
- 2. Act as a multi-agency think tank on rural policing and criminal justice policy and practice, to ensure the needs of rural communities and victims are better served nationally and locally*
- 3. Encourage and support the activities of those involved in making rural communities across England and Wales become and feel safer, in preventing crime, and in protecting and preserving heritage assets*
- 4. Protect the rural economy by influencing and improving policy and practice regarding rural policing and community safety*
- 5. Facilitate and encourage national and regional outlets for discussions on rural crime issues between relevant rural partners, watch groups and appropriate national organisations*
- 6. Increase reporting of rural crime and wider community safety issues*

The Network needs to deliver the above on behalf of its members, most of whom pay a £2,000 subscription fee.

## **Outline requirements**

The Network is seeking a partner to provide support in several areas. These include (but are not limited to):

- Working with the members of the NRCN to plan and manage a coordinated approach to raising the profile of the Network amongst key stakeholders, including rural MPs, ministers in the relevant departments, and others who have an influence on policy and practice.
- Co-ordinating its research programme, including assisting with the preparation of research briefs, identifying and recruiting potential partners, and managing research projects (such as the national rural crime survey, research into domestic abuse in rural areas, etc).
- Working with practitioners to identify, and write case studies on, best practice in rural community safety and policing to develop the Network's online resources.
- Public relations and communications activities supporting Network members and promoting the work of the Network, including maintaining the website and working with the Chair and members' communications teams on social media and other communication/media / public relations campaigns and events.

## Necessary outputs

- Progress the various research projects being pursued by the Network
- Co-ordinate and manage a public affairs campaign, including political engagement
- Build a network of practitioners who can identify and develop best practice case studies, building the Network's online resource
- Promote the case studies to support to rural communities and practitioners
- Keep the Network's website up to date and accurate with interesting and helpful information, such as blogs, articles, etc
- Quarterly newsletter for members and interested parties
- Develop a comprehensive network of communication channels that will help the Network engage with rural communities, practitioners and volunteers across England and Wales
- Develop an in-depth understanding of rural policing, community safety and the various interested organisations
- Support the Board in their work and undertaking actions as directed

## Desired outcomes

- A well-known and respected National Rural Crime Network, effective both in improving policy and supporting rural communities
- A Network renowned for market-leading research into new and important areas of rural policing, which has impact both with the public and policy makers
- A well-engaged Network which is best placed to lobby decision makers to affect positive change
- For the Network's work to lead to an increase in reporting of issues of concern in rural areas
- Crime and other community safety issues are prevented due to better coordination of rural practitioners and better sharing of best practice.

## Budget

*What is the maximum spend allocated to this project?*

£15,000 per year maximum

The budget must cover all fees and expenses, and cannot be exceeded. Please note that whilst an upper limit has been set, value for money will be key criteria for the

assessment of quotes and potential suppliers will need to clearly demonstrate this in their responses.

## The quoting process

*What are you required to do and by when?*

This invitation to quote has been issued to a number of potential suppliers and has been advertised via social media and other channels.

## Timeline summary

Action	Date Required
Questions relating to quotation	Sunday 16 <sup>th</sup> July 2017
Responses to Questions	Tuesday 18 <sup>th</sup> July 2017
Submission	Noon Monday 31 <sup>st</sup> July 2017
Notification of shortlisting	Friday 4 <sup>th</sup> August
Interviews	WC 7 <sup>th</sup> August
Final Decision	Friday 11 <sup>th</sup> August
Project Set-up Meeting	Wednesday 16 <sup>th</sup> August

Your response must be received by 12 noon on Friday 31<sup>st</sup> July, after which there will be a shortlisting process. The final shortlist will not exceed 5 potential partners.

We are keen to engage with people interested in responding to this invitation and welcome questions which should be emailed to [pcc@northyorkshire-pcc.gov.uk](mailto:pcc@northyorkshire-pcc.gov.uk) before Friday 14<sup>th</sup> July. Responses to questions will be returned no later than Tuesday 18<sup>th</sup> July.

Responses will be evaluated within 5 working days of the closing date and a shortlist will be drawn up. If you are successful, you will be notified by Friday 4<sup>th</sup> August.

Shortlisted partners will be invited to talk through their proposals either in person or by telephone w/c 7<sup>th</sup> August and a final decision will be made by Friday 11<sup>th</sup> August.

## Contract details

Ideally the successful partner will be able to start immediately, and a contract and/or Service Level Agreement will be drawn up as soon as is possible, but both can be discussed following the appointment.

To ensure continuity in delivering network support projects, a two-year contract with a review after one year is likely to be offered.

A project set up meeting at the Office of Police and Crime Commissioner in Harrogate on Wednesday 16<sup>th</sup> August.

**Your quotation needs to include the following information:**

- Your understanding of the role of the National Rural Crime Network and how this would shape your approach to the brief
- Three case studies of similar work and the benefits you brought to that partnership
- Your proposed approach, skills and experience
- Any potential barriers and issues you anticipate and how they might be overcome
- A breakdown of the budget – how you will allocate the fees and any expenses within the total you are quoting including your standard day rates and the number of days to be spent per month
- Relevant biographies demonstrating why you have the skills and experience to fulfil the brief
- Any discounts / added value you are prepared to offer, keeping in mind that value for money will be important during the evaluation process

**Evaluation criteria**

*How will you be judged?*

<b>Criteria</b>	<b>Points (maximum 50)</b>
Demonstration of value for money	25
Evidence of ability to deliver against the brief – case studies, staff skills and experience, schedule of work	25
<b>TOTAL</b>	<b>50</b>