



INVITATION TO TENDER

Knowledge transfer coordination and delivery for the COWS industry steering group

COWS – Control of Worms Sustainably, is an industry stakeholder group which aims to promote best practice in control of all cattle parasites.

The stakeholder steering group currently comprises the organisations listed below and has attracted sufficient industry funds to enable it to expand and develop the resources it can offer the cattle industry across the UK:

AHDB Dairy, AHDB Beef and Lamb, HCC, QMS, AgriSearch, AHDA, AMTRA, NFU, BCVA, NOAH, Moredun Research Institute, Liverpool University, VMD, APHA, SRUC as well as a number of farmers, vets and independent scientific experts.

COWS has no employed staff and all activities are co-ordinated by the stakeholder steering group. COWS funds are held on behalf of COWS by AMTRA; as COWS has no legal status, therefore the contract for this tender will be with a COWS member.

OBJECTIVE

COWS want to continue and develop the impact of its activities and resources across the UK in the most cost-effective and efficient manner.

COWS is undertaking a review of communications and would like a degree of flexibility going forward. The core communications package will be contracted but the group would like the option of bolt-on communications, such as feature articles, videos, literature etc. to enable the group to respond to topical issues where appropriate.

This document refers to activity to support the objectives of the COWS group to communicate its messages to industry (farmers, vets, SQPs, other advisers and students) for a twelve month period, commencing 1 February 2018.

Your tender should be sent electronically to Rebecca Veale at the NFU (rebecca.veale@nfu.org.uk) **no later than 7 December 2017.**

Please contact Rebecca Veale if you would like to discuss the tender brief in more detail.

REQUIREMENTS OF PROPOSALS

Proposals must contain sufficient information to be assessed against the criteria given below. They should be split as follows and detailed costs provided for each element:

Core communications package

1. Core communications plan – timing of key topics of focus for 2018 will be seasonal – spring/turn out, summer grazing, autumn housing
2. Digital communications:
 - Social media account management – Twitter and Facebook.
 - Content management for the new COWS website.
3. Editorial and press liaison:
 - Press enquiries.
 - Press releases for core topics for focus each year (x3 per year)
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4. Liaison with COWS group:
 - Paper update reporting activity, uptake, agreeing technical messages and suggestions for communications at all COWS meetings (x2 per year).
 - Teleconference updates and agreeing new activity (between COWS meetings – frequency tbc by agreement).
 - In person attendance at one COWS meeting per year and teleconference update at the other COWS meeting.

Bolt-on communications - to be costed so that different elements can be progressed on a one off basis

5. Press releases.
6. Case studies.
7. Feature writing.
8. Literature – design and production of farmer advice leaflets/posters/literature.
9. Video clips for use on You Tube, social media and the COWS website.
10. Any other ideas for COWS PR activity.

ASSESSMENTS OF APPLICATIONS

Proposals received in response to this call will be assessed by early January 2018 according to the follow criteria:

1. Relevance to COWS objectives
2. Additionality (i.e., does it build on current COWS activities and resources?)
3. Innovation
4. Strength of the delivery team
5. Track record of delivering organisation

6. Value for money

Successful applicants will be notified by email by the end of January 2018.

Applicants may choose to withdraw if they do not wish to pursue this application and COWS will not divulge to other parties the content of any applications without the permission of the applicant.