

Request for Proposal (RfP) – Strategic Communications Partner

June 2026

Public Voice

1. Introduction and background

About Public Voice

Public Voice is a Community Interest Company that translates the insights and needs of people and communities into actions to improve public services. Our co-production expertise, proven engagement methods and knowledge of public services combine to drive better decisions by commissioners and providers, leading to reduced inequalities and improved outcomes for the community.

We reach and engage with the seldom heard, explore and understand unmet need, gather valuable insights, and capture stories of lived experience to inform commissioners and service providers in order to bring about positive change and to shape services for the future.

Our mission: Successfully translate the insights and needs of people into actions to improve public services, leading to reduced inequalities and improved outcomes for the community.

Our vision: Our vision is a fair society in which all voices are heard, individuals and communities flourish, and policies and services reflect the priorities of all people.

Our values:

Courage

We speak out and show leadership when something needs to change. We believe in the people and communities we work with, and in the possibility of change. We are not afraid to do things differently.

Collaboration

We are determined to work with others to achieve common goals. We are a trusted and accountable partner for all. We build on collective strengths, and we address weaknesses.

Integrity

We are honest, and we keep our commitments. We are reflective, constantly learning from the people, communities, and partners we work with. We always ground our work in our knowledge and expertise.

Inclusion

We value, promote, and celebrate diversity amongst our staff and board, and the people and communities we work with. We put people at the centre of our work, ensuring their priorities direct our decisions.

Current services

Public Voice delivers a range of projects and services across three different Directorates:

- **Research Directorate:** delivering [local Healthwatch services](#) across four London boroughs, gathering resident views on health and social care services; as well as delivering a range of other community-focused research projects.
- **Participation and Co-production Directorate:** services that engage residents and communities; and involve them in power sharing and decision-making. This includes serving as the lead of Haringey's voluntary sector via the [Haringey Community Collaborative](#); facilitation of the resident forums such as the [Haringey Joint Partnership Board](#), and [Parent Carer Panel](#); and engaging residents as a partner on the [Haringey Advice Partnership](#), or the work of our [Neighbourhoods team](#) with residents living on social housing estates.
- **Programmes Directorate:** designing and helping to deliver impactful community services and interventions. These include community connector services like [Reach and Connect](#); [social prescribing](#); and piloting specialist interventions such as [Cancer Community Links](#).

Strategic priorities for 2025-30

The current economic environment is a challenging one for non-profits. With funding falling and costs increasing, many organisations have had to draw on cash reserves to deal with the financial pressures of the last few years (NCVO, 2025). And these financial impacts are felt in the lives of the communities with whom we work, with residents facing a sustained cost of living crisis and needing health and wellbeing support more than ever.

With global volatility likely to lead to further economic shocks over the coming years, non-profit organisations must now be exceptionally strategic in their work – providing services that are most needed, and that they are best placed to deliver, in order to attract funding and deliver impact.

[Public Voice's strategy for 2025-30](#) is intended to increase our focus where it can make the greatest difference to communities, services, and inequalities.

Key aims in our strategy



Our chosen areas of focus in the Strategy are:

- Community-based user research and engagement
- Academic research
- Strategic public sector work
- Embedding co-production.

We will also remain active in 'Community-based programmes' and 'Neighbourhoods'. More details on each of these focus areas can be found in our published Strategy document.

To support the implementation of this Strategy, over the past year Public Voice has:

- Expanded our Board of Directors, to provide strategically important knowledge, perspectives and connections
- Launched a new Public Voice website
- Undergone a restructure, aligning Directorates and functions to our strategic focus areas.

Why we are seeking a Strategic Communications Partner

Public Voice CIC invites proposals from suitably qualified communications agencies, consultancies, or specialist suppliers to provide strategic and delivery support across communications, brand, public relations, digital engagement, and stakeholder communications.

We are seeking a strategic communications partner who can help strengthen our profile, amplify community voices, support organisational growth, and communicate our impact effectively to commissioners, partners, funders, stakeholders, and the communities we serve.

This RfP sets out our requirements, evaluation criteria, submission process, and timetable.

2. Purpose of this RfP

This Request for Proposal (RfP) is for a supplier to co-create and then deliver a programme of communications that supports the Public Voice strategy. The aims of this programme of communications are to:

- Develop brand visibility and credibility in our chosen focus areas
- Create traction with our target audiences – in particular commissioners, partners and funders in our focus areas
- Ensure our organisation is consistently making thought-leading contributions on key topics and debates in our focus areas
- Support the development of qualified leads for income generation.

3. Scope of services required

A robust communications strategy will drive engagement of key stakeholders and brand building to support our strategic goals. This will include:

- Producing thought-leading content in our areas of expertise – such as community engagement and research, participation and co-production, and capacity building.
- Engaging new partners in the opportunity areas identified
- Disseminating learnings and assets that can support social impact in other locations and settings.

Below are typical activities we would expect to be covered as part of your proposal. We do however invite suppliers to propose alternative approaches or different activities.

Strategic communications

- Refining and update the communications strategy
- Campaign planning, in liaison with organisational leaders and Directorates
- Establishing key messaging
- Stakeholder relationship development, including owners or gatekeepers of key channels or networks (e.g. conference organisers, media)
- Monitor and reporting performance analytics and outputs/outcomes, informing strategic decision-making.

Brand and positioning

- Ensuring tone of voice
- Maintaining consistent visual identity across all content
- Supporting team to add to/refresh visual assets (e.g. photography, videography).

Content creation

Engaging with and supported by Public Voice managers and teams, planning and producing a regular stream of content including:

- Case studies
- Impact reports
- Website copy
- Blogs / thought leadership
- Newsletters
- Social content.

Digital and social media

- Incorporate social as part of communications and content strategy
- Oversee channel management
- Contribute to community growth.

PR and media

- Drafting press releases
- Media outreach
- Reactive opportunities
- Award entries

- Comment opportunities
- Scoping any ad hoc crisis / issues management as needed (to be undertaken separately from this contract).

Underpinning these activities should be principles of accessibility and inclusion, reflected in:

- Accessible materials
- Multilingual communications, where needed
- Giving voice to seldom heard groups
- Resident / patient voice participation promotion.

Target audiences

Suppliers should understand that Public Voice communicates with multiple groups, including (but not limited to):

- Local authority service leaders, service commissioners and housing/regeneration leads
- Health leaders – including at Integrated Care Boards and NHS Trusts
- Housing associations
- Funders and grant makers
- Academic research leads
- Central government departments and policy makers
- Voluntary and community sector leaders
- Policy influencers
- Relevant media, conference organisers and networks for the above.

4. Success measures and deliverables

We are asking suppliers to include in their submissions some proposed output/outcome measures for their work. Bidders are welcome to suggest key performance indicators and expected figures for outputs/outcomes. An illustration of some typical deliverables and KPIs is provided below.

Typical deliverables

- Year-round communications plan
- Monthly content calendar
- Quarterly campaigns
- Press materials
- Impact stories
- Social media assets
- Performance / analytics reports.

Typical KPIs

- Increased awareness / brand awareness
- Media coverage (by volume and quality)
- Website traffic / conversions
- Stakeholder engagement / participation rates
- Social reach
- Event attendance
- Reputation measures / indicators
- Lead generation for commercial opportunities/work.

5. Supplier requirements

Suppliers are asked to describe their relevant experience as part of their proposals. Relevant experience could include:

- Public sector, NHS, local government experience
- CIC / charity / nonprofit communications
- Community engagement campaigns
- Social impact communications
- Research-led communications
- Inclusive communications
- Reputation management
- London / UK community landscape knowledge
- Stakeholder-sensitive issues management.

As a nonprofit focused on communities, we are also looking for a supplier with knowledge and experience of accessibility and inclusion practices. This could include (but is not limited to):

- Plain English standards
- Web Content Accessibility Guidelines, and digital accessibility
- Inclusive imagery / language
- Multilingual adaptation
- Community co-design
- Engaging underserved groups.

6. Budget

The available budget is up to £38,000, excluding VAT, for a 12-month term.

Your budget should indicate a breakdown of costs, (for example) any graphic design or print costs, events, or other expenses. Your proposed budget should cover all costs associated with delivery of the project and outputs/outcomes.

The successful supplier will be provided the following supplementary resources by Public Voice, the costs of which do not need to be factored into the project:

- *Ad hoc* support from Public Voice’s own Content & Communications Officer
- Supporting software and tools such as the Adobe Creative Cloud, Mailchimp and SurveyMonkey.

7. What suppliers must submit

Your proposal should consist of no more than 12 A4 pages using at least font size 11. Please submit a proposal including the following sections:

No.	Document Type	Explanation
1	Motivation and fit	Your understanding of our brief and why you are suited to deliver it
2	Project approach / methodology	How you would deliver the scope of services

3	Relevant experience	A summary of your relevant experience. Please include examples of similar clients, projects, and outcomes achieved.
4	Team	Named team members, biographies/CVs, and responsibilities
5	Strategic communications campaigns	Two examples of strategic communications campaigns and outputs (these are not included in the page limit).
6	Measurement framework	How success would be tracked and reported. Include your proposed output/outcome measures.
7	Pricing	Budget breakdown, via the Pricing Schedule document (not included in the page limit).
8	Added value	Any additional ideas, training, tools, or support included.

8. How proposals will be assessed

All proposals are scored out of 100%:

- Quality (written proposal): 80%
- Price (budget): 20%

Stage 1: Compliance check (Pass/Fail)

Before scoring begins, each proposal must meet basic requirements. These are not scored, they are pass or fail. Suppliers must (in no particular order):

Requirement	Pass / Fail
Submit their proposal on time	
Answer all required questions	
Include a completed pricing schedule, within the stated budget.	
References provided	
Accept the contract terms and conditions (without changes) – see section 12. Contract of this RfP	

Hold appropriate insurance	
Meet data protection (GDPR) requirements	
Be eligible to contract in the UK	

Only suppliers who pass all checks move to the next stage.

Stage 2: Quality scoring (80%)

Quality is assessed using a set of criteria. Each criterion has a weighting, and scored from 0 to 4.

Criterion	Weighting (%)
Motivation and fit	10%
Project approach / methodology	30%
Experience and team (including examples of strategic communications campaigns)	20%
Measurement framework	15%
Added value	5%
TOTAL	80%

The criteria relating for each score is:

Score	Description	Explanation
0	Unacceptable	Does not meet requirements.
1	Poor	Partially meets requirements, lacks detail.
2	Acceptable	Meets minimum requirements.
3	Good	Clear and well-developed response.
4	Excellent	Fully meets requirements with strong detail and clarity.

A score of either 0, 1, 2, 3 or 4, is available for each criterion. 0 is the lowest score, and 4 is the highest possible score.

Public Voice may request an online meeting (via Microsoft Teams) with a selection of suppliers to their bids, for clarification purposes. Supplier comments/responses in such meetings will not be scored.

Stage 3: Pricing evaluation (20%)

All suppliers are to complete the attached pricing schedule. The maximum budget is £38,000 (excluding VAT). Your overall total pricing must not exceed this amount.

The lowest price submitted receives full marks (20%). All other prices are scored relative to the lowest price using this formula:

$$\frac{\text{Lowest Price}}{\text{Supplier Price}} \times \text{Weighting (\%)} = \text{Your Weighted Score (\%)}$$

9. Indicative procurement timeline

Please refer to the indicative timetable below regarding the key dates for this procurement.

Milestone	Date
Request for Proposals issued	10 June
Clarification questions deadline	17 June
Proposal submission deadline	1 July (2pm)
Evaluation	1 July – 10 July
Clarification meetings (online) with suppliers, if needed	7–9 July
Appointment / Award decision	13 July
Contract start	3 August

10. Submission process

Please submit proposals electronically in PDF format to info@publicvoice.uk. Your proposal should consist of no more than 12 A4 pages using at least font size 11. Please use the subject line 'RfP Response – Strategic Communications Partner – [Supplier Name]'; inserting your name/organisation name.

Submissions should be sent **by 14:00 (2pm) on Wednesday 1st July 2026**. Late submissions may not be considered.

11. Clarification questions

If you have any questions regarding this request for proposals, please contact info@publicvoice.uk. All clarification questions must be submitted by the stated deadline of **17th June**. Responses may be shared with all bidders to ensure fairness.

12. Contract

The successful supplier will be required to agree to the Public Voice Terms and Conditions. A copy is provided as part of this RfP.

13. Reservation of rights

Public Voice reserves the right to:

- Not appoint any supplier
- Amend the timetable
- Seek clarifications from bidders
- Negotiate scope / fees / commercial terms
- Re-run the process if required.