

Ballyfermot Chapelizod Partnership CLG: Invitation to Tender

Invitation to tender for the Rebranding and Potential Website Redevelopment of the Ballyfermot Chapelizod Partnership CLG. BCP is looking for a branding company to support with a full rebranding of the organization inclusive of a name change and visual identity overhaul. BCP invites a tenders for the project to be submitted by 4th August 2023.

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1.0 Brief Overview and Context:

BCP are looking to engage a branding agency to guide the process of rebranding in a manner sensitive to the work being done. A recent expansion has meant that the BCP name is no longer inclusive to the all of the communities that we serve.

Our motivations for the change in name and visual identity are:

- To strengthen BCP's presence enabling our 2023-2028 strategic objectives
- To respond to the potential name confusion due to expansion of our service delivery beyond our original location
- To improve the consistency of BCP branding across the board

Phase 1 of the project centres around the name of the organization. As we have expanded the location of our service delivery, we feel the Ballyfermot Chapelizod Partnership is not inclusive of our clients in Dublin 1 and 8. BCP has conducted a number of workshops with the wider community, staff body, board of directors, communications working group and management team. While this has delivered great feedback in terms of naming, the BCP are seeking the input of a professional branding agency to audit our current brand assets and make suggestions on a new name and tagline.

Phase 2 of the project revolves around the visual identity of the BCP. Currently, the BCP operates a brand style guide that includes logo, primary and secondary colours and typography. These need to be refreshed. The logo will need to align to a new name and the colour schemes will need to be fresh, easily viewed and useable in print and digitally. The typography is also required to be easily used and viewed by all staff/clients. The outcomes of this phase will be a new logo and brand style guide.

Phase 3 of the project will require the successful agency to deliver marketing samples and templates to set the BCP up for the future of its visual identity.

The BCP is also considering a redevelopment of our current website to run concurrently with the rebranding of the organization. BCP expects the samples and brand guidelines to help steer this process. We would like brand agencies who also provide website development services to submit a bid for the rebrand and, separately, to submit a bid for a rebrand plus the website redevelopment.

Further details of necessary information are below. If any agency needs more information, please get in contact with Dave O'Connell (doconnell@bcpartnership.ie).

Thank you for your interest,

Ballyfermot Chapelizod Partnership.

2.0 BCP Overview

The BC Partnership was set up in 1996 as a response to long term unemployment and poverty. T

he BCP became implementers of the Social Inclusion and Community Activation Programme (SICAP) which aims to reduce poverty and to promote social inclusion. BCP also runs a host of other programmes dedicated to supporting family matters, employment guidance and support, healthy communities, community development and more.

2.1 Vision

We envision a future for our communities where poverty is significantly reduced and where people who experience marginalisation and disadvantage are fully supported to realise and fulfil their potential in a way that values inclusion, diversity and equality for all.

2.2 Mission

We offer services, support and advocacy working with adults, children and communities. Using an integrated and collaborative approach, we work to improve economic, social and environmental outcomes and life opportunities.

2.3 Values

Community development

Community development is supporting communities of either place or interest to identify and take collective action on issues which are important to them. Equality, social justice, human rights, inclusion and sustainable development lie at its heart.

with communities, our practice reflects the community development principles of self-determination, empowerment, collective action and learning together with communities.

Integrated and person-centred development

Our services and support are holistic, wrap-around and coordinated. We continually adapt them to pivot around the person. In BCP every door is the right door for anyone to walk through to get the help they need.

Equity

Everyone has an equal right to support and life opportunities to reach their full potential. To access equal opportunities, some may need extra support due to their circumstances and where they are starting from. Our work with people and communities is about both advocating for equality and supporting equity.

We honour diversity, respect, inclusivity and fairness and challenge discrimination where we see it.

Empowerment

We are empowered when we feel valued, supported and have a sense of control and ownership to make our own decisions. We see learning as core to empowerment. When working with people and communities, we focus on what matters to them.

We ensure that our team and communities have the information, skills, and tools they need to feel empowered.

Inclusion and participation

Inclusion values diversity and we believe that everyone has something unique to offer. We strive in our work to create spaces and places where people and communities feel accepted and included for who they are.

We are committed to creating opportunities where people and communities can meaningfully engage with us to build their future.

Accountability

Accountability is taking ownership of both failure and success. Organisationally, we are all accountable to each other, our stakeholders and the communities we serve.

We make open and transparent decisions to be accountable in our programme development, funding and financial governance aligning with the Charities Governance Code.

We all share responsibility and take stewardship of our work to achieve shared outcomes and collective success.

2.3 Strategic Goals and Objectives

Goal 1: Supporting Communities

We will strengthen the communities we work with by:

1. Ensuring that our community development work is supported by effective engagement with the communities we serve.
2. Enhancing our community development approach to build local capacity, stakeholder connections and levels of collaboration to benefit local areas.
3. Building preventative and early intervention approaches to improve holistic support to children, young people, and families.
4. Collaborating with others to enhance the inclusion, participation, and integration of new, marginalised and minority communities in local areas.
5. Supporting community-led climate action and awareness-raising working with others towards a just transition and net zero approaches.

Goal 2: Supporting Individuals

We will empower people we work with to fulfil their potential by:

1. Promoting and creating opportunities for more people to connect with their communities and access help which will support their personal development.
2. Providing programmes and access to support to improve people's health and well-being and address health inequalities.
3. Offering and developing programmes of training and tailored personal support to progress and advance people into the workplace, employment, and self-employment.
4. Increasing awareness of access to and participation in lifelong learning opportunities.
5. Collaborating with others to support individuals to positively progress and achieve qualifications in education and training.
6. Providing opportunities for and with parents, children, young people, and families to reach their social, educational, emotional and health potential through early intervention and prevention programmes.

Goal 3: Supporting sustainability and impact

We will work to progress sustainability and impact reporting by:

1. Working to secure the funds and resources needed to deliver on our strategic objectives.

2. Leveraging resources and facilitating opportunities for stakeholder collaboration in area-based planning to progress shared outcomes on identified issues of poverty and disadvantage.
3. Working across sectors to develop quality employment opportunities, social enterprise, and local circular economies to achieve positive economic outcomes.
4. Demonstrating social value by capturing the wider impacts of our work which are important to our clients, communities, and stakeholders beyond market-led ideas of money and value.

Goal 4: Supporting how we work

We will strengthen how we work by:

1. Enhancing our integrated model of services and support, policy-to-practice and evidence-based approaches to benefit our clients, communities and organisational development.
2. Committing to a holistic 'bigger picture' approach where our work with individuals always explores opportunities to connect with and support their personal and family networks.
3. Refreshing our communications and marketing to improve how we outreach, engage, and share stories of impact to raise the profile of what we do in local communities.
4. Building a positive workplace culture aligning with our values so teams feel valued, engaged, and supported.
5. Further developing our infrastructure, internal systems, policies, and procedures to efficiently support the integrated work of our team and Board in compliance with governance and regulatory standards.
6. Advocating with others to strengthen support for local development companies to effectively deliver for people and communities.

2.4 BCP Teams

BCP is a multidisciplinary organization serving all age groups in the community with a variety of different needs.

Health and Inclusion Team

- Social Prescribing
- Community health programming - Healthy Eating, Stop Smoking Programmes, Personal Development & Mental Health Supports
- Business & Social Enterprise Development
- Employability & Reintegration supports

Family Matters

- Speech and Language Therapy
- Education supports
- Parenting programmes
- Home visitation for the elderly
- Suicide prevention programmes

Tús Team

- Supporting those distant from the labour market back into supportive workplaces
- Pairing candidates with local employers

Local Area Employment Services

- Employment supports for the communities of Dublin 1, 8 and 10 inclusive of guidance counselling, CV and interview preparation, personal action planning

- Ability Programme – Supporting people with mild to moderate disabilities to enter into employment

Community Development

- Link working with local community groups and organisations to improve overall collaboration and effectiveness
- Cherry Orchard Community Garden is a social enterprise incubated under the BCP and managed by the community development team
- Community engagement and Cherry Orchard Project officer

Finance Team

2.5 Locations of Services

- Dublin 1, 6, 8, 10, 12 and 20
- Location may be an influence on the brand. However, there is a possibility the BCP will extend services into other locations in the future.

2.6 Current brand assets we can provide

- Current brand guide, social channels and website
- Current name suggestions
- Access to team representatives, communications working group, management, board of directors

2.7 Challenges we currently experience:

- Ballyfermot Chapelizod Partnership as a name is causing confusion. It worries potential clients from other areas that they need to travel to Dublin 10 for employment services.
- Maintaining visible loyalty to the people of Ballyfermot and not worrying them that the Partnership is leaving.
- Multiple different names historically have added to confusion when correspondence is posted.
- Delivering multiple different services to different areas
- The number of colours in current logo makes it difficult to place it on to different coloured backgrounds.
- Different teams creating marketing materials in silos has resulted in total inconsistency in branded marketing materials. We need consistency moving forward.
- Accessibility - Consideration should be given to education, disability and literacy levels of clients – NALA guidelines.
- Concerns around removing Partnership from the title as this is a recognized word in almost all 49 Local Development Companies in Ireland. Potential funder, collaborators, stakeholders and client impact to be considered.

3.0 Project Scope

The chosen brand agency will be responsible for the redevelopment of the BCP's visual identity and style to advance our services in the communities that we support. We need cohesion in our identity across all services.

3.1 Project deliverables

Phase 1:

- Delivery of project brief
- Review of current context and stakeholder feedback sessions. Brainstorming with management etc. not required.
- Audit of current brand elements.
- Development of customer persona possible.
- Naming: Suggestion of 5 names that are also available in Irish (Governance requirement).
 - o .ie domain names and email addresses should also be available.
 - o It is preferred that 'Dublin' is not included in the naming as there are a significant amount of 'Dublin' partnerships in the area. Similarly, acronyms and numbers in the name can be excluded unless there is a very strong name idea.
 - o Any name change and subsequent launch strategies should serve all stakeholders and avoid creating the perception in Ballyfermot, Cherry Orchard and Chapelizod that BCP is leaving the area.

Phase 2:

- New logo
 - o 3 suggestions required
 - o Decision will be made on one. 6 revisions to be included in fee.
 - o Files should be delivered in all formats — high resolution, print, digital vectors etc.
 - o Logo files should be usable on large signage and small business card prints with no resolution challenges.
- Fonts – Fonts must be widely available and not abstract or pay-per-use. Font should be easily usable by staff and contractors for print and digital advertising
- Colour palettes – Branding agency should choose a complement of primary and secondary colours where **pantone and hex codes are widely available** for use in print and digital advertising.
 - o Colour schemes may reflect current branding if that is the best option
 - o Colour schemes should align to NALA guidelines for accessibility
 - o Colour schemes should be easily used by staff without colour clashes.
 - o If teams are to be denoted with different colour schemes, it should be clear how each team should be represented in team and company marketing materials.
- Brand style guidelines inclusive of colour schemes, fonts etc easily useable by staff
- Guidance as to how each team integrates branding.
- Guidance on how to connect with audience that have struggles with literacy and numeracy.

Phase 3:

- Samples and templates of marketing materials that can be readily used by staff– Business cards, website header, letterheads, company front signage, pullup banners, flyers etc
- Proposed rebranding launch campaign strategy (execution not included in scope)
- Creative brand ideas for ads, marketing collateral, and signage.
- Hashtags and keywords for consideration in marketing materials.
- Brand change should feed into a website redevelopment which may come later this year

3.2 Timeline and milestones – August to January

Phase 1 – Mid August – End of September

Phase 1 of the project requires the review and audit of stakeholder feedback and current brand assets. Once the review is complete, the branding agency will be responsible for the delivery of 5 different potential business names and taglines. The current tagline may be kept. Once the names are suggested, the management team will take recommendations to the Board of Management for final approval.

Phase 2 – October to November

Phase 2 will be a collaborative process between the successful agency and the Communications Working Group to develop an effective logo and the brand style guide. Once agreement has been reached between both parties, the logo files and materials will go to the Board of Directors for final approval. After final approval is achieved, the agency will send all materials related to phase 2.

Phase 3 – Mid-December 2023

Final delivery of all logo files, brand guide, campaign ideas, and launch strategy.

Phase 4 – End of January

Phase 4 will be the responsibility of the BCP to develop signage and other marketing materials and launch the new brand.

4.0 Website Development

BCP are considering a website redevelopment to work in tandem with the rebrand. Tenderers who also provide website redevelopment services, please provide one quote for the rebranding and a separate quote for the rebrand plus the website.

Regarding the BCP website, we consider the majority of the content as usable for a website redevelopment. IE. Photos, text-based content etc. Staff will also be able to optimize for SEO overtime. However, there is a significant need for a redesign and modernization of the whole site to bring it into line with the quality of the work being delivered and the need for greater accessibility for our audience.

We expect the successful agency to:

- Take a creative approach that challenges assumptions and streamlines the journey from curiosity to accessing services
- Delivery a clear and consistent website that is on brand using excellent design standards
- Improve user experience through ease of navigation, accessibility options, attractive design and load speed that takes into account literacy challenges experienced by many BCP clients.
- Integration of relevant applications for social media, video, newsletter sign-ups, SEO and analytics of the website
- Integration of calendar and forms for events, membership etc.
- Must integrate with Salesforce
- Must be reflective of new branding guidelines
- Be built using a Wordpress website builder
- Be usable to staff who are familiar to WordPress back end but not coding
- Include SSL certificate, domain, and hosting for 1 year. BCP may wish to purchase domain longer term – To be discussed.
- Include guaranteed customer support for first year of activity
- Comply with all EU data protection and GDPR regulations

Proposals Should Include:

- Technical proposal based on the above
- Project implementation plan in light of the rebranding project
- Security features of the website including SSL certificates and any other measures required
- Service methodology – how will progress be tracked and reported to BCP
- Team Charter – Outlining of who will be the project point person, relevant qualifications, experience and details
- 3 examples of recent relevant work which best represents the work of the assigned team member(s)
- Total costs as a fixed price fee inclusive of rebrand project and website redevelopment.
- Samples of add-on features such as hosting, customer support, maintenance etc with costings per item attached

We would look to model our new website off similar non-profit organisations who have developed impressive websites:

- <https://open-up.ie/>
- <https://inishowen.ie/>
- <https://innercityenterprise.com/>

- <https://www.ballyhouradevelopment.com/>

5.0 Requirements from bidding agency

- 1 Proposal
- 2 Public liability, tax reference and clearance certificate and bankers' reference
- 3 Previous samples
- 4 Your Process
- 5 Declaration of intention to subcontract works – Any bid that intends to subcontract works should list the companies it would be engaging
- 6 Team Charter – Outlining of who will be the project point person, relevant qualifications, experience and details
- 7 Breakdown of expected costs – should be inclusive of all reasonably expected costs as a fixed price fee.
- 8 Expected timelines – Please indicate whether you will be able to meet the timelines above.
- 9 Three references – Please include at least one NGO experience if possible.
- 10 6 revisions per phase 1, 2 and 3
- 11 BCP reserves the right to select a partner agency for the completion of the rebranding work only or the rebrand and the website redevelopment. Selection for rebrand does not guarantee that website development is included in the scope of works.

6.0 Evaluation Process

Tender proposals will be scored against the following criteria:

- Insurances Pass / Fail
- Financial Capacity Pass / Fail
- Tax Compliancy Pass / Fail
- Understanding of the Scope (20%)
- Proven capability and experience in rebranding project management and relevant field work (35%)
- Methodology (15%)
- Cost (30%)