

INVITATION TO TENDER

BRAND DEVELOPMENT FOR LIMERICK FOOD PARTNERSHIP

PAUL Partnership Limerick is an organisation made up of communities, state agencies, social partners, voluntary groups and elected representatives. We work with communities that have benefited least from economic and social development. Our mission is to work in partnership for social and economic inclusion and improved quality of life in Limerick City.

We do this by:

1. Working directly with individuals to support them to access employment, enterprise, education and training programmes
2. Supporting local community-based organisations to develop and deliver social inclusion services and supports at a local level
3. Building the capacity of individuals and communities to have a say in the policies and decisions that affect the quality of life in their own communities
4. Working in collaboration with partner agencies to develop and deliver strategic social inclusion initiatives.

Limerick Food Partnership (LFP) is a strategic collaboration between voluntary organisations, community organisations and statutory agencies. The overall aim of the LFP is to work on **awareness raising, improving access and increasing the supply of healthy food options** to its target communities in Limerick City and County. This will be achieved through a range of interventions.

Membership of LFP is drawn from a cross section of agencies and organisations including:

- Ballyhoura Development CLG
- Health & Wellbeing Department, HSE
- Health Promotion and Improvement, HSE
- Limerick and Clare Education and Training Board
- Limerick City and County Council

- Limerick Children and Young People's Services Committee (CYPSC)
- Limerick Enterprise Development Partnership (LEDP)
- Mary Immaculate College
- Mid West SIMON
- PAUL Partnership CLG
- Redemptorists, Limerick
- Society of Vincent de Paul Midwest Region
- West Limerick Resources CLG

Objectives of Limerick Food Partnership:

- To raise awareness in local communities around healthy food and healthy lifestyle;
- To build individual and community capacity to enhance their food related skills (e.g. menu plan, budget preparation and cooking) through evidence based training and education programmes (Cook it and Healthy Food Made Easy);
- Supporting the development of existing and new Community Food initiatives in Limerick City and County;
- To facilitate intercultural integration and diversity through food partnership initiatives;
- To create and sustain a repository of information on available food initiatives and food poverty;
- To explore long-term sustainability of initiatives and opportunities for mainstreaming;
- To influence policy related to food supply and trade;
- To promote the availability and sustainability of healthy food options at reasonable prices and reducing food waste, without exploiting people or the environment, locally or worldwide.

PROJECT BRIEF

PAUL Partnership is now seeking tenders from suitably qualified marketing, branding and design agencies to work with us, and members of the interagency steering group overseeing this initiative to prepare a recognisable and positive brand for LFP. This brand will support current and future work and reflect the strategic priorities of LFP. It is important to note that co-branding with Healthy Ireland and other stakeholders will apply across all mediums. (Please see Brand Guidelines for Healthy Ireland attached in Appendix 1).

PAUL Partnership will hold the contract with the successful tenderer.

Key Tasks

1. To work with members of the interagency group to develop a recognisable and positive brand for LFP; to include:
 - a. LFP Logo design and tagline
 - b. Signage, pop-up stand and editorial design using the agreed logo(s).

TERMS OF THE CONTRACT

Expertise

Proposals are invited from interested and experienced marketing, branding and design agencies with:

- Expertise in the area of marketing, branding and graphic design.
- Experience of working with organisations in the local and community development sector.

Schedule

It is anticipated that the project will:

- Be delivered within a six week period, commencing, once a tender had been awarded
- Include meetings between PAUL Partnership and the appointed marketing, branding and design agencies in order to finalise the brief, and to monitor progress.
- Include one meeting of the interagency steering group and the appointed branding, marketing and design agency, to present designs.

TENDER SUBMISSION

Tenders should include:

- Details of the approach to the work
- Methodology and timescale
- Name of applicant(s) and/or organisation with which the current contract will be placed
- Number, details of roles and input, and expertise of all staff to be involved in the project
- Evidence of previous relevant experience and links to sample logo design and branding development completed for clients
- Tenders should clearly and individually cost each element of the work outlined in the proposal.
- Tenders should clearly and individually identify the hourly commitment to the project including travel, direct contact, planning etc.
- Details on Tax Clearance

BUDGET

The budget for this work will be in the region of €2,500.

An assessment panel will examine all proposals received. Tenders will be assessed on:

1. Clear demonstration and understanding of the brief
2. Level, depth, nature of experience in the area (quality and relevance of previous work)
3. Evidence that they possess the relevant skills
4. Ability to effectively manage and complete the contract within given timeframe
5. Overall assessment and quality of proposal
6. Cost effectiveness.

PAUL Partnership reserves the right to invite potential marketing, branding and design agencies to interview following short-listing in the event of several proposals being of comparable merit. This will be arranged according to mutual convenience.

Proposals should be emailed to Elaine MacGrath, Co-ordinator Enterprise Programmes, emacgrath@paulpartnership.ie. Closing date for receipt of proposals is 4pm, Wednesday 18th March 2020.

Enquiries should be directed to Olivia O'Brien, Limerick Food Partnership Co-ordinator oobrien@paulpartnership.ie or by telephone: 061 419388.



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