

BRITISH ASSOCIATION FOR PARENTERAL AND ENTERAL NUTRITION (BAPEN)

Tender Specification for the Provision of

‘Public Relations, Marketing and Communications’ Services

For the period January 1st 2025 – December 31st 2027

BAPEN brings together the strengths of its Core Groups to optimise nutritional care.





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1.1 THE INVITATION TO TENDER

The Contracting Authority for the purpose of this Invitation to Tender is the British Association for Parenteral and Enteral Nutrition (BAPEN).

You are invited by the British Association Parenteral and Enteral Nutrition (from now on referred to as BAPEN) to submit a tender to provide:

(a) Communication and Marketing services as described in the SPECIFICATION OF REQUIREMENTS.

Independent consultants as well as organisations can respond to this TENDER.

You are requested to confirm your interest in tendering for this piece of work on receipt of the Tender Documents. This can be done by e-mail or in writing and should be directed to the BAPEN office at bapen@bapen.org.uk

Please read all the documents listed in the FORM OF TENDER and seek guidance as appropriate if you have any queries (see Section 2.11 Enquiries). Should you be successful, these documents and any subsequent correspondence between you and BAPEN will form a binding contract between you and BAPEN.

The FORM OF TENDER, CERTIFICATE AGAINST CANVASSING and the CERTIFICATE OF NON-COLLUSIVE TENDERING must be completed and returned with your submission. BAPEN Office: Spirella Building, Bridge Road, Letchworth Garden City SG6 4ET

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1.2 BAPEN – an overview

The British Association for Parenteral and Enteral Nutrition (BAPEN) is a multidisciplinary charity with a membership of doctors, nurses, dietitians, pharmacists, patients and all interested in nutritional care. BAPEN is the leading charity campaigning against UK malnutrition with the vision that all individuals at risk will be identified and appropriately treated. One of BAPEN's key roles is to communicate:

- the nature and scale of the problem of undernutrition in the UK along with potential safe and effective solutions, including artificial nutritional support;
- promote the scientific and clinical expertise of BAPEN itself; and
- maximise income to BAPEN from all sources including membership fees, sales of BAPEN products, our charitable status, financial support from grant-funding bodies and industry.

The charity has produced a number of reports on the causes and consequences of malnutrition as well as national surveys on the prevalence of malnutrition and current use of nutritional screening in hospitals, mental health units, care homes and sheltered housing, and health economic analyses. Membership is open to all with full details at www.bapen.org.uk.

In order to advance clinical nutrition and promote nutritional screening and effective nutritional care planning, BAPEN is focusing on calling for political action to improve nutrition, advising the Department of Health and Social Care and other key bodies on nutritional matters, improving education and training and competencies of frontline staff, producing key reports on the prevalence of malnutrition and parenteral and enteral feeding, research & development and promotion of BAPEN as a leading charity in the campaign against malnutrition. The Charity has a number of founder groups and multi-disciplinary membership of doctors, nurses, dietitians, pharmacists and patients.

BAPEN's vision is that *"Every individual receives safe, timely & appropriate nutritional care in every care setting, every day"*. BAPEN promotes good nutritional care so that all frontline staff, in all care settings and the community, recognise and treat malnutrition and risk of malnutrition. Our ambition is threefold:

To promote BAPEN as a charity by, ensuring that BAPEN's functions are synonymous with its charitable status. Building on BAPEN's outward facing identity, through having a recognised and credible presence in the media through social media, commentary on relevant topics in a timely fashion which also helps raise BAPEN's core campaign message to enable ongoing and future success. This work will support the attraction of new investment and talent for the charity, as well as drive a positive sustainable change in nutritional care in the UK.

To create leading edge clinical guidance documents for our members and the public. To achieve this we will develop key guidance documents based on sound evidence and leading research which is essential to the promotion of membership. The role of the successful marketing and communications services will promote any new BAPEN documents through various marketing channels and provide ongoing support to maximise its' reach and action.

To increase our membership, including increasing current membership from existing groups and the recruitment of new professions (e.g. Speech and Language Therapists, District Nurses, GPs), and especially focusing on the recruitment of students and recent graduates.

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BAPEN has three strategic priorities which are laid out in detail in BAPEN's 2022-2027 strategy:
<https://www.bapen.org.uk/pdfs/bapen-strategy-2022-2027.pdf>

These priorities are reach, knowledge, sustainability which help to guide the work that BAPEN undertakes.

In 2022 BAPEN launched its' new set of values "listen, lead, share, support" which are integral to delivering both BAPEN's vision and strategic aims, underpinning everything BAPEN does.

More information available on our website: www.bapen.org.uk

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2 INSTRUCTIONS TO TENDERERS

2.1 Confidentiality of Tenders

All tender documents are PRIVATE AND CONFIDENTIAL. All information concerning the tendering or performance of this contract is to be treated as highly confidential, and for the avoidance of doubt, all ownership and intellectual property rights concerning all aspects of this tender remain fully with BAPEN.

Please note the following requirements, any breach of which will invalidate your Tender:

- You must not tell anyone else, even approximately, what your tender price is or will be, before the date of contract award.
- You must not try to obtain any information about anyone else's tender or proposed tender before the date of contract award.
- You must not make any arrangements with another party about whether or not they should tender or discuss details of Tender prices except where Tenderers are considering joint or team bids, which will be accepted providing all participants to the discussions surrounding the bid are clearly stated in the tender response.
- Tender documents may not be transferred to anyone other than the firm named in the invitation to tender without the prior specific approval of BAPEN.

2.2 Information to be Included in the Response to Tender

Step One: You are invited to submit an expression of interest in the form of one side of A4 containing a short overview of your relevant experience, a short description of an outstanding relevant piece of work that you have undertaken in the last year and your top three ideas for working with BAPEN, together with your name, address and contact details (can be supplied on a separate sheet of A4).

This must be sent electronically to the BAPEN office at bapen@bapen.org.uk by 5pm 17th May 2024.

Step Two: Following review of the expressions of interest, Companies/Individuals will be invited to tender.

Companies/Individuals who receive an Invitation to Tender:

The FORM OF TENDER, CERTIFICATE AGAINST CANVASSING and the CERTIFICATE OF NON-COLLUSIVE TENDERING must be completed, signed and submitted in accordance with these Instructions together with your detailed Response to Tender.

These documents can be obtained from the BAPEN Office bapen@bapen.org.uk

Your Response to Tender should explain in detail how you would propose to provide the services as outlined in the Specification in no more than 5 sides of A4 (excluding appendices, contents and cover page).

All documents connected with the tender must be completed in English, fully priced in Pounds Sterling and totalled, and prioritised.

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2.2.1 Additional Information to be Included in Response to Tender

Tenderers are requested to focus on presenting in their proposals their organisation's capabilities and experience relevant to this Tender. Evaluation will be based on the demonstrated ability and performance of Tenderers to effectively deliver the services as required.

The Response to Tender must include:

- a) Relevant description of your organisation
- b) Approach and methodology to address the Tender Specifications
- c) Examples of similar work undertaken or credentials to carry out the work
- d) Profiles of the staff who will be directly delivering this service
- e) Financial Information and price, and include prioritisation of proposed activities
- f) The document can include relevant Appendices which should include details of insurance held

2.3 Prices

Bidders should indicate prices for their services (as outlined in Section 3).

Bidders should prioritise their proposed activities.

All unit rates and prices must be quoted in Pounds Sterling and decimal fractions of a pound. There is no restriction on the number of decimal places, but the product of multiplying the rate by the quantity must be expressed in Pounds Sterling and whole Pence.

Your Tender Price or Rates must be fixed for the period of the contract.

2.4 Value Added Tax (VAT)

Tendered prices must exclude VAT. Where indicated VAT should be shown separately. Invoices must show VAT separately.

2.5 Performance

It should be clearly stated that performance and delivery of the goods offered in your Response to tender will be in full compliance in terms of quality, time and completeness as specified in these documents.

2.6 Qualifications

Tenders must be submitted in accordance with the tender documents. BAPEN may not consider any tender which is disqualified by any terms or conditions of contract or general reservations however expressed.

2.7 Incomplete Tenders

BAPEN may not consider tenders that do not contain all information and particulars requested.

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2.8 Review of Tenders

All tenders submitted will go through a selection process.
The award criteria used in the selection process will be as follows:

Criteria	Weighting %
Evidence of added-value delivery and innovative approaches to communications and marketing to support BAPEN meet its key aims; suitability of proposal	20%
Proven experience of providing relevant services particularly, but not limited to contracts of a like size and nature	20%
Quality and experience/expertise of the individual /team delivering the contract; including evidence of a proven track-record delivering services of a similar nature	30%
Quality of Tenders including the way in which they address and indicate the way in which they will meet the specification requirements	10%
Value for Money	20%

Shortlisted firms and individuals will be invited to give a short presentation of their proposed services to BAPEN on **19th August 2024**. This presentation must be delivered by the proposed staff who will be directly engaged to deliver the services of the contract.

BAPEN reserves the right not to consider the presentation of proposals that are not given in person by the staff that the Tenderers are proposing to engage.

2.10 Changes in the proposed staff

Any differences between the staff that are proposed and the staff your organisation actually assigns delivery may void your proposal and subsequent contracts.

Successful Tenderers will be required to ensure they obtain written approval from BAPEN for any subsequent staff changes assigned to this contract.

2.11 Enquiries

All enquiries in connection with this tender should be made through bapen@bapen.org.uk

BAPEN will endeavour to respond to all enquiries received before the tender submission date. Confirming your interest to tender (see 2.13) will ensure you are informed of any clarification, additional information or amendments to the original specification.

To ensure a fair and transparent tender process no specific approaches of any kind in connection with this tender should be made to any other person within, or associated with, BAPEN. Failure to comply may result in disqualification from the process.

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2.12 Timescales

Activity	Timelines
Tender Posted Online	w/c 29 th April 2024
Any interested parties/opportunities to ask questions	Between 29 th April and 13 th May 2024
Deadline for submission of expression of interest	5pm 17 th May 2024
Invitations to tender issued	w/c 20 th May 2024
Deadline for tender submission	5pm 11 th July 2024
Invitations to attend presentations and interviews issued	w/c 29 th July 2024
Presentations and Interviews	w/c 19 th August 2024
Contract awarded	w/c 2 nd September 2024
New contract start date	Jan 1 st 2025

2.13 Submission of Tenders

Confirming your interest in tendering for this piece of work can be done by e-mail or in writing to the contacts given below. Confirming your interest to tender will ensure that you are informed of any clarification, additional information or amendments to the original specification (see 2.11). If you wish to learn more about the organisation and have an opportunity to ask questions, please notify the BAPEN office via email no later than May 7th 5pm.

An electronic copy of your tender and proposal documents must be sent in word or pdf format to bapen@bapen.org.uk by 5pm on the FINAL TENDER SUBMISSION DATE of 5pm 11th July 2024.

The email and all contained documents and attachments should contain the reference Public Relations, Marketing and Communications tender submission: 'BAPEN-CM2024'.

BAPEN reserves the right to reject any tender received after the Tender Deadline for whatever reason.

2.14 Tender Validity

Tender(s) should remain open for acceptance for a minimum of 14 days from the Tender Deadline or for such other period as may be specified by BAPEN.

The contract is to be for a period as required for delivery of services plus meeting obligations for guarantee of performance as detailed in the TENDER SPECIFICATION, unless terminated or extended by BAPEN (see Contract for further details).

2.15 Right to Accept Portion of Tender: Lowest or Any Tender

Unless stipulated by the Tenderer BAPEN reserves the right to accept any part of the tender. BAPEN is not bound to accept the lowest or any tender or part thereof.

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2.16 Terms of Payment

All payments will be made by BAPEN.

BAPEN normally makes payment within 30 days of receipt and agreement of invoice unless otherwise stated in the documents.

2.1.6 Transfer of Undertakings (Protection of Employment) Regulations (TUPE)

Tenders will need to take account of any costs that may arise from the right to transfer of any employee of the incumbent provider to a new provider. The status of employees, as far as is known, currently providing the service, may be made available on request.

2.18 Alternative Tender(s)

Alternative tender(s) may be offered involving modifications to the specified requirements. However, alternative tenders must clearly state what these modifications are and what their significance is compared with what is requested. Alternatives will only be considered if accompanied by a tender based strictly on the tender documents and BAPEN reserves the right not to accept the alternative tender.

Alternative tenders must be free of qualifications as stated above and be fully priced to show clearly how and where costs differ from the primary tender. Technical queries should be referred to the contact nominated in the TENDER SPECIFICATION in order to ascertain what special criteria and requirements may apply in respect of the alternatives or modifications being contemplated. Any such approach will be treated in confidence.

Any alternative tender involving modifications to the specified requirements will be assessed on its merits and, if considered valid, may be accepted without recourse to re-tendering.

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3 SPECIFICATIONS OF REQUIREMENTS

3.1 Overview

As the leading charity campaigning against UK malnutrition with the vision that all individuals at risk will be identified and appropriately treated, one of BAPEN's key roles is communication and marketing in order to:

- a. Promote the nature and scale of the problem of undernutrition in the UK along with potential safe and effective solutions.
- b. Promote the scientific and clinical expertise of BAPEN itself.
- c. maximise income to BAPEN from all sources including membership fees, sales of BAPEN products, our charitable status, grant funding bodies and industry; and
- d. Increase the reach, engagement and relevance of communications to the audiences that are important to BAPEN achieving its purpose (both old and new).

Marketing is an important element of this role and it is important that the BAPEN brand (awareness and understanding of) and the work of BAPEN continue to achieve significant profile at regional, national, European and wider international levels.

Below are some of the activities expected to be included as part of the day-to-day activities:

- Media monitoring (all media including social and UK wide – Northern Ireland, Wales, Scotland, England) and political monitoring – to help identify any themes and potential opportunities for BAPEN.
- Working with the BAPEN conference organiser and BAPEN Annual Conference programmes committee to support timely promotion of and tailored communications to help maximise attendance and participation at conference; in addition, be responsible for the BAPEN exhibition stand at conference so that this reflects BAPEN appropriately and helps promote the BAPEN brand and values.
- Working closely with the BAPEN communications officer prepare timely reports for BAPEN Executive and BAPEN Council, including annual report contribution for communications and support for the BAPEN President's Annual Report.
- Create and advise on BAPEN contributions to Complete Nutrition, as a way to help promote BAPEN Articles CN and for the BAPEN member's newsletter In Touch (this is produced by a third party for BAPEN so the PR, Communications and Marketing will liaise closely with this third party).
- Working closely with the BAPEN website webmaster to ensure coordinated updates which are all in line with the agreement, and protection of the BAPEN brand. Creation of appropriate news items for BAPEN to help maximise promotion of. Bi-annual deep-dive reviews of the BAPEN website to be carried out to identify any pages to archive, replace, or synthesise.
- Over the past few years, BAPEN has developed a successful brand. To develop and promote this further, BAPEN is seeking to further improve and build on member engagement, and other relevant external stakeholders. Marketing activity needs to include: a UK wide advertising campaign and be relevant to each nation and region of the UK; key stakeholder updates and delivery of a communications programme aimed at embedding the brand across the UK health and social care system (putting the 'B' in British and artificial nutrition support – PN, EN, oral).

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- Working with external stakeholders to help raise awareness of malnutrition, importance to screen for malnutrition risk, raise awareness of the importance of the IF register (and why to contribute to) and encourage action during awareness weeks such as Nutrition and Hydration Awareness Week, HAN Week, UKMAW and others that are identified as being appropriate to support.
- Working with the Malnutrition Taskforce for the annual UK Malnutrition Awareness Week which was founded by the Malnutrition Task Force and BAPEN in 2018 to raise awareness of undernutrition and dehydration in the UK.

Now that BAPEN is recognised as the leading organisation in the field, BAPEN must continue to build upon the momentum achieved and develop a focus on fund raising from charitable donations, as a stream of work in addition to its established activities. Ongoing marketing activity must help to continue the following:

- Position BAPEN as a charity of clinical and scientific expertise with outstanding leadership and innovation excellence.
- Position BAPEN as a place where frontline clinical and social care staff are offered practical support and guidance within a supportive and collaborative organisation.
- Raise the profile of BAPEN at a national and international level as clinical leaders in the field.

In addition, marketing activities will also help BAPEN to:

- Raise the profile and awareness of the charity's unique multi-disciplinary expertise.
- Communicate the important role the charity plays in influencing national health care policy and commissioning of nutritional care.
- Be seen as a sustainable charity organisation.
- Be recognised as living by its' values.

3.2 Description for

BAPEN 'Public Relations (PR), Marketing and Communications' Services

BAPEN wishes to contract an organisation that can support the communications and marketing functions of the organisation, along with its committees and founder (CORE) groups. The organisation will work closely with the BAPEN Communications lead on the BAPEN Executive committee and be required to deliver a series of communications and marketing activities namely managing the press office, social media activity and marketing for BAPEN. The service provision must be aligned to BAPEN's strategic goals.

It is expected that the following will be required during the delivery of the contract (*also see section 3.1 in addition to the below*):

- The BAPEN detail in the electronic 'About BAPEN' document (electronic marketing membership brochure) to be reviewed on an annual basis to ensure it is up to date and linked back to the relevant sections on the BAPEN website. This simple marketing brochure profiles the clinical excellence of BAPEN and can be used to support the attraction of key target audiences including, but not limited to, potential investors and sponsors, academics, potential members, and patients/the public.
- Ongoing input to the BAPEN e-newsletter In Touch for the Presidents' welcome (NB production of this e-newsletter is outside of this contract)
- Branding support/external awareness of BAPEN which enables the relevance of BAPEN to be embedded across the UK health and social care system and to potential new stakeholders.

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- Provide media monitoring (all media including social and UK wide – Northern Ireland, Wales, Scotland, England) and political monitoring – to help identify any themes and potential opportunities for BAPEN.
- Ensure BAPEN has timely positions on topical nutritional media stories as appropriate and has a voice on such relevant topics.
- Build on and drive the BAPEN digital media strategy so that BAPEN continues to be seen as the expert, and go-to place, for nutritional care (currently BAPEN social media activity includes Instagram, 'X', LinkedIn, Facebook).
- Provide advice to BAPEN Executive and Council around marketing strategy and planning.
- Ensure information is up to date and available on the BAPEN website i.e. specifically the news and media sections being kept up to date; suggest items and ideas to the Executive Officer (Communications Officer) on appropriate articles which could be placed on the website to maximise BAPEN's touch points via this digital platform.
- Work with the Honorary BAPEN Treasurer and support them on fundraising/income generation through for example educational grant opportunities for BAPEN led projects and sponsorship opportunities from potential partners.
- Work with the standing committees, core groups, specialist interest groups of BAPEN to help promote and share activities.
- BAPEN is an active member of the UK Health Alliance on Climate Change, and BAPEN's PR, marketing and communications' services will represent BAPEN through attending the UK Health Alliance on Climate Change (UKHACC) communications/PR meetings which are held once a month, and lead on any appropriate actions following on from this meeting in liaison with the BAPEN communications officer.
- Actively support and provide guidance on how to maximise the BAPEN screening surveys and UK Malnutrition Awareness Week (MAW) and other awareness weeks relevant to BAPEN. Working with external stakeholders to help raise awareness of malnutrition, importance to screen for malnutrition risk, raise awareness of the importance of the IF register (and why to contribute to) and encourage action during awareness weeks such as Nutrition and Hydration Awareness Week, HAN Week, UKMAW and others that are identified as being appropriate to support.
- Support the BAPEN conference programmes committee and BAPEN annual conference organisers in the promotion of the conference in advance of the conference and at conference, provide guidance and direction and creation of materials for BAPEN stand at BAPEN's annual conference.
- Support BAPEN's open section of BAPEN Council meetings through writing summaries for BAPEN members which can be shared via In Touch and via email to BAPEN members after each such meetings.
- Provide guidance to both BAPEN Executive and BAPEN Council on best practice and using social media.
- Provide support for the BAPEN student programme as needed, because part of this includes the pre-reg BAPEN Instagram account – to ensure BAPEN branding is 'protected'.

The successful contracted organisation will also be required to manage reactive and proactive press on an ongoing basis and flexibility will be required to achieve this.

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The following is expected as part of the contract:

- Ensure that a consistent and vibrant mix of PR activities are organised and efficiently implemented.
- Ensure that the PR strategy and plan promotes BAPEN to a wide range of relevant target audiences through a range of local, regional, national and sector-based titles.
- Use a full range of PR tools such as press releases, case studies, feature sell-ins, photo calls, press packs and press trips to create interest.
- Drive the profile of BAPEN through its' social networking websites, placing relevant information on the sites where appropriate and build on BAPEN's presence and its' credibility, thus building on the social media activity – and to integrate this into a cohesive online marketing programme.
- Measure and evaluate the success of PR activity which is trackable and meaningful to measure success*.
- Regular performance reviews during the calendar year in addition to annual review meetings to be held with BAPEN President, Treasurer, Secretary and Communications Officer.

* Included in short monthly reports so that we can monitor activity e.g. PR activity, Instagram statistics; social media activity and website visits; twitter/X followers and profile/hierarchy of; number of tweets and associated activity with tweets; Facebook likes and hierarchy of 'friends/fans'; identification/changes in digital BAPEN visitor journey

Experience required:

Suppliers should be able to demonstrate:

- Excellent track record in the PR/communications and marketing profession.
- Excellent copy writing skills and experience of translating clinical messages into compelling messages /articles.
- Ability to engage and gain buy-in from a diverse range of stakeholders.
- Experience of working in a multi-partner environment, with a particular understanding of the organisations and networks which exist in the region within the areas of science and innovation.
- Experience of arranging media briefings, journalist visits and preparing spokespeople for media interview.
- Evidence of project management from developing creative brief to execution and analysis.
- Evidence of effective measurement and evaluation of marketing campaigns and activities.
- Excellent design and production skills with access to printing capability.
- Digital advertising capabilities.
- Experience of tailoring messages to a variety of different audiences.
- Understanding of how to use social media within PR and marketing campaigns and using social media effectively to raise profile.
- The ability to prioritise work effectively, work within timescales and to deadline and to manage expectations of internal and external customers.
- Great communications skills and a real enthusiasm for the promotion of BAPEN and its work, and that of its' core groups.
- Experience in the healthcare sector desirable.

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Contract term

The communication and marketing contract will commence in January 2025 and will run for three years, with an option to extend for a further 2 years.

BAPEN aims to achieve maximum value for money throughout the contract period and is looking for an organisation which offers the strongest combination of relevant experience and value for money.

In order to protect the charity BAPEN reserves the right to end the contract at any point during the contract term. If this termination of contract is outside of the control of BAPEN and not due to the failure of the successful individual / organisation to deliver the requirements of the contract, then a 4-week notice period will be given.

Intellectual Property Rights

As per the BAPEN Conditions of Contract for services, BAPEN will retain any and all Intellectual Property Rights produced at cost to this contract.

Further essentials

- Social media:
Train key individuals to build connections, contacts and enquiries online.
- Knowledge of NHS electronic environment and data protection including patient and members' confidentiality, awareness and understanding of risks and Malware.

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4 CONTRACT REQUIREMENTS

Public Relations, Marketing and Communications

Individuals / organisations interested in delivering this work should provide the following:

- An outline of previous activity they have undertaken of a similar nature and the success of this activity.
- The CV/details of who would work on the contract, identifying the skills, knowledge and experience they possess to undertake the role described above.
- Confirmation of rates /fees that would be charged if successful – and details of any rate reductions proposed (if applicable) .
- Confirmation of availability for the contract period

In addition to all of the above the successful organisation(s) will be required to:

- Deliver the requirements outlined in Section(s) [3] above and be fully aligned with BAPEN's strategic goals.
- Maintain full records including financial and accounting records for the contract.
- Provide regular contract progress reports to BAPEN's Communication Officer, outlining Return on Investment, and present project progress.
- Cooperate with auditors and evaluators as required.

Contract Value

Public Relations, Marketing and Communications

Total spend for the contract period, is expected to be stated in the tender response as per annum, excluding VAT; but then broken down into the specific activities and associated costs/spend and to prioritise specified activities accordingly. (NB Review of any additional workstreams outside of contract need to be discussed with BAPEN Honorary Treasurer prior to approval.)

END OF DOCUMENT

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