

INVITATION TO TENDER: Online Training for Creatives

Introduction

Causeway Coast & Glens Heritage Trust (CCGHT) is inviting bids from individuals or organisations with experience in delivering online training workshops relevant to local creative practitioners, storytellers, and artisans. This tender opportunity is part of the Northword Storytagging project- a Northern Periphery and Arctic Programme project supported by ERDF funding.

The closing date for return proposals is Thursday 18th November 12 noon.

1. CCGHT Background

[CCGHT](#) is a registered charity devoted to protecting and enhancing the unique heritage of the Causeway Coast and Glens area, including (but not limited to) the Binevenagh, Causeway Coast, Antrim Coast and Glens Areas of Outstanding Natural Beauty and the Giant's Causeway and Causeway Coast World Heritage Site. CCGHT's operational area spans the Causeway Coast & Glens and Mid & East Antrim Borough Councils.

CCGHT and Ulster University are collaborating on the Northword project, leading it in N. Ireland.

2. Northword Background (<https://storytagging.interreg-npa.eu/> and [Homepage - Northword NI](#))

Northword is a transnational project that seeks to use traditional storytelling to support creative industries in northern countries. It brings together partners from Scotland, Northern Ireland, Sweden, Finland, and Russia to:

- a. To collect and curate stories that celebrate local cultural heritage
- b. To help the creative industries bring stories to life through products and works
- c. To create a digital platform (website and app) that increases the market reach of small creative businesses. Aimed at both local audiences, reconnecting them with local stories and storytelling traditions, and visitors to the Causeway Coast and Glens area whose experience will be enhanced by connecting with local stories, traditions, and the resulting products.

3. Project Proposal

CCGHT intend to run 2 x online training courses (Course 1 and Course 2) to be delivered before Wednesday 15th December 2021 for local creatives, artisans, and storytellers (*dates and times for training to be confirmed when successful applicant is appointed*). Courses may be held morning, afternoon, or evening according to need.

CCGHT expectations for both courses:

1. 40 (max) participants per Course.
2. Each Course may run over a number of sessions, delivery format to be agreed with CCGHT.
3. Held online via Zoom- training courses to be arranged and hosted by successful applicant).
4. Anticipate each course would last 2 hours max. Agenda to be developed in collaboration with CCGHT.
5. Course content must be applicable to local creatives, artisans and storytellers located within the Causeway Coast & Glens and Mid & East Antrim Borough Council areas. Local examples, case studies and references should be used.

The successful applicant will be expected to;

- Organise and facilitate each online training course
- Produce promotional material to be used on CCGHT social media for each course
- Liaise with CCGHT to make recommendations and finalise course content and outputs.
- Produce participant handouts and presentations following each training course.
- Record each training course to be included in the Storytagging/Northword skills hub.
- Deliver an interactive, engaging session including a Q&A session/polls/whiteboard
- Produce an evaluation form that can be circulated to participants following each training session.

Below is suggested topic content for Course 1 and Course 2. CCGHT welcomes additional and alternative ideas and will work with the successful candidate to shape the training courses. The content must be engaging and relevant to this audience, it should inspire participants and not simply relay information and statistics on the topic.

Course 1: Creating your brand story

- Background to brand storytelling- features and benefits
- How to craft your business's marketing story
- How to use storytelling to connect with your customers/audience
- How to tell your story through trending channels
- How to leverage your story to boost your business
- Interactive storytelling
- Do's & don'ts and top tips

Course 2: Social Media Marketing and how to get maximum results.

- Different social media platforms- how to know what one works best for my business/craft/brand
- Getting your name/brand out there.
- How to grow a loyal customer base
- Reaching a bigger audience with the correct use of hashtag algorithms
- Social Strategy and Planning
- Content Creation
- Generating sales/selling on social media and getting results

4. Process Plan

The closing date for return proposals is Thursday 18th November 12 noon.

This work must be completed before Wednesday 15th December 2021. The successful applicant will be expected to participate in a project initiation meeting, likely to be online w/c 22nd November 2021. (TBC)

It is recognised that this work will require some input from CCGHT.

- The main point of contact will be Tiérna Mullan- tierna@ccght.org/ 07595413239.
- Northword project staff will also attend the 2 x online training sessions.

5. Copyright, Data Protection and Confidentiality

CCGHT will retain ownership of training material produced and recorded for this project. It will be shared with Northword project partners, course participants, CCGHT staff and will be included in the Northword Skills hub website and app. Applicants are encouraged to put forward their suggested approach and format for and provide additional relevant topics for each course. Applicants should demonstrate how their approach offers value for money for the project.

Submission requirements Please note your submission must contain evidence of the 6 criteria outlined below. Failure to include this will invalidate your submission:

A detailed, clear, and costed methodology (with timescale) that ensures the project needs will be met.
Ability to meet key dates and project milestones.
Evidence of the skills of the applicant(s) including a portfolio of relevant work- to include evidence of facilitating online training courses.
A breakdown of project personnel, the activities they will be responsible for and contact details for the project lead.
A clear breakdown of project costs, including all expenses and including VAT. This should be a detailed breakdown of activities and associated costs.
Contact details for two referees who have knowledge of your work.

6. Scoring

Criteria	Weight
Proposed methodology	40%
Skills and ability to deliver by deadline	30%
Cost - including a clear breakdown of costs including daily rates, number of days, VAT, and other proposed expenses.	30%

Your submission should be no longer than four A4 pages using font size 12, excluding portfolio

7. Budget

The budget for this project is expected to be around £1500-£2000 (inc. VAT). Proposals must include all fees, travel, direct and indirect costs, expenses, and VAT.

An initial payment of 25% is available at the start of the project with the final 75% paid upon satisfactory completion of the project.

CCGHT does not bind itself to accept the lowest priced or indeed any proposals submitted. The contract will be awarded to the most advantageous submission based on an assessment of the criteria outlined above.

Applicants will not be compensated for costs associated with the production of the tender document.

8. Amendments

Should this request to tender need to be amended all recipients of the documents will be notified simultaneously. If deemed appropriate the deadline for receipt of tenders will be extended.

9. Submission

The closing date for return of proposals is **Thursday 18th November 2021 at 12 noon**. Submission should be made via email to tierna@ccght.org titled *Northword Training*. Send all documents as attachments. These will not be opened until the deadline has passed. Applicants are responsible for ensuring emails have been received before the deadline.

Proposals must comply with the requirements set out in the tender specification.

Proposals which fail to address these requirements will be ineligible and will not be considered.

If you have any queries, please contact Tiérna Mullan: tierna@ccght.org or 07595413239 (Mon-Fri)

