

## Tender for the provision of public relations services for the launch of the National Materials Innovation Strategy

In January 2025 Royce will launch an important National Materials Innovation Strategy, on behalf of the materials innovation community.

To achieve this, it has drawn on the UK's research community through a broad, 18 month consultation process, as well as having support from government, including the Departments for Science, Innovation and Technology, Business and Trade, and Energy Security and Net Zero.

To support the launch, we are looking to appoint a PR/Communications contractor to develop a communications plan that promotes the outputs of the Strategy with the following high-level and long-term key objectives.

- **Advocating** for Materials Sector's specific needs
- **Shaping industry opinion and buy-in for materials innovation** through thought leadership – both in vertical markets (e.g. healthcare, construction, automotive, energy) as well as within key materials suppliers (e.g. metals, concretes, plastics, advanced materials/electronics)
- **Influencing Policy and Regulation** – not least through the new Regulation Innovation Office.
- **Creating a favourable operating environment** so that government actions are aligned with the needs of industry in cross-cutting areas such as skills, the digital transition, scale-up and standards

### Background

*The focus of this Strategy is innovation and technology translation against national need: while material's research and innovation is an acknowledged UK strength, we recognise the need to be much better at linking the science to commercial reality.*

*The aim of the Strategy is to identify opportunities and stimulate measures, which close this gap and ensure that the UK is a front-runner in embedding advanced materials and materials innovation into our manufacturing sectors such as communications, transport, defence, digital, energy, building and health.*

We have already launched an [Interim Strategy](#), and a brand [new evidence base](#), a much-needed data set bringing home the value of materials to the economy

More information can be found here: <https://www.royce.ac.uk/collaborate/innovationstrategy/>

### Scope of Work

The comprehensive Strategy Report will be launched in Westminster on January 9<sup>th</sup> 2025 at an event at the House of Commons.

The successful organisation will be expected to support PR activity around the launch itself, and then roll-out the Strategy recommendations using the most effective tools. These could potentially embrace:

- Blogs
- Podcasts
- Media Relations – embracing both national and trade/professional media
- Video
- Social Media Advertising

*Please note, given this is a short-term project, we do not expect the tactics mix to utilise all the above techniques, but rather for applicants to suggest 2 or 3 which would be an impactful combination for the launch – for example media relations, combined with a series of Blogs.*

*Given the breadth of this strategy, we want to focus the communications efforts on a number of priority industrial areas, which we will share with the contractor on appointment.*

We will establish working arrangements upon appointment, likely to be weekly meetings to progress activity, with other check-ins as required.

We will also define the KPIs with the selected contractor upon appointment.

The initial event will have the aim of establishing national engagement and profile for the strategy. We expect a Ministerial and other senior government presence at the event.

Royce will be responsible for the event organisation, including venue hire and catering, with the Contractor responsible for PR and communications support for the launch of the National Materials Innovation Strategy.

### **Management and Governance**

The contract will be directly managed by the Royce Head of Communications Judith Holcroft, with further input and oversight from the Royce CEO Professor David Knowles and support from key spokespeople.

### **Timeline**

We envisage the project will follow this timeline, with some flexibility where necessary.

- Invitation to Tender: 24 October 2024
- Closing date: 9:00 hrs: 11 November 2024
- Appointment of Contractor: 19 November 2024
- We expect the contractor to plan and prepare for the launch on the 9<sup>th</sup> January, and in roll it out over the subsequent weeks. This timeline can be discussed, but we envisage a total of 3 months from appointment in November, within this timeframe the contractor (along with the Royce team) will not be expected to undertake any major works during the Christmas period namely 23 Dec – 2 Jan.
- The launch of the Strategy albeit important, is only one part of the activity, with follow-on project activity set to continue into the New Year.

### **Budget**

£35,000 is available for this project inclusive of VAT and expenses.

### **How to submit a proposal**

Submission by 09:00am on 11 November 2024

Proposals should be no more than 700 words and should include:

- Understanding of the brief

- A very short outline set of recommendations – with a focus on tactics used
- A statement of credentials in relation to the brief including key personnel and examples of previous work – for example:
  - Excellent relationships with journalists in key/relevant sectors
  - Experience of working with a National Body
  - Ability to develop stories that are compelling and published by the media
  - Ability to work with team members to develop stories/narratives
- Costs including fees and expenses (inc. VAT)
- Previous customer feedback on similar work

Please submit proposals by email, with the subject line **Confidential – Tender to provide PR Services National Materials Innovation Strategy**, to [communications@royce.ac.uk](mailto:communications@royce.ac.uk)

### Proposal Evaluation

We will evaluate proposals using the following criteria:

- Understanding of the brief 40%
- Previous experience and subject knowledge 40%
- Value for Money, 20%

### About the Henry Royce Institute

The Henry Royce Institute (Royce) is the UK's national centre for research and innovation for advanced materials. Royce was established to ensure that the UK remains at the forefront of materials research and exploitation through collaborations with industry and academia, and by providing access for the UK materials community to state-of-the-art equipment and facilities.

Research undertaken at Royce tackles some of the most pressing challenges facing today's society, from providing energy for future cities to decarbonisation and new recyclable materials. We believe that collaboration between researchers associated with Royce and industry will create real solutions to global grand challenges and provide significant societal and economic benefit to the UK.

Royce brings together world-leading expertise and technical capabilities and works closely with industry to ensure translation and commercialisation of fundamental research. With its Hub at The University of Manchester, Royce is a Partnership of nine leading institutions – the universities of Cambridge, Liverpool, Leeds, Oxford, Sheffield, Imperial College London, the UK Atomic Energy Authority and National Nuclear Laboratory, and two associate universities, Cranfield and Strathclyde.

Royce coordinates over 700 academic, technical, and research staff and over £200 million of facilities, providing a joined-up framework that can deliver beyond the current capabilities of individual Partners or research teams. As the institute has transitioned from a set-up to operational phase, it has established a clear vision around Advanced Materials for a Sustainable Society.