



## Midlands Engine: Specialist Public Affairs Services

The Midlands Engine is looking to engage an appropriately qualified and experienced supplier who can demonstrate its commitment to providing a **neutral political approach** for the delivery of political advisory services to work in conjunction with the Midlands Engine Senior Leadership Team and other agency partners as appropriate to deliver the following activities:

### Service deliverables:

- 1. National political engagement:** Securing meetings in Westminster with stakeholders of national relevance, with the goal of securing asks around the agreed priorities at fiscal events. This will include members of the Government and Opposition frontbench and national third parties. To provide support in preparing briefing materials for associated meetings and with follow-up actions.
- 2. Regional political engagement:** To provide support to the Midlands Engine in securing meetings in the Midlands with local MPs, with the goal of raising awareness of the key role the Midlands Engine provides in adding value across the region. This will involve inviting both Conservative and Labour MPs to high-profile ME assets and prepare briefing materials for these meetings and with follow-up actions.
- 3. APPG:** Take forwards a Midlands Engine a parliamentary engagement plan including a series of face-to-face meetings with Midlands MPs and Secretary of State Rt. Hon Michael Gove MP.
- 4. Strategic advice on set-piece events:** Support the Midlands Engine Executive by advising on high-level political stakeholders who can speak at and attend major events where Midlands Engine will have a presence throughout 2023-2024, including inward investment activities, ensuring the messaging at these events is tailored for political audiences.
- 5. Strategic advice on messaging:** To support Midlands Engine in advising on how Midlands Engine documents, event collateral and other materials can be tailored for political audiences.
- 6. Stakeholder support:** Provide strategic advice, support in delivering an effective stakeholder engagement programme and ad hoc comms support.
- 7. Flexible services:** We are seeking a flexible provider who when called upon will advise on and act on any other matters not expressly specified but implied in the nature of this commission which may be relevant to Midlands Engine.
- 8. Conflict of interest:** The appointed contractor must demonstrate that there are no business, professional, personal, or other interest, including, but not limited to, the representation of other clients, that would conflict in any manner or degree with the activities outlined in this invitation to quote.

### General:

- 1.** To advise on and act on any other matters not expressly specified but implied in the nature of commission which may be relevant to Midlands Engine.
- 2.** To be responsive and provide same day and out of normal working hours responses, including weekends.
- 3.** Working on related priorities as required by the Midlands Engine Partnership to galvanise political support.
- 4.** Being available to provide periodic updates via email / telephone or face-to-face at short notice to the Midlands Engine Executive Director regarding the progress of this work, key issues and any challenges to delivery throughout the programme.



5. Attending and presenting progress at planned meetings including reporting as and when required.

#### **Response structure**

If you are interested in providing a quotation for this work, please provide a response to include:

1. Your approach to achieve each of the deliverables and the value add which your firm will bring. Please provide a copy the CV's of the available staff with your proposal.
2. Your company expertise and resources you would commit (including the team proposed).
3. Day/hourly rates for key personnel
4. Your response should include any key areas where you believe your company can offer added value to Midlands Engine

Services timeline: Commencing 01 April 2023, concluding on or by 31 August 2023

Indicative budget – **up to £42,000 excluding VAT (total for contract) subject to funding by government**

Deadline for tenders: Midday 14 March 2023

Please send submissions to: [info@midlandengine.org](mailto:info@midlandengine.org)

Evaluation basis: Responses received will be evaluated on a qualitative and quantitative basis at a ratio of 70:30.