

# Invitation to tender

## Communications support: election campaign 2026

**July 2025**

### **1.0 INVITATION TO TENDER**

- 1.1 Tenderers are invited to tender for the provision of communications support for Community Housing Cymru's 2026 election campaign.
- 1.2 Tenderers must comply with the Instructions for Tenderers and all other requirements of this Invitation to Tender. Non-compliance may lead to a tender not being considered by Community Housing Cymru.

### **2.0 INSTRUCTIONS FOR TENDERERS**

- 2.1 The following terms shall have the following meanings:

Invitation to Tender	This document
Tenderer	The person/organisation submitting a tender bid
CHC	Community Housing Cymru

- 2.2 A detailed specification of the services required by CHC is contained within this document.
- 2.3 The timetable for submissions is:
- Submission of tenders: 25 August 2025
  - Evaluation of tenders: Week of 25 August 2025
  - Potential discussions with shortlisted tenderers: Week of 25 August 2025
  - Project commences: September 2025
- 2.4 Any queries relating to the Tender Documents should be raised with:  
[rhea-stevens@chcymru.org.uk](mailto:rhea-stevens@chcymru.org.uk)
- 2.5 CHC will accept the tender that best meets the criteria set out in this document

### **3.0 BACKGROUND AND INFORMATION**

- 3.1 Community Housing Cymru is the representative body for housing associations (HAs) and community mutuals in Wales, which are all not-for-profit organisations. Our members work closely with local government, third sector organisations and the Welsh Government to deliver affordable housing and provide a range of services in communities across Wales.

Organisational status: Registered Charity

Turnover 2023-24: £1.9m

Staff Numbers: 20

Funding arrangements: CHC is predominantly funded from Housing Association annual membership fees. Additional income is receivable from conferences and commercial membership affiliation activity.

CHC is deregistered for VAT

### **4.0 SCOPE OF SERVICES**

[CHC's corporate plan 2023-24 to 2026-27](#) sets out how we will support our members to sustain their communities while we continue to fight for the changes needed to achieve this vision.

We would like to commission a communications freelancer - or network of freelancers - to provide communications expertise, advice and support for our 2026 Senedd election campaigns. We recognise that this project requires a blend of skills and experience, and so actively welcome collaborative approaches.

Our campaign goal is to secure cross-party commitment to investment in social housing, and a clear plan for delivery on the issues that will make the biggest impact to people.

Our target audiences are: political parties, particularly those teams developing manifestos; candidates for the 2026 Senedd elections.

Our campaign objectives include:

- Achieve cross-party commitment to our three headline policy calls, by March 2026
- Strong engagement with six political parties manifesto development, by March 2026

- Enhance Community Housing Cymru and our members as thought-leaders with delivery expertise with key external audiences, by April 2025
- Engage 80% of our members in contributing to campaign creation
- Engage 80% of our members in taking campaign actions

CHC has in-house policy expertise, and is working with our members to define our priority three calls to action.

We have also commissioned external research that will be finalised by the time this contract begins. The research will communicate the impact of housing associations, and outcomes for their tenants across communities in Wales. This will enable us to make a case for further long-term investment in good-quality homes and support services.

### Outputs

We are actively interested in exploring creative approaches to bring our campaign to life for our target audiences. Communications activities, resources and outputs will need to align with and add value to our political engagement strategy. They will need to be produced bilingually, however CHC is able to cover the cost of translation separate to this contract.

We expect that delivering an effective campaign will require a blend of political knowledge, communications strategy, working with CHC policy colleagues to craft key messages, engagement with our members, design, copywriting, video and PR.

Existing products we know we would like to produce include:

- Three thought leadership papers exploring our headline calls, to be phased over a period of months, written by CHC policy leads
- Public polling
- Resources to support our housing association members to campaign locally

We welcome creative approaches and ideas for adding value to these existing plans.

## **5.0 TIMESCALE AND CONTRACT TERM**

*Contract Term: September 2025 - March 2026*

CHC will provide a key contact for this communications project who will assist the person, or team. This contact will be responsible for ensuring the appointed person, or team, have the right contacts with CHC staff and with our members.

We can also establish contact with housing association staff to assist the person, or team, with developing the approach and resources.

CHC has allocated a budget of £20,000 for this project, which should be utilised by the end of March 2026. This will need to cover the cost of producing resources, however translation will be excluded as this will be covered separately by CHC.

We invite proposals to outline their proposed approach and activity over this period.

## **6.0 TENDER INFORMATION**

- 6.1 CHC invites Tenderers to submit a fixed price for providing the services outlined in section 4 of this document. The indicative budget for this service is up to a maximum of £20,00 including VAT.
- 6.2 Tenderers are required to submit detailed proposals on how they will deliver this contract, including timescales.
- 6.3 All information supplied by CHC in connection with this invitation to tender shall be treated as confidential.

## **7.0 REQUIREMENTS FOR TENDER SUBMISSION**

- 7.1 Tenders must be supported by the following statements.
  - 7.1.1 Overall proposed approach to the services required by CHC
  - 7.1.2 A pricing schedule including an anticipated breakdown of costs against your creative approach, including media, resources and platforms you suggest.
  - 7.1.3 Details of you or the team that will work on this project, including information on their competence, knowledge and relevant experience. Please include any experience of communicating policy asks to political parties and/or elected representatives, plus any experience of working with housing bodies or aligned sectors. Please also set out contingency plans in the event of illness or leave.
  - 7.1.4 Your approach to segmenting our key audiences
  - 7.1.5 Your approach to understanding CHC as a trade body, and our member housing associations and harnessing collective knowledge.
  - 7.1.5 Details of your organisation's public liability insurance and professional indemnity insurance.

- 7.2 The tender can be emailed to [rhea-stevens@chcymru.org.uk](mailto:rhea-stevens@chcymru.org.uk). The deadline for receipt of Tenders is 25 August 2025. If you would like to discuss the tender before submission, please get in touch.

## **8.0 EVALUATION CRITERIA**

- 8.1 The evaluation of tenders will be based on:

- Approach to project
- Demonstrable knowledge or experience
- Approach to understanding our audiences, CHC and our members
- Overall quality of Tender proposal
- Price