

Invitation to Tender

1. Introduction

This Invitation to Tender (ITT) has been prepared by The Royal Town Planning Institute (RTPI) to invite proposals for the preparation of a public engagement campaign. All proposals will be evaluated fairly to ascertain the most advantageous response that meets our strategic goals and speaks to our organisational values.

Where the term “Bidder” is used in this document, it means a party to whom this document has been delivered by RTPI. Bidder/s and “you” shall be construed interchangeably.

This document is divided into the following sections:

- (1) Introduction
- (2) Instructions to Bidders
- (3) Specification
- (4) Guidance for your proposal

You are asked to submit a proposal explaining how you will meet the requirements described in the Specification. Your proposal must additionally answer the specific areas of guidance in Section 4 of this ITT.

Please ensure you include a full pricing schedule and timetable with your proposal to explain how you will charge for the work outlined. Costings should be exclusive of VAT and include estimated costs for travel/accommodation/subsistence expenses for the duration of the contract.

Consideration of a commitment to the RTPI's [Equity, Diversity and Inclusion Policy](#) and the RTPI [Climate action](#) plan will be part of our evaluation of bids.

2. Background

2.1 About the RTPI

The Royal Town Planning Institute (RTPI) is the leading professional body for town planners in the UK and Europe, representing over 27,000 members in more than 80 countries. Passionate about planning for over a century, the RTPI empowers planners to create healthy, socially inclusive, and economically and environmentally sustainable places.

It sets the highest professional standards, accredits expertise, and advocates for the profession's role in delivering societal impact. As the only UK organisation to grant Chartered status to planners, the RTPI upholds the ethics of the profession, shaping policy and influencing global communities. Through research, leadership, and collaboration, it remains the definitive voice of the planning profession.

The RTPI is a registered charity (England 262865 and Scotland SC 037841). It has a clear purpose and mission: to empower planners to deliver a positive impact and advance the science and art of planning, working for the long-term common good and well-being of current and future generations.

Our campaigning activity covers a wide range of issues, helping to raise the profile of the profession and generate awareness of the invaluable contribution planners make to

building sustainable communities and helping to drive economic wealth. We work in partnership with employers to promote the professional development of planning professionals.

2.2 Our values

These core principles define everything we do, how we interact, how we present ourselves, and the values we adhere to.

- **We are inclusive:** We foster a culture where people feel included, valued and respected; we promote and create spaces where people can thrive. In partnership with our members and stakeholders we constantly seek ways to enhance the planning profession, and through our collective efforts inspire others to join us in creating a more equitable environment for all.
- **We are approachable:** We are the bridge between planners, the public, political influencers, and key stakeholders. This requires us to be approachable, friendly and professional. We are engaged, relevant, credible and build relationships based on trust, respect, and transparency. We are effective communicators to all our audiences.
- **We champion:** We champion the planning profession and nurture a community where we share expertise, research, and knowledge. Consistently forward-thinking and always authentic, we inspire, lead, support and protect the profession and all our members globally. We are equally passionate about educating the public and informing debate regarding the important role planners play in our society.
- **We are professional:** We are passionate about supporting planners throughout their careers as a fundamental part of who we are as a membership organisation. We believe that investing in our growth and development is essential to achieving our mission of providing high-quality services that meet the needs of our members and stakeholders. It's crucial for us to stay up to date with the latest trends, technologies, and best practices.

A full breakdown of our membership and more information about RTPI can be found here: <https://www.rtpi.org.uk/about-the-rtpi/>

3. Instructions to Bidders

Please read the instructions on the procedures carefully. Your proposal must be returned by the date and time given below.

Requests for clarification should be sent by email to Ashley Lampard at Ashley.Lampard@rtpi.org.uk.

If having read the enclosed Specification you decide not to submit a proposal, we would be grateful if you could please inform us, ideally including your reasons (though you are under no obligation to do so).

Your proposal must be submitted as a pdf attachment to Simon.Creer@rtpi.org.uk no later than Monday 23 June 2025. Please include the subject line '**RTPI: Public Awareness Campaign Proposal**' in your email response.

Responses submitted after the deadline will not be considered.

3.2. Intellectual Property

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All intellectual property rights of produced documents and all material provided by RTPI to applicants in connection with it are and shall remain the property of RTPI.

3.3. Confidentiality

You will not at anytime disclose to any person any confidential information provided to you in connection with this Invitation to Tender. The successful bidder will be expected to sign a Non-Disclosure Agreement before project inception.

The RTPI will treat all proposals as confidential and not disclosed to any party outside of the RTPI Key Stakeholder Group (see below).

The RTPI will destroy all proposal and supporting documents from unsuccessful bidders thirty days after notification of the contract decision is communicated to them. page 4 of 7

3.4 Proposal Validity

Your proposal should remain open for a period of 90 days from the last date for receipt of bids.

3.4. Summary of timetable

This is a summary of the timetable that applies to this work. RTPI reserves the right to alter this timetable and will provide notice to Bidders accordingly.

ITT issued: 15/05/2025

Evaluation of Proposals: w/c 16 June 2025

Interviews with Shortlisted Bidders: w/c 23 June 2025

Notification of Contract Decision/Award: w/c 02 July 2025

Project Inception: 10 November 2025

Project Completion: 31 December 2025

3.5. Evaluation Process

The RTPI will evaluate all submitted proposals. Following this evaluation, a shortlist of up to three bidders may be invited to an in-person interview with a panel of relevant RTPI staff. Evaluation criteria and scoring methodology will be made available to bidders. A final decision will then be taken by the RTPI on the preferred bidder. All evaluation of bids will remain confidential to the RTPI with only limited feedback provided to unsuccessful bidders.

3.6. Budget

As a charity, the RTPI seeks to deliver the best value on all its work on behalf of its members. RTPI has approved a maximum budget of £90,000 for the provision of this service.

4. Specification

4.1. Rationale

The RTPI believes in raising awareness of the important roles that planners play in shaping society's future. The RTPI and its members want to address the big issues (climate crisis, housing crisis) and be a force for good. These issues are current and topical, and, by being friendly, professional, inclusive, and credible, provide a way to connect with audiences.

**RTPI**

Royal Town Planning Institute

The Institute has a set of strategic priorities, which are dictated by its Corporate Strategy. Fundamental to these is the role of '[raising the profile of planning](#)'. However, the Institute feels it needs to be bolder in how it continues to champion the planning profession and be more vocal.

This campaign is the latest in a line of public awareness campaigns of varying sizes that the RTPI has created in recent years. Most notable of these are:

- **Planning Your World (launched Jan 2022):** The Planning Your World microsite aims to illustrate the value of planning within the community, hosting case studies and profiles of current planners and helping young people to develop careers within the industry. The aim is to raise awareness among the general public. Find out more: www.planningyourworld.org.uk
- **It Takes Planners &... (launched November 2023):** Created with agency Grayling and sitting on the Planning Your World site, 'It Takes Planners &...' was the last major public awareness campaign from the RTPI. It used video, case studies, and social assets to bring together a range of built environment stakeholders to battle misinformation and online harassment targeting planners.

A recent survey by the RTPI and its member magazine, The Planner has revealed a significant disconnect between professional planners and the public's understanding of the planning system.

The survey found fewer than 14% of planners believe the public understands the purpose of planning.

According to the survey, most planners feel the public holds deep-rooted misconceptions about planning, planners, and the wider system. This lack of public understanding undermines trust in planning decisions and weakens confidence in the plan-led system.

The objective of this campaign is to address this issue by shifting the public perception of planning, making the process and the people behind it more visible, relatable, and valued.

We aim to build public understanding that planning is not just a technical or bureaucratic exercise, but a collaborative effort that shapes the environments in which people live, work, travel, and connect. Through compelling storytelling and real-life case studies, we will demonstrate that planning is a force for good, and that planners are motivated by a genuine commitment to building better places for everyone.

4.2. Aim and scope

- **Highlight the positive impact of planning** on everyday lives, from green spaces and housing to infrastructure and town centres.
- **Humanise the profession**, showing planners as passionate, problem-solving individuals who care about their communities.
- **Bridge the gap between professionals and the public**, making planning more understandable, accessible, and appreciated.
- **Encourage engagement**, by showing that public voices matter in planning and that community involvement is central to success.
- **Reclaim the narrative**, challenging outdated or negative perceptions by showing the complexity, challenges, and value of the work planners do.
- **Celebrate success stories**, demonstrating how thoughtful, well executed planning leads to positive, long-lasting outcomes.

4.3. Requirements

- A compelling, creative proposal that brings these ideas to life.
- Tactics to engage the public meaningfully and shift perceptions.
- Approaches to storytelling that balance professional insight with public resonance.
- Ways to show both what planners *do* and *don't* do – being honest about the challenges and boundaries.

5. Guidance for Your Proposal

Please submit your proposal electronically in pdf format.

Please reply to all the areas of guidance in this section, even if you have previously provided this information to us. This is to ensure that we can compare all suppliers and the options they put forward in a fair, like-for-like and reasonable manner. Proposals should not exceed ten A4 pages.

If any information asked for in this document is deemed not to have been given at the time of tendering, proposals may be rejected.

Your response must include the following:

A. Methodology

- Evidence of your understanding of our requirements
- Details of your recommended approach

B. Capability

- Details of your potential delivery team for this work (with clear roles and areas of specialism), including any sub-contracting arrangements
- Details of how you will ensure a high-quality level of service throughout the project
- Reference details for two clients for similar services delivered in the past three years
- Details of any added value you can bring to the project

C. Costs

- Full costs, broken down by days based on your recommended approach. Costs should be exclusive of VAT, but include any rechargeable expenses associated with project delivery

The RTPI has prepared this Invitation to Tender in good faith.

The RTPI reserves the right, without prior notice to supplement or amend this Invitation to Tender.

The RTPI will not be legally bound to accept any proposal made by any bidder or to accept any proposal at all, or to reimburse any cost or expenditure incurred by any bidder in preparing and submitting a proposal.