

21st January 2021

Dear Colleague,

RE: Invitation to Tender to create the Trust's new Marketing and Communications, Membership and Fundraising development plans.

The Trust is inviting experienced consultants to bid for all three tenders, as they are interdependent. The commission also includes a training budget to provide three workshops to the Trust. The work should be completed within 3 months.

The tender is worth £8,040 including VAT. The deadline for tenders is 7th March 2021 and the interview date is 12th March.

The Trust is a small charity with a big mission; to conserve, protect and celebrate the heritage of the Forest and engage, educate and inspire others to do the same. The Trust is the only membership charity covering the whole of Epping Forest, which is London's largest open space, covering 6,000 acres; stretching from Manor Park, in East London to Epping in Essex. The Forest is a designated Site of Special Scientific Interest and a Special Area of Conservation.

The Trust has a long history with over 1000 members and manages the Epping Forest Visitor Centre at High Beach, which welcomes around 20,000 visitors a year. The Trust also provides guided walks and a range of conservation activities.

This tender initiative is part of the Trust's Raising the Game project, funded by the National Lottery Heritage Fund (NLHF); to transform how the Trust works, making it more resilient and sustainable in the future. The Trust already has a new strategic business plan, which will give context to new development plans.

This tender is to produce:

1. A concise Marketing and Communications Action Plan to guide the Trust through the next 3 years to boost the Trust's public profile, maximise its programme impact and strengthen its engagement with key clients and supporters.
2. A Membership Development Plan to enable the Trust to sustainably grow the membership and widen the audience and supporters, to increase our heritage impact across the Forest.
3. A concise Income and Investment Action Plan to guide the Trust through the fundraising landscape and highlight key priorities for securing external funding over the next 3 years. Making clear recommendations for investing our reserves, generating charitable funds and attracting service charge income; to enable the Trust to sustain itself into the future.

The budget for each area is: Marketing and Communication - £2,400, Membership Development - £1,800, Fundraising and Income - £2,400. There is an additional budget of £1,440 to provide 3



virtual training days / workshops on marketing and income generation; which provides a total budget of **£8,040 including VAT**.

The Trust would prefer to engage just one consultant to carry out all three commissions, as the three areas are interdependent. This would also help communications, at a time when we are having to carry out all our meetings, training and consultations virtually, during the pandemic. However, we are open to consider proposals from a consultancy group or consortium, so long as the consultants are working collaboratively and communications are ideally led by one person.

The tender briefs are set out separately (see attached), as previously approved by NLHF, but the Trust would welcome one overall bid to deliver on all areas.

Please contact Karen Hart karen.hart@efht.org.uk for more information or if you have any questions.

Further details attached 1) The Tender Consultancy Briefs, 2) Articles of Association, 3) EFHT newsletter, 4) Map of Epping Forest.

Details of our work can also be found on our website www.eppingforestheritagetrust.org.uk

Please note future opportunities with the Trust:

- We aim to recruit a new post to implement Marketing and Communications and Membership development plans, at an operational level.
- Further commissioning opportunities will be out to tender for the High Beach Visitor Centre Development Plan this Summer and the Project Evaluation this Autumn 2021.

Yours Sincerely,

Karen Hart
Development Manager
Epping Forest Heritage Trust

Funded by:

