

Age Cymru
HOPE (Helping others participate and engage) Project Marketing Brief
November 2021

1. Who are we?

Age Cymru is the national Charity for older people in Wales, we work with our five local Age Cymru partners to improve the lives of older people in Wales.

We've a shared vision of an age friendly Wales and together we work to make life better for older people in Wales through our influencing and campaigning, through free, high quality information and advice and through a range of services available in our local communities.

HOPE is a partnership project between Age Cymru, Age Cymru local partners and Age Connects Wales partners across the whole of Wales.

2. What are we marketing?

(i) Our Hope Project

We're seeking to market our HOPE (Helping others participate and engage) project, to support older people (50+) and their carers. The project is funded by Welsh Government through the Sustainable Social Services Grant.

HOPE supports people living in the community who have issues or concerns and are finding it difficult to resolve them. We train and support Independent Volunteer Advocates to support older people to ensure people listen to their views, wishes and feelings so they can lead the decision making, to help them get the right support they need when they need it, to support them to say what matters to them and why, to understand information about services or their rights and to understand their options and choices.

Older people can be marginalised, made assumptions about and feel disempowered by those providing statutory and other services. In some circumstances due to complex and challenging personal circumstances they can have difficulty accessing and understanding complex information which can mean that their views are often not sought, disregarded or drowned out by the views of those around them.

For most people, making their own decisions and choices is a matter of considerable importance. Being part of decision-making processes is not only where self-identity is expressed but is also an important aspect of personal freedom. This principle is at the heart of independent advocacy services for older people.

Our advocacy service aims to shift the balance of power to maximise the level of influence older people have over their own lives. We aim to ensure their voice is heard, the views and wishes are considered and that their rights are upheld.

(ii) HOPE Volunteer Opportunity

We also want to market the opportunity for people to become Independent Volunteer Advocates. HOPE is recruiting and training community-based volunteers all over Wales to provide independent advocacy support to local older people and carers. The support will help people to shape the key decisions affecting their lives and avoid getting into a crisis.

Volunteers will provide support on the telephone or via video call, where available, due to the current Covid-19 situation. Age Cymru works to ensure the safety of all its staff and volunteers and is following Welsh Government and Public Health Wales Guidance. We have been seeking innovative ways to deliver our advocacy service until it's safe to return to in-person working.

HOPE has a robust recruitment, induction and training programme, with ongoing support and personal development for volunteers. We're seeking to recruit volunteers with a range of skills and backgrounds including older volunteers to provide peer support, students who may want some volunteering experience to enhance their skills and CV opportunities, people who are looking to get into paid advocacy or other support roles but would like some experience first, and those in local communities who simply want to support an older person or their carer.

HOPE volunteers can become buddies with other volunteers, Ambassadors for the project and advocacy more broadly, and peer mentors for other newer volunteer recruits.

3. What are we looking for?

We're seeking support to develop a suite of marketing assets that raises awareness of HOPE across Wales among older people and their carers.

We're also seeking support to develop a suite of marketing assets to raise awareness of the opportunity to become an Independent Volunteer Advocate.

We're looking for a suite of content assets including but not exclusively:

- A campaign of social media posts (for use across Facebook, Twitter and Instagram)
- An offline campaign for those who are digitally excluded
- Two videos to promote both the project and the volunteering opportunities
- Digital stories based on the case studies we've been collecting.

We're looking for further innovative marketing ideas from the successful company who will deliver this work.

All outputs need to be bilingual or available in English and Welsh.

We would consider splitting the work into two separate pieces of work, one on the awareness raising of the project and one on the recruitment of volunteers if the proposals for the work were more effective that way. The budget would therefore be split equally between these two elements.

4. Why?

The reasons for the campaign are

- To increase awareness of the service
- To raise awareness of HOPE advocacy and its positive outcomes
- Demonstrate our effectiveness and support for older people
- To recruit more volunteers to deliver this important service to older people and their carers.

5. Who are we targeting?

In terms of awareness and promotion of the service, we want to target older people 50+, their family, carers, and friends.

We're keen to develop new stakeholder links to increase awareness and referrals.

Stakeholders include, project partners, other third sector organisations, local authority information advice and assistance services, primary care services, GP practices, Community Pharmacies, housing associations, churches, organisations representing diverse communities, and older people's groups and community services.

In terms of promoting the volunteering opportunities, we want to target people who are 18+, people at University who this would present a good opportunity for their development and learning, retired professionals, older people in communities who have skills and knowledge they can use to support others in similar situations, people who have recently retired but still want to use their skills and give some time to help others on a limited basis, those who may be looking to retrain or are looking for work and want experience of supporting an older person.

6. When?

We're keen to appoint a marketing contract by 6 December 2021.

We expect the work to be completed by 31 March 2022

7. How?

Effectiveness of the campaign will be measured by

- Social media views
- Referrals into the project
- Visits to the HOPE pages on the Age Cymru website
- Numbers of volunteer enquiries and
- The number of volunteers who progress to become advocates

8. Requirements

Age Cymru operates to clear brand guidelines that must be adhered to. These will be provided.

- The proposal will explain what action will be taken to achieve the brief
- The proposal should contain case studies and/or customer testimonials for past work
- The proposal must not be longer than 4 sides of A4
- The proposal will be outcome focused rather than output focused i.e. not based on number of days work
- The proposal must provide a breakdown of how the money will be spent.

Due to the requirement for bilingual assets we will be seeking to work with a company based in Wales.

9. Budget

£25,000 (including VAT) in total for the whole piece of work.

If the proposals that we receive are for one aspect only then the budget would be split equally into two lots.

10. Closing date for proposals

5pm, 1 December 2021

11. Main contact point at Age Cymru and where the proposal must be sent to

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