



Regulated Below-Threshold Tender

Invitation to Tender – Statement of Requirements

Victims Code Communications Campaign

Reference Number 142043



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1. Introduction

- 1.1 This Invitation to Tender (“ITT”) has been issued by The contracting authority who are seeking to award a **below-threshold contract** for the provision of the Victim’s Code Communications Campaign.
- 1.2 This will be tendered on behalf of the PCC for West Midlands.
- 1.3 The requirement will be tendered via a single lot, awarded to a single supplier.
- 1.4 The Contract Term will be delivered over a 1-year period. There may be an option to extend the contract by a further year.
- 1.5 The anticipated commencement date of the contract will be around July 2026, to be agreed with successful bidder. Any changes to this commencement date will be communicated to all Bidders through the [OPCC Website](#).

2. Background

- 2.1 The West Midlands Office of the Police and Crime Commissioner (OPCC) serves the elected Police and Crime Commissioner to help enable him/her to carry out their functions, including setting the police budget, hiring and firing the Chief Constable, holding the force to account and providing a whole range of services and interventions to keep people in the West Midlands safe and secure.
- 2.2 The National Victims Code sets out the rights of victims and what level of service they can expect from agencies like the Police and the Crown Prosecution Service. This is a flagship, long-term campaign for the Police and Crime Commissioner, Simon Foster, and is one of his key commitments within the [West Midlands Police and Crime Plan 2025-2029](#).

3. Social Value

- 3.1 The contracting authority will consider how economic, social, and environmental well-being may be improved through the goods, works and services we procure, and how procurement may secure those improvements, under the provisions of: the National Procurement Policy Statement and Wales Procurement Policy Statement (Procurement Act s.13-14), the Public Services (Social Value) Act 2012 and the Well-being of Future Generations (Wales) Act 2015.
- 3.2 We want to use the opportunity the Act presents to enable the priorities of the West Midlands Police Social Value Policy 2025-27 [Social-Value-policy-2025-27.pdf](#).
- 3.3 Due to the value of the contract this process does not have Social Value requirements.

4. Scope and Specification



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4.1 Background

The [Victims' Code](#) sets out the rights that victims of crime are entitled to receive from criminal justice agencies in England and Wales. It is a critical part of how victims are treated, informed and supported.

Victims have the right to:

- Be able to understand and be understood
- Have the details of the crime recorded without unjustified delay
- Be provided with information when reporting the crime
- Be referred to services that support victims, with services tailored to their needs.
- Receive information about compensation
- Be informed about the investigation and prosecution
- Make a Victim Personal Statement
- Be given information about the trial, trial process and their role as a witness
- Be told about the outcome of the case and any appeals
- Have expenses paid and property returned
- Be given information about the offender following a conviction
- Make a complaint if their rights are not met

These rights are delivered by multiple agencies, including.

- The Police (West Midlands Police and British Transport Police)
- Crown Prosecution Service
- HM Courts and Tribunal Service
- Youth Offending Teams
- HM Prison and Probation Service
- British Transport Police

Despite this, awareness and understanding of the Victims' Code remains very low. Recent survey work in the West Midlands shows that only a small proportion of people have heard of the Victims' Code, and even fewer can identify their rights, or how to exercise them. We want to change that – substantively, measurably and sustainably.

4.2 Campaign Ambition

We are seeking a strategic, creative agency to develop and deliver a high-impact, multi-channel campaign that will raise awareness of the Victims' Code across the West Midlands.



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This is a flagship campaign for the Police and Crime Commissioner, Simon Foster, and is one of his key commitments within the [West Midlands Police and Crime Plan 2025-2029](#). We are therefore looking for agencies who can bring:

- Distinctive creative ideas, that will have impact
- Proven expertise in speaking to diverse, multilingual, multi-faith communities
- A proven ability to monitor and evaluate their own impact.

4.3 Campaign Goal and Objectives

Overall Goal

To raise awareness and understanding of the Victims' Code and the rights within it, ensuring that the campaign is accessible, inclusive and relevant for all communities and victims across the West Midlands.

4.4 Primary Objectives

By the end of the campaign, we want significantly more people in the West Midlands to:

- Know that the Victims' Code exists
- Understand the key rights they are entitled to as victims of crime
- Know what to do and who to contact if they feel that their rights are not being met.

4.5 Secondary Objectives

- Increase trust and confidence in the criminal justice system.
- Increase engagement with support services, including referrals and self-referrals

Agencies should propose how they would define and evidence success against these objectives.

4.6 Target audiences

The West Midlands is one of the most diverse regions in the country. We are explicitly seeking a campaign that is culturally competent, locally grounded and one that will resonate across communities including:

- (1) Arabic-speaking communities
- (2) Black African and Caribbean communities
- (3) Eastern European communities (Polish, Romanian and Bulgarian)
- (4) People with disabilities
- (5) People with hearing or visual impairments
- (6) People with learning difficulties and neurodivergence



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- (7) Somali-speaking communities
- (8) South Asian communities (Punjabi, Urdu, Hindi and Bangla speaking)
- (9) White British communities

4.7 Core Campaign Messages

You have rights. You have support navigating the criminal justice system. You are not alone.

The Victims' Code is here to protect you when you need it most

It is important that the campaign:

- Feels human, reassuring and empowering
- Reduces fear and confusion about engaging with the Criminal Justice System
- Makes rights feel real, usable, and relevant – not abstract or legalistic.

4.8 Suggested timeline:

Timeline can be discussed with agency and treatment and channels to be decided, but as a suggestion:

July 2026 – August 2026: First phase of the region-wide awareness campaign targeting the public.

Jan – Feb 2027: Second phase of the region-wide campaign, building on learning and creativity from the earlier phases.

Agencies are invited to critically review and refine this timetable and to propose:

- How to sequence the campaign
- How to maintain momentum and visibility

4.9 Accessibility and Inclusion Requirements

Accessibility is non-negotiable. Proposals that do not address this robustly will not be taken forward.

4.10 Language Accessibility

Campaign must be able to demonstrate it can reach communities whose first language is....

- Urdu,
- Punjabi,
- Polish,
- Arabic,
- Romanian,



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- Somali,
- Bengali,
- Hindi,
- Kurdish,
- Mandarin,
- Easy Read and British Sign Language (BSL) formats.

4.11 Expectations

Translations must be community-checked for tone, accuracy, and cultural relevance

Key content should be available in video and/or audio formats for people with low literacy or those who prefer spoken/watched content.

4.12 Digital Accessibility

All digital outputs must meet minimum legal requirements.

Subtitles and captions on all videos

Alt-text for all meaningful imagery

High-contrast and accessible design options

Clear navigation and compatibility with screen readers.

4.13 Physical/Community Accessibility

Printed materials must be available in multiple languages

Agencies should consider community-based channels (e.g. Faith settings, community centres, local media, grassroots organisations) as well as mainstream and digital

4.14 Creative Approach and Assets

4.15 Tone and Style

Supportive, non-judgmental, empowering

Clear, plain English (and equivalent clarity in all translated versions)

Focus on clarity and warmth rather than institutional language

Sensitive to trauma or lived-experience

4.16 Visual Identity

Inclusive, authentic representation of diverse communities across age, gender, ethnicity, disability, faith and sexuality

Consistent brand tie-in with PCC/OPCC identity e.g. logo.



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4.17 Required Assets (Minimum)

Campaign landing page on the OPCC website

Out of home assets.

Digital assets

Printed materials (leaflets, posters, postcards) for use in community settings

4.18 Latitude for creativity

In the application form we invite you to tell us how you would spend the £45,000 to maximise impact.

4.19 Measurement and Evaluation

We are looking to build in monitoring and evaluation to this work. This will include a final report by the chosen agency and potential evaluation by a third party to ensure the creative assets have impact before they are deployed.

4.20 Key Performance Indicators (Initial)

The chosen agency will also be able to illustrate output e.g.

- Campaign reach and impressions (digital & offline channels)
- Engagement metrics (click through rates, video completions, shares, saves, etc)
- Web traffic to PCC Victims' Code pages (sessions, time on page, actions taken)

We expect agencies to propose:

- A measurement and evaluation framework, including baselines, targets and reporting mechanisms
- How you will use data and insight mid-campaign to refine creative, targeting and messaging.

4.21 Ways of Working and Governance

The OPCC will provide a single strategic lead for the campaign

The appointed agency will be expected to:

- Attend regular virtual progress meetings
- Present to internal stakeholders.

We are particularly interested in agencies who can demonstrate experience of co-production with victims and survivors and/or communities.

5. Additional Information



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5.1 Following a successful pitch the successful supplier will engage with the West Midlands Police and Crime Commissioner to agree implementation milestones.

6. Pricing

6.1 Bidders must complete the pricing schedule document within the tender pack. Budget headings can be changed.

6.2 The budget envelope for the campaign is £45,000.

6.3 There is the potential to extend the contract to develop the campaign in year 2, with an additional budget envelope of £55,000.

7. Delivery Model

7.1 All stated lead times/service levels stated by the Highest Scoring Bidder(s) will need to be evidenced monthly in accordance with the Agreed Service Level Agreements (SLAs) and Key Performance Indicators (KPIs) service measures.

7.2 At the start of the contract the scope, deliverables, timelines and approval rates will be agreed alongside the KPIs and an agreed communications plan between the OPCC and supplier.

8. Contract Management

8.1 As part of the submission, the successful Bidder must provide a point of contact who will be responsible for contract performance and delivery. This representative will liaise with the The contracting authority Contract Manager, and must ensure that any questions or issues are reported to the correct person for timely resolution, as detailed in the KPIs below.

8.2 Over the lifetime of the contract, successful Bidder(s) will be expected to meet the following Key Performance Indicators, which will be reviewed on a quarterly as part of the contract management process:



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KPI No.	Activity Description	Measurement frequency	Target	Service Credit (quarterly unless stated)
1	Audience Reach The campaign should carefully select the most appropriate channels to maximise reach.	To follow key campaign moment	To demonstrate significant reach and the successful landing of the targeted message.	N/A
2	Engagement rates To be agreed with the successful bidder			N/A
3	Deliverables The campaign must be delivered as per the agreed plan. All content must be approved before publication by the OPCC. Content must be developed with close collaboration with the OPCC and so there are opportunities for revisions and choices around design. The campaign must align with OPCC brand and accessibility standards	Start of campaign and reviewed at agreed milestones	80%	3% on a quarterly payment for 1 or more below target deliverables
4	Financial Management Accuracy of invoices with approved spend Monitor budget spend versus forecast Invoices align with agreed milestones and deliverables	Quarterly	90%	5% for 1 or more of unauthorised spend 5% for Invoice errors

KPI data must be provided within 10 working days of the agreed due date(s). KPI data will be used to measure and track the successful Bidder(s)' performance across each individual contract and across all contracts awarded under the contract.

8.3 As part of the contract management process the contracting authority will hold quarterly reviews with the successful bidder(s).

8.4 Reports and Management Information



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8.4.1 Throughout the term of the contract the successful Bidder(s) must provide Management Information (MI) to the contracting authority. This information is set out in **Annex 1**.

A) Management Information Report

Bidders are required to provide the information detailed in Annex 1 – Contract MI Reports on a [monthly] basis within [10 working days of the month end]. The report fields are not exhaustive and are subject to amendment as part of The contracting authority's strategic supplier management and continuous improvement.

9. Service Credits

9.1 Refer to Section 8 'Contract Management' for Service Credits linked to KPIs. Service credits will be applied when KPI targets are not met as illustrated in the KPI table.

Annex 1 – Contract Management Information Requirements

A. Management Information Report

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police and crime
commissioner

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The project will require more frequent meetings with the contract manager at the beginning of the project, then meetings will take place as agreed and in line with the project timeline. The successful supplier will be required to provide a named project manager. Campaign deliverables will be reviewed at the meetings, and KPIs will need to be reviewed on a quarterly basis alongside quarterly invoices.