



**Oifig An Chigire Príosún**  
**Office of the Inspector of Prisons**

# **Invitation to Tender**

## **Awareness Raising Campaign**

### **& Visual Identity**

**Tender:**

Development of awareness raising campaign and visual identity for the Office of the Inspector of Prisons and future Office of the Chief Inspector of Places of Detention

**Issued by:**

Office of the Inspector of Prisons, 29 Molesworth Street, Dublin 2

**Deadline for submission:**

5.00 pm Irish time, 15 November 2024

**October 2024**

## Contents

<b>1. Overview and Background</b> .....	2
<b>2. Details of Tender</b> .....	3
<b>3. Timeframe</b> .....	4
<b>4. Ownership</b> .....	6
<b>5. Budget</b> .....	6
<b>6. Award Criterion</b> .....	6
<b>7. Submission of Proposals</b> .....	8

## 1. Overview and Background

### 1.1 About the Office of the Inspector of Prisons

The Office of the Inspector of Prisons (the Inspectorate) is a statutory office, independent in the performance of its statutory functions, established pursuant to Part 5 of the Prisons Act 2007.

Our current Mission is:

*Supporting excellence in both delivery and outcomes in Ireland's prisons through an independent programme of inspections and investigations*

Our **Values** reflected in what we do and how we do it are:

- **Independent & Impartial** – We are fair and reasonable in how we conduct our work, using evidence to arrive at our conclusions.
- **Human rights focused** – We have a focus on Human Rights at the core of our work. This Human Rights focus applies to prisoners, visitors, staff and others who come into contact with us.
- **Transparent and collaborative** – We publish our approach to Inspections and Investigations. The objective is to work in dialogue with the Irish Prison Service to drive both compliance and good practice, leading to better outcomes.
- **Capable and systematic** – We are professional and structured in both our approach (e.g. gathering evidence) and the articulation of our findings, conclusions and recommendations.

The key role assigned to the Inspector of Prisons (Chief Inspector) is to carry out regular inspections of prisons in Ireland and to present reports on each prison inspected to the Minister for Justice for laying before the Houses of the Oireachtas and publication.

In addition to inspections, the Chief Inspector is required to carry out investigations into any matter relating to the operation and management of a prison as requested by the Minister. The Chief Inspector may also, of their own volition decide to investigate any matter they consider to be of concern.

Since 2012, under Section 31(2) of the Prisons Act 2007, the Inspector of Prisons has been requested by the Minister to investigate the circumstances surrounding the deaths of prisoners in custody and any death of a prisoner on temporary release from custody that occurs within one month of his/her release.

The Office of the Inspector Prisons also carries out statutory duties pertaining to oversight of the Irish Prison Service prisoner complaints system and correspondence from people in prison.

The [Optional Protocol to the Convention against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment \(OPCAT\)](#) is an international human rights treaty designed to strengthen the protection of people deprived of their liberty.

Adopted by the United Nations General Assembly in 2002, OPCAT sets out international and national frameworks to monitor detention- the UN Subcommittee on the Prevention of Torture (SPT) and National Preventive Mechanisms (NPMs), to ensure a system of regular, independent visits to places of detention.

Ireland signed OPCAT in 2007 and ratification is expected soon. The General Scheme of the Inspection of Places of Detention Bill to create a new NPM structure in Ireland was published in 2022.

It is anticipated that the Inspectorate will become the Office of the Chief Inspector of Places of Detention (OIPD) and will be designated as the NPM for the justice sector, including responsibility for monitoring prisons, Garda Síochána Stations and other places of detention.

At present, the Inspectorate falls within the aegis of the Department of Justice, but it is anticipated that the Inspectorate will become fully functionally and operationally independent from the Department when it becomes the NPM.

## **1.2 Current challenges regarding awareness /communications**

The Inspectorate faces a number of awareness/communications challenges at present:

- First, within its current remit, as outlined above, the Inspectorate engages with a broad range of stakeholders, including prisoners, prison staff, families of prisoners and other actors in the criminal justice field, who have a varying degree of knowledge and understanding of the functions and remit of the Inspectorate. Complexity of information, literacy challenges, language barriers and other issues can all pose a challenge in communicating with affected stakeholders.
- Second, as noted, the Inspectorate currently falls within the aegis of the Department of Justice. Our branding at present, reflects that of Government Departments/civil service. However, in anticipation of taking on its new role, and to clearly establish its position of independence, the Inspectorate requires new, dynamic and distinct branding for its work that should be accessible for all the relevant stakeholders with whom the Inspectorate engages.

## **2. Details of Tender**

The Inspectorate is seeking a service provider for the approximate period of December 2024-June 2025 (with the possibility of extension) to work with staff and stakeholders to develop a two pronged awareness campaign of the inspectorates current work and future remit. It is envisaged that there will

be two elements to this work which include the development of an awareness campaign focusing on the current functions and remit of the Inspectorate and the development of a series of visual identity options for the Inspectorate to reflect its work, stakeholders and independent status.

## **2.1 Aims**

The overarching aim of this project is to ensure that all relevant stakeholders have a clear understanding of the Inspectorate's remit and functions and how the work of the Inspectorate impacts them.

## **2.2. Outputs**

Main outputs:

- Analysis of different tools/platforms/mediums currently used by the inspectorate to communicate and raise awareness of its functions, focusing on the effectiveness/reach of same
- Based on analysis, development of a proposal for a communications/ awareness raising campaign with a focus on the inspectorate's current functions including:
  - Development of clear messaging on the Inspectorate's current functions, tailored to various key stakeholders including rights holders and duty bearers;
  - Use of a range of communications/awareness raising tools and formats e.g. video, animation, social media, print etc. to reflect the range of stakeholders the Inspectorate engages with and to address challenges such as language and literacy barriers.
  - Continued analysis throughout the rollout of the campaign to determine effectiveness, engagement etc. and make changes where necessary.
  - Delivery of a new visual identity for the Inspectorate, capable of reflecting its current functions and easily adaptable for use in relation to its future functions, to be used online, in print etc.

Service to be delivered in consultation with Inspectorate staff, including presentation of draft proposals to staff/senior management with an opportunity for input and feedback and collaboration with staff members working on the various functions of the Inspectorate. Consultation should also take place with other relevant stakeholders, determined in consultation with the Inspectorate

The successful tenderer will report directly to the Senior Management Team for the purposes of this project, and liaise with members of the senior management team and other staff members when necessary.

## **3. Timeframe**

<b>Proposed timeframe/programme of activities (to be finalised with successful applicant)</b>		
<b>Month</b>	<b>Activity</b>	<b>Deliverable/milestone</b>
1	Analysis of current communications/awareness raising tools and platforms used by Inspectorate as well as status of current branding	Report on tools/platforms used, clear understanding of the effectiveness of same and what changes/innovations are required
1-3	Develop proposal for a communications/awareness raising campaign with a focus on Inspectorate's current functions  Visual identity development	Proposal developed in consultation with staff and other relevant stakeholders as determined together with the Inspectorate.  Tools/platforms/mediums set out and agreed. Timeline put in place.  Delivery of a new visual identity for the Inspectorate, capable of reflecting its current functions and easily adaptable for use in relation to its future functions, to be used online, in print etc.
4-7	Development and rollout of campaign activities, based on current functions of the Inspectorate. Continued consultation with staff/stakeholders. Continuous analysis of impact/reach/effectiveness of campaign activities and make changes where necessary to maximise impact.	Suite of awareness raising materials on current functions of the Inspectorate, developed and rolled out across various platforms. New branding adopted.
7	Evaluation of project	Evaluation of impact/reach/effectiveness of

		various materials/tools/platforms utilised.
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**4. Ownership**

Ownership of data and outputs related to the project will reside with the Office of the Inspector of Prisons.

**5. Budget**

The maximum budget for the work of the Service Provider is €49,999 inclusive of VAT (if applicable).

A payment schedule, including an advance payment, will be agreed with the successful applicant. Payments will be made within 30 days of receipt of an invoice. If at any stage during the project, the agreed level of quality of the deliverables is not adhered to, payment may be withheld.

**6. Award Criterion**

An assessment panel will examine all tenders received. The panel will have to be satisfied that the tenderer is suitably qualified and has the knowledge, experience and skills needed to successfully design and deliver the required outputs, within the timeframe and budget outlined above.

The Assessment Panel will determine eligibility for this service in accordance with the following criteria:

**A. Understanding client requirements, the challenges and the target audience(s)**

Tenderers must demonstrate their full understanding of the Contracting Authority’s requirements, their challenges and their target audiences. This demonstration of a high level of understanding should include a commitment to the issues at hand.

**Page Limit:** A maximum of **two (2) x A4** pages should be provided

**B. Quality of Service Delivery Proposal including Strategic Approach and Methodology**

Tenderers at a minimum must:

- Tenderers should provide a detailed implementation plan reflecting all the activities required to implement the proposed service and clearly outline any requirements from the Contracting Authority (time and resources).
- Detail the service delivery proposals' methodology and approach that would be employed when delivering the Contracting Authority service requirements. This should include how budgets are planned, communicated and adhered to.
- Include details of how they propose to add value in their provision of the proposed service, inclusive of innovative ideas that would lead to advantages for Contracting Authority
- **Page Limit:** A maximum of **FIVE (5) x A4** pages should be provided

### C. Quality and Balance of the Team (Key Individuals) Proposed

Tenderers are required to provide detailed information to demonstrate the quality and expertise of the proposed team assigned to deliver the service having regard to the requirements of this contract. In this demonstration, tenderers are asked to include reporting lines, backups, common task assignment responsibility, and all other pertinent details that will illustrate the provision of resources to the Contracting Authority.

Tenderers at a minimum must:

- a. List the service delivery team (including the account manager/director) who is proposed will be directly involved in delivering the required services
- b. Describe the role and expertise of each person on the team
- c. Provide a statement which describes the suitability of the resources it is proposed will be directly providing the services. [Tenderers must highlight why the size/composition of the team is of benefit to Contracting Authority.]

**Page Limit:** The Page limit for points a – c is **TWO (2) x A4** pages

- d. Submit an organisational chart demonstrating reporting and management accountability

**Page Limit:** The organisational Chart must not exceed **ONE (1) x A4** page

- e. CVs must be provided for the proposed core services delivery team to be assigned to the contract.

**Page Limit:** Each CV must not exceed **TWO (2) x A4** pages for each key resource proposed

### D. Quality of Account Management

Tenderers must include details on how they propose to ensure structured and effective account management. Tenderers must nominate a dedicated account manager, who will have overall



responsibility and accountability for dealing with contract issues. The tender response must outline the methodology for proactive contract management and provide responses for each of the following:

- Management of the day-to-day relationship to include communication and reporting mechanisms
- Performance Review
- Quality Assurance
- Continuity of Service
- Escalation procedures
- Invoicing

**Page Limit:** A maximum of **two (2) X A4** pages should be provided

#### **E. Costs**

Tenderers must demonstrate value for money and include a full breakdown of costs associated with the delivery of the project. These rates cannot increase over the course of the project. If successful, quoted prices will be applicable for the full duration of a resulting services contract.

**Page Limit:** A maximum of **two (2) X A4** pages should be provided

#### **7. Submission of Proposals**

All proposals should be sent to [info@oip.ie](mailto:info@oip.ie) by 5.00 pm Irish time, on 15 November 2024.

The Office of the Inspector of Prisons reserves the right not to award the tender to any of the applications received.

For any queries, please contact [pjanning@oip.ie](mailto:pjanning@oip.ie)