

**NUCLEAR DECOMMISSIONING AUTHORITY
PUBLIC AFFAIRS AGENCY BRIEF
JUNE 2005**

INTRODUCTION

The NDA went live as an organisation on 1st April 2005, taking overall responsibility for 20 civil nuclear sites in the UK.

All background information to the organisation and its aims and objectives are available on www.nda.gov.uk

The organisation's mission statement is currently in draft form as:
Deliver the safe, cost-effective, accelerated and environmentally responsible decommissioning of the UK's civil nuclear legacy in an open and transparent manner and with due regard to the socio-economic impacts on our communities.

The NDA is not unique in being an organisation committed to open and transparent engagement with stakeholders, but it may well be the first organisation that has such objectives built into its statutory requirements.

A small team of communications professionals is being formed to operate from the NDA headquarters in West Cumbria. The Communications Director is based in London with the NDA's Chairman who has primary responsibility for dealing with politicians and media.

SELECTING AN AGENCY

The value of the contract on offer will be less than £99k a year and is therefore not required to be advertised in the OJEU. However, to comply with NDA procurement policy, a minimum of three tenders are necessary to be received.

Tenders will be issued to shortlisted companies week commencing 30 May and written responses are required by 27 June. Final shortlisted companies will be required to make a presentation on 4 July at which the company will be allotted a 1 hour session in which to present their credentials and proposals and to field any questions from the NDA panel.

We will expect the agency to bring with them to the presentation, the core team that would work on the NDA account.

The NDA reserves the right to use any of the ideas that are presented irrespective of the outcome of the tender process – subject to pre-existing IPR rights.

THE BRIEF

The NDA will require assistance with the development and implementation of an overall communications and public affairs strategy.

Specifically, we will need:

- Strategic advice on our interaction with stakeholders at national, regional and local level. These are likely to be focussed on Government, politicians, trade unions, local authorities and the media.
- Timely, accurate and informative political monitoring and intelligence.
- High level media relations advice with some implementation at national level.
- Support and advice for senior representatives making high profile public appearances.
- Monthly progress and planning meetings to develop and refine messages and communications strategies.

THE BUDGET

For guidance, agencies are advised to present proposals to fall within the range of £5-8k a month, with a detailed breakdown of fee and cost structure provided in the response to tender.