

Invitation to Tender: Strategic communications and campaign support

August 2026

Key information: Subject to partner availability, we are hoping to appoint and begin work in September or October 2026. Our overall budget for this work is £125,000, inclusive of VAT. The closing date for applications is **4pm on Tuesday 15 September 2026**.

1. Introduction

At Impact on Urban Health, our Policy, Influencing and Communications (PIC) function exists to maximise our external impact. We seek to drive the policy and practice change needed to ensure people in Lambeth and Southwark, and in urban areas across England, all have the opportunity to live healthy lives.

We therefore work with policymakers in Lambeth and Southwark, across London, and nationally to share evidence on what works to build healthier places, and to advocate for policy change which furthers health equity. We do that in a number of ways:

- Funding research, narrative and framing work, analysis and policy development which makes clear the case for change and effective solutions.
- Strategic communications, and ensuring our evidence and recommendations reach key audiences locally, regionally and nationally.
- Convening across sectors, bringing together our funded partners, NGOs, academics, businesses, policymakers and others to share evidence and advocate for policy change.
- Direct engagement with key external stakeholders.

Our work is built on the evidence of our funded programmatic work, which includes:

- Health Effects of Air Pollution
- Children's Health and Food
- Financial Foundations for Adult Health
- Children's Mental Health

Alongside seeking to influence policy in these areas, we are increasingly interested in working to achieve change which unlocks progress across all of our work, and urban health more broadly. This year, we are focussing on the opportunities afforded by the Government's neighbourhood health agenda. Done right, this shift promises to deliver a meaningful place-based approach to health, working to address the systemic drivers of ill-health in

neighbourhoods across the country, and meaningfully involving communities in shaping and delivering solutions.

2. The project

We are seeking to work with a partner to deliver our ambitious plans to influence the neighbourhood health agenda, and raise our organisational profile as a leading voice in this area. This represents the first time the Policy & Influencing, and Communications teams will commission joint support, and we are keen that we deliver activity which speaks to both our influencing and communications ambitions.

Given that, we are proposing support is structured around a campaigning approach and our plans to deliver ‘Unite’ moments: moments where we seek to deliver external impact, share our evidence, raise Impact on Urban Health’s profile and help establish our voice as credible and authoritative on health equity in towns and cities.

Success will look like:

- Meaningful change to the neighbourhood health agenda, whether locally in Lambeth and Southwark, or in the national approach. In particular, we are advocating for a policy approach which:
 - Places emphasis on primary prevention, and addressing ill-health before it develops. This could include recognising the importance of action on clean air, healthier food environments, financial wellbeing, housing security, and mental health.
 - Centres health equity, and ensures the agenda works for racialised and low-income communities who are furthest from good health.
 - Recognises the importance of community engagement, and meaningfully co-designing neighbourhood health with local communities and VCSE organisations.
- Raising Impact on Urban Health’s profile and credibility with key audiences:
 - Ensuring activity and evidence reaches key external stakeholders, and supporting us to build productive relationships which extend beyond this partnership.
 - Working with the Communications team to generate effective narrative, assets and storytelling which secures high-profile local and national media coverage.
 - Supporting our ambitions to be a strategic convenor, able to bring together partners from diverse sectors to effectively advocate for change.

We are open to co-creating the best approach to create the conditions for success with the right partner, but activity will likely include:

- Supporting planning, execution and evaluation of two high-profile ‘Unite’ moments over the next year.
- Effective and compelling narrative development to support those moments and all activity.
- Audience insights and analysis, including key stakeholder mapping.
- Supporting stakeholder outreach, as well as identifying proactive and reactive opportunities to engage.
- Content creation, including digital assets, briefings, imagery.
- Strategic convening, especially events.
- Working with our Communications team to support our media outreach, including identifying opportunities to engage and helping us tell our story in a way which cuts through. Media engagement itself will likely be led by our Communications team and/or our media consultant, though we are open to conversation around the best approach.

3. How we want to work together

We are looking for a partner who can act as an extension of our team, working closely with the Heads of Communications and Policy & Influencing to provide a focal point to our communications and influencing activity this year.

We take our political impartiality seriously, and are looking to work with a partner who is confident supporting charity advocacy activity, in line with the Charity Commission’s guidance on political activity and campaigning, and ensuring it remains aligned to our charitable objects (see appendix below). We welcome proposals which speak to an effective cross-party approach.

We work to a set of Diversity, Equality and Inclusion principles for our external communications, outlined below, and seek to work with a partner who shares these values (see appendix below).

4. Budget and timescales

Subject to partner availability, we are hoping to appoint and begin work in September or October 2026. Our overall budget for this work is £125,000, inclusive of VAT.

The closing date for applications is **4pm on Tuesday 15 September 2026**.

Interviews will take place on **Thursday 24 September 2026** in person at our offices (The Grain House, 46 Loman Street, SE1 0EH).

5. How to apply

If you are interested in working with us on this project, please submit a brief proposal (6 pages maximum) to Bryony Hirsch, Head of Communications, at bryony.hirsch@urbanhealth.org.uk.

Proposals should include:

- Details of your organisation and who will be working on the project.
- An indicative timeline, along with your availability to start.
- An indicative costed budget against your proposed approach.
- Why your experience, skills, and knowledge make your organisation a good fit for the opportunity.

To find out more about this opportunity, including any steps we can take to make this process as accessible as possible for interested applicants, please contact Bryony.

Appendix A: Our charitable objects

Any charitable purpose or purposes relating to:

- Limb 1: the general or any specific purposes of Guy's and St Thomas' NHS Foundation Trust.
- Limb 2: the purposes of the health service (as described in section 1 of the NHS Act 2006 or any statutory modification of that section).
- Limb 3: securing improvement in the physical and mental health of the people of England.
- Limb 4: securing improvement in the prevention, diagnosis and treatment of physical and mental illness of the people of England.
- Limb 5: the promotion and protection of public health of the people of England.

Appendix B: Our Diversity, Equity and Inclusion principles

- We make time: We make time to learn, unlearn and take action – both individually and collectively.
- We listen first: We listen first and seek challenge, particularly from people affected by health inequalities.
- We proactively share our platform: People in our boroughs with lived experience of health inequalities are essential collaborators in our communications, so we proactively share our platform to amplify a range and combination of voices.
- We work transparently: We work transparently both internally and externally, and share our processes, successes and failures.
- We prioritise Diversity, Equity and Inclusion: Diversity, Equity and Inclusion (DEI) are central to achieving our comms objectives. We are committed to, and prioritise DEI - embedding this through our practical and tangible action plans and in our objectives, processes, briefs and output.