Strengthening Communications and Engagement with Refugee and Migrant Communities

London Borough of Richmond upon Thames
Request to Quote (RTQ)
July 2026

1. Purpose

This document sets out an opportunity for voluntary sector and specialist organisations to submit a quote to deliver a project that strengthens communications and engagement with refugee and migrant communities in Richmond.

The commissioned project will support the Council to:

- Research and identify effective communication methods and community assets (including, but not limited to, faith institutions, community centres, and grassroots organisations) to reach sanctuary seekers;
- Develop a targeted communications plan, co-produced with people with lived experience of forced migration and in partnership with the Refugee Services team; and
- Develop the communications plan, with clear and ambitious targets for reach and engagement, and ensure delivery is embedded by April 2027.

The contract is expected to commence in October 2026 and will run for a period of 6 months. The initial phase will focus on research and development of the communications plan, with implementation commencing during the contract period and supporting delivery of outcomes from February 2027.

Applications are due on 27 August 2026. The total budget available for this commission is £24,000.

2. Introduction

Richmond is committed to ensuring that communications and engagement approaches are inclusive, evidence-based, and reflective of the diversity of its communities.

Effective engagement with refugee, asylum-seeking, and migrant communities is a strategic priority. Richmond's designation as a Borough of Sanctuary underlines the importance of demonstrating best practice in inclusive communications, trust-building, and co-production.

Effective communication is critical to ensuring that sanctuary seekers:

- Are aware of their rights and entitlements;
- Can access essential services and local support; and

- Are meaningfully engaged in opportunities that support integration, wellbeing, and independence.

Language barriers, digital exclusion, mistrust of institutions, trauma, and insecure immigration status can all limit the effectiveness of traditional communication approaches with the aforementioned demographics. The Council is therefore seeking a structured approach that moves beyond ad-hoc communications, embedding community insight, trusted networks, and sustainable dissemination methods into our communication methods.

This Request to Quote invites organisations with relevant expertise to design and deliver a structured, evidence-informed communications approach that is rooted in lived experience, co-production and trauma-informed approaches.

3. Context and Definitions

For the purposes of this commission:

- **Sanctuary seekers** refer to people who have experience forced migration, including people seeking asylum, Ukrainians on temporary visas, refugees, and others with insecure, irregular or newly granted immigration status.
- **Refugee Services** refers to the team within in Richmond Council that coordinates protection, housing, integration, and support for sanctuary seekers locally, ensuring arrivals are safe, supported, and able to build independent lives. The team mainly supports refugees in the UK on formal resettlement schemes and Homes for Ukraine-related visas.
- **Communications and engagement** includes (but is not limited to) the two-way process of sharing accessible, trusted information with sanctuary seekers, channels, and approaches, and community assets (such as community spaces, faith groups/places of worship, and local organisations) to improve awareness, access to services, and sustained participation in opportunities and support.

4. Scope of the Commission

The successful organisation will be expected to deliver the following core components:

4.1 Research and Insight

- Review existing research, data, and local intelligence on effective communication with sanctuary seeker communities.
- Engage directly with sanctuary seekers (e.g. interviews, focus groups, surveys) to understand:
    - Preferred communication channels and formats;

- Barriers to accessing information; and
- Trusted sources and messengers.

- Map existing communication pathways and community assets, such as places of worship and community centres, used by the Refugee Services team and partners.
- Ensure that people with lived experience of forced migration are meaningfully involved in the design development of the communications plan.

4.2 Communications Plan Development

- Co-produce, with Refugee Services, a clear and practical communications plan specifically for disseminating key information and opportunities to sanctuary seekers in Richmond.
- The plan should include:
  - Target audiences;
  - Key messages and content themes;
  - Channels, digital and non-digital, including faith settings, community centres and voluntary sector hubs;
  - Language and accessibility considerations;
  - Roles and responsibilities; and
  - Risks and mitigations.

4.3 Implementation Targets

- Support the implementation of the communications plan alongside the borough's communications team and the Refugee Services team.
- Establish ambitious but realistic targets for the proportion of sanctuary seekers reached by the end of the project, with interim milestones.
- Build mechanisms for ongoing review, learning, and adaptation.

5. Your Quote

You are invited to submit a quote (maximum four (4) A4 pages, minimum 10pt font) setting out how your organisation would deliver this commission.

The Council welcomes creative and evidence-informed approaches. Proposals should demonstrate cultural competence, safeguarding awareness, and experience of working with refugee and migrant communities.

The Council encourages partnership working between local organisations. Providers that are not locally based are expected to demonstrate meaningful collaboration with local grassroots organisations. Joint proposals are strongly encouraged.

You must demonstrate how people with lived experience of forced migration will be meaningfully involved throughout the project, including how their participation will be supported, recognised, and, where appropriate, compensated for their time and effort.

6. Questions to Address in your Quote

Your submission should clearly address the following questions:

1. **Target Communities**
    - Which sanctuary seeker groups will be the primary focus of your work and why?
    - What evidence do you have that current communication approaches are not fully effective for these groups?
2. **Approach and Methodology**
    - How will you carry out research to identify effective communication methods?
    - How will sanctuary seekers be involved in the research, design and development of the communications plan?
3. **Implementation and Reach**
    - How will you support implementation of the communications plan in practice?
    - What percentage reach targets do you propose by the end of the project and how will these be measured?
4. **Outcomes and Impact**
    - What short, medium, and long-term outcomes do you expect to achieve?
    - How will improved communications translate into better access, engagement, or take-up of services and opportunities?
5. **Partnerships and Capacity**
    - What experience does your organisation have that makes you well suited to deliver this work?
    - What links do you already have to Richmond?
    - Which local partners will you work with and what will their roles be?
6. **Costs and Value for Money**

- What is the total cost of your proposal and how is this broken down?
- Please demonstrate how your quote represents value for money.

7. **Mobilisation and Timescales**
    - How quickly can you mobilise following contract award?
    - Please include a high-level delivery timeline.
8. **Monitoring and Key Performance Indicators (KPIs)**
    - How will you measure success during the contract period?
    - Please propose clear KPIs, including interim milestones linked to Year 3 reach targets.

7. Reporting and Governance

The successful organisation will be expected to:

- Provide regular progress updates to council officers;
- Share learning and insights that can inform wider practice across the borough; and
- Comply with relevant data protection, safeguarding, and equality duties.

8. Submission Details

- Quotes must be submitted by **Thursday, 27 August 2026**
- Submissions should be sent to BoroughOfSanctuary@richmondandwandsworth.gov.uk
- Any clarification questions should be submitted to BoroughOfSanctuary@richmondandwandsworth.gov.uk