



## **Battersea Arts Centre PR Brief – Invitation to Quote**

Battersea Arts Centre is seeking a PR agency, collective or experienced freelancer to lead the overall press and media strategy for the organisation, and to deliver world-class coverage for its diverse programme. The initial 17-month contract will run August 2026 - December 2027, with potential to extend for up to 5 years.

### **About Battersea Arts Centre**

Battersea Arts Centre (BAC) is a Home for the Extraordinary. We harness the incredible power of art, creativity and collective imagination to create a better future for everyone. A future that is more inclusive, more sustainable and more fair.

Our commitment to being A Home for Extraordinary Artists, Young People and Communities is stronger than ever. Recently celebrating our 50th year, we work with ground-breaking artists across the globe to present innovative, exciting and socially engaged work. Most shows at BAC are available on a Pay What You Can basis. Behind the scenes, BAC's Creative Development Programme supports artists at all stages of their careers – from space to develop work in our building to commissions and support to scale-up and connect with other artists across borders. We also deliver trailblazing programmes for 11–29-year-olds, including Beatbox and Dance Academies and Next Gen Producers.

BAC is housed in the former Battersea Town Hall — an iconic building once home to infamous speeches and radical political debate. That spirit of bold ideas and collective imagination continues to shape the work we present today.

BAC is also a popular choice for weddings, as a rehearsal space and a filming location. Thousands of people experience the building each year outside of its artistic programme, including through commercial hires and television productions such as *Portrait Artist of the Year*. While these activities sit outside the scope of this brief, they provide an opportunity to build awareness of BAC's wider artistic offer and connect audiences across different parts of the organisation.

## **Current Context**

BAC is entering an exciting and significant period of development. Alongside [taking on leadership of London International Festival of Theatre \(LIFT\)](#) – which will have its own dedicated PR support – the organisation is progressing wider strategic priorities including brand development, capital ambitions and a renewed focus on growing audiences and footfall. This presents an opportunity to strengthen profile, position BAC as a cultural destination and tell a joined-up story about its artistic programme, civic role and future ambitions.

Historically, PR activity at BAC was delivered through an in-house model before moving towards a project-based approach, with PR outsourced to a mix of freelancers and agencies. As the organisation enters its next chapter, BAC is seeking a strategic PR partner to move towards a more integrated approach—connecting organisational storytelling, programme activity and profile-raising opportunities to build visibility, reach and impact.

## **Positioning and Audiences**

BAC is currently reviewing its Communications Strategy and audience approach. The appointed agency will be expected to support the development and articulation of BAC's evolving organisational positioning and media profile as part of this next phase of growth.

The following principles currently underpin the organisation's positioning and programme:

### **Positioning**

- Home for the Extraordinary
- Bold, boundary-pushing contemporary performance in an iconic Town Hall building
- Internationalism rooted in local identity
- Championing a better world through creativity and culture

### **Artistic Vision**

- Internationalism
- Proactive inclusivity
- Creative freedom

## Key Audiences

- Artists and the creative sector
- Audiences for live performance
- Local communities and young people
- Building visitors and hirers
- Stakeholders and funders

BAC often engage with the organisation in multiple ways, as audience members, participants, artists, partners, building users and advocates.

## Scope of Work

- Develop and deliver an overarching PR strategy for BAC, including media positioning and identification of strategic PR opportunities.
- Lead PR activity for organisational storytelling moments, including institutional announcements and other profile-raising opportunities.
- Deliver PR campaigns for select programme activity across the contract period.
- Work collaboratively with visiting company PRs and partner agencies, ensuring alignment with BAC's wider positioning and media strategy.
- Provide strategic media relations support, including cultivating relationships with key journalists and identifying opportunities to raise BAC's profile across arts, culture and wider media.
- Support the positioning and briefing of key spokespeople, including messaging development and interview preparation where required.
- Provide advice on reputation management and reactive media enquiries as required.
- Share insights with the BAC team, including reporting and media landscape updates.

## Anticipated Activity

The contract period is expected to include:

- BAC's seasonal programme announcements and agreed show PR campaigns across the contract period, which will include Autumn 2026 (Sep-Nov), Spring 2027 (Feb-Mar), Autumn 2027 (Sep-Nov), and Christmas campaign activity
- BAC podcast, [\(Un\)Common Ground](#)
- Approximately 2–3 organisational storytelling moments per year
- Ongoing strategic counsel, media relations support and advice.

LIFT 2027 will have separate dedicated PR support. During the LIFT campaign period (Apr – July 2027), the appointed agency will focus on organisational PR activity, strategic counsel and alignment with the LIFT team and PR partners, rather than campaign delivery.

Visiting companies and productions are sometimes represented by their own freelance PRs or agencies. The appointee will need to occasionally engage with these partners to ensure consistency of messaging and positioning across all activity.

### **Budget**

Maximum available budget: £40,000 +VAT

Applicants should provide a breakdown of their proposed fee, including their proposed resourcing model, level of service and any assumptions underpinning their proposal.

### **Expected deliverables include the following:**

- A kick-off meeting with key members of the BAC team to agree overall approach, including priorities, timescales and ways of working.
- Attendance at regular press focused meetings.
- Occasional attendance at wider meetings with artistic team, leadership team, project leads and key stakeholders. It is expected that you will feed in expertise to maximise key press moments as programme and project details take shape.



- Creation of a concise written press strategy to align with BAC's overall Communications Strategy.
- Creation of press releases, pitches and reviewer invites as required.
- A regular written update to include pitches and coverage.
- Presence and media management at key launches and press nights.
- Regular coverage reports to feed into BAC's wider reporting and evaluation.

### **Key contacts**

You will work primarily with BAC's Director of Marketing and Communications and Communications Manager, with occasional liaison with BAC's wider communications, artistic and leadership teams.

You will also engage with:

- PR agency for LIFT 2027, ensuring alignment with the BAC's overall press strategy.
- Freelance PRs representing specific shows / visiting companies on an ad hoc basis
- Stakeholders, artists, visiting companies and photographers, supported by the BAC team

### **PR Selection Process**

To respond to this brief, please submit a **concise document** (max 3 pages) by **4pm, Friday 17 July**, which includes the below:

- Up to three examples of relevant previous work
- Proposed resourcing model, including team members, associates and/or partners, and how continuity of service will be maintained across the contract period.
- An itemised quote
- Two references

Bids will be assessed on the basis of **30% Price / 70% Quality**



We are particularly interested in hearing from those who can demonstrate:

- Experience working with cultural organisations on media positioning at moments of change
- Experience of securing significant media coverage across London, National and Broadcast media
- Strong relationships across contemporary performance, culture and lifestyle/destination press.
- An approach that combines media relations with strategic organisational storytelling and narrative-building.
- Ability to work creatively and collaboratively with internal teams

A small number of candidates will be invited to join a conversation to discuss their proposal and approach to the brief.

Following these conversations, we aim to appoint a PR partner promptly to align messaging and media strategy ahead of BAC's autumn season.

**Please return your responses to Director of Marketing and Communications, Layla El-Deeb, at [laylae@bac.org.uk](mailto:laylae@bac.org.uk) by 4pm, Friday 17 July. We will be holding conversations with our preferred agencies on Monday 27 July.**