



Request for Proposals: Public Affairs, Parliamentary Engagement and Media Support for AEP

Details

- **Contract start date:** 1 September 2026
- **Contract duration:** To be agreed
- **Budget:** Approximately £60,000 per annum (negotiable depending on level and scope of support)

The Association of Educational Psychologists (AEP) is a trade union and professional association representing educational psychologists (EPs) across England, Northern Ireland, Scotland, and Wales.

Our membership of around 4,000 includes EPs working for local authorities and other employers, as well as self-employed practitioners, assistant EPs and trainees.

We are inviting proposals from experienced organisations to provide public affairs, parliamentary engagement, and media support to our small staff team as we review our current contract.

Our Organisational Objectives

The AEP's core objectives are to:

- Enhance members' professional development, job satisfaction, and wellbeing
- Address workforce pressures affecting educational psychologists across the UK, including workload, recruitment and retention
- Champion the wellbeing of children and young people, their families, and the professionals who support them

Aims of Contract

The appointed contractor will support the AEP to:

- Strengthen our public profile and visibility, including showcasing our work and impact
- Grow and retain our membership
- Raise the profile of EPs and their role
- Advocate for increased investment in public services, particularly local authority EP provision
- Identify and engage key stakeholders across central, devolved and local governments



- Increase member activism and engagement
- Deliver campaign objectives through effective policy influencing and clear, compelling communications

Services required

- Public and parliamentary affairs support across all four nations of the UK
- Strategic advice on policy development and influencing
- Stakeholder mapping, engagement and relationship management
- Media relations and communications support
- Campaign planning, development and delivery

We welcome proposals that set out a clear, tailored approach aligned to our objectives.

Please include the following information in your submission:

Relevant Experience

- Experience working with trade unions, professional associations, or similar organisations
- Expertise in public affairs and media relations
- Knowledge of, and experience working within, the education, SEND and local government landscape
- Evidence of successful outcomes from similar contracts
- Contact details of two recent or current clients who can provide a reference

UK-wide Engagement

- Examples of stakeholder contacts and engagement across England, Northern Ireland, Scotland, and Wales
- Experience of working with both central and devolved governments

Proposed Approach

- How your organisation would support the AEP to achieve its objectives
- Suggested priorities and strategic approach
- How you would measure success

Team Structure & Capacity

- An overview of your organisation's structure
- The key people who would work on this contract, including details of their relevant experience
- Availability from September 2026
- Proposed delivery timelines



Costs

- A detailed breakdown of fees and proposed support plan
- Details of any optional or additional services you offer

Submission Details

Please submit your proposal and reference details electronically (PDF format preferred) no later than **noon on 16 June 2026**. Submissions and any queries should be sent by email to vanessa@aep.org.uk

Shortlisted bidders will be invited to present their proposals in person, and we may request further information as part of the evaluation process.

Timeline for tender

Shortlisting date: 17 June 2026

Interview date: 16 July 2026

Decision: Week commencing 20 July 2026

Start date: September 2026