



PRIVATE & CONFIDENTIAL

SPECIFICATION DOCUMENT

FOR

REQUEST FOR PROPOSAL / TENDER

FOR

GRAPHIC DESIGN AND RELATED SERVICES

CLOSING DAY: Thursday

CLOSING DATE: 10 December 2020

CLOSING TIME: 12pm

DATED ISSUED: Thursday 26th November 2020

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1. BACKGROUND

Establishment

The Agency's statutory remit as set out in the British/Irish Agreement Act 1999 and the North/South Co-operation (Implementation Bodies) (NI) Order 1999 is the "Promotion of greater awareness and use of Ullans and of Ulster-Scots cultural issues, both within Northern Ireland and throughout the island". From this the Agency has developed its vision and mission statement as follows:

Vision for the Ulster-Scots Agency

The vision of the Ulster-Scots Agency is that Ulster-Scots should flourish as a rich, vibrant and growing culture with a global legacy that is recognised at home and abroad.

Mission for the Ulster-Scots Agency

Building the community and using partnerships to promote discovery, improved understanding and increased enjoyment of Ulster-Scots culture and language.

In furtherance of the Mission, four strategic aims have been identified:

SA1 – Inspire

The Agency will identify, interpret and animate Ulster-Scots language, heritage and culture

SA2 – Empower

The Agency will equip individuals and groups with knowledge and skills to engage with Ulster-Scots language, heritage and culture in order that they can develop their learning.

SA3 – Engage

The Agency will reach out locally and globally, to enhance friendship with people in Ulster whose primary identity is not Ulster-Scots: and foster kinship with people beyond Ulster who share our identity.

The Agency is sponsored by the Department for Communities (NI) and the Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs (ROI).

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Staff and Offices

The Agency currently has 15 staff based in the Belfast office and 2 staff based in the regional office in Raphoe, County Donegal.

2. OVERVIEW OF REQUIREMENTS

At this time, the Ulster-Scots Agency wishes to appoint a company to deliver graphic design and related services as may be required, for the purposes of provision of:

- reports, leaflets, brochures, books, promotional materials, infographics and flyers - in print and online formats;
- graphics and displays for exhibitions;
- signage;
- one-off designs (eg wallpaper or especial artwork/design features as required)
- unique projects with collaborative organisations or sites (eg heritage sites, events)

Content Development and Design

The selected service provider must be capable of providing a full spectrum of graphic design and related services in a manner that complements existing publications and other communications by Ulster-Scots Agency, to include:

- creative input to document, electronic and/or other media design (including logos)
- management of specific design projects
- liaison with printers
- liaison with suppliers of branded merchandise
- occasional placement of print and other advertising
- liaison with advertisement placement agency as procured by Ulster-Scots Agency and outside the scope of this tender
- design of displays and materials (including multi-media materials) for use in relation to public events
- design of branding for media/press publications, press conferences, report launches.

Companies should clearly outline their experience of similar projects where they have developed or designed a piece of artwork, including sourcing and incorporating historical images into the design.

Examples should be provided to demonstrate quality of design (by providing hard copies or including photographs within the response document).

Companies should also outline experience of similar projects where they have distributed items or set up displays on behalf of an organisation to a select number of recipients.

Companies should specify experience of developing educational and/or promotional items, providing hard copies or including photographs within the response document where possible.

The successful tenderer must be available to attend regular meetings at Ulster-Scots Agency's head office at The Corn Exchange, 31 Gordon Street, Belfast, BT1 2LG.

In order to meet its ongoing requirements, Ulster-Scots Agency proposes to select a single suitably qualified service provider who would be called upon to meet its graphic design and related requirements as and when they arise.

Print and related requirements are not within the scope of this tender.

No guarantees can be given as to the precise frequency, nature, and scale of graphic design assignments which may arise and the selected service provider cannot be guaranteed the award of a specific volume of business, or of any business. Ulster-Scots Agency will endeavour to provide the selected service provider with as much advance information as possible on forthcoming requirements and will normally allow a reasonable period for fulfilment of briefs. **However, there may be instances where Ulster-Scots Agency will require a rapid response for urgent or unforeseen requirements at short notice. The selected service provider should explicitly confirm their capacity to comply with this requirement.**

The selected service provider will be required to nominate a dedicated account manager who will act as the main point of contact with the Ulster-Scots Agency for the duration of the contract. This person must have the full authority to deal with all matters in relation to the contract and be responsible for the satisfactory delivery of the required services. Detailed invoicing arrangements will be agreed with the successful tenderer.

The selected service provider will be subject to satisfactory performance reviews on a regular basis. Supplier performance will be continually monitored. Cost competitiveness, quality of product and service and turnaround time will be the main criteria for measuring performance. The service provider will be required to take a proactive role in monitoring performance and service with a view to making appropriate recommendations where necessary.

Where Ulster-Scots Agency judges that there is a serious failure to deliver services in accordance with its requirements, Ulster-Scots Agency may source services from alternative providers and/or terminate the service.

The maximum value of work that can be awarded under this tender is £30,000 Inc VAT

Tenders are now invited as follows:

1. Read the Tender Instruction Document.
2. Read the Tender Specification Document.
3. Complete and return the Tender Response Document which will include:
 - All provision and points mentioned within this document;
 - Financial Schedule outlining details of cost of services
 - Pricing: It must be clearly understood that the prices indicated will be used to help reach a determination as to a company's value for money. The prices listed in a response to this tender must be reasonable and attainable, as they will provide the basis upon which a contract might be agreed.
 - Illustration of experience and company profile. Where a team of designers is being proposed, tenderers should indicate the roles of each member within the team, the proportion of time being assigned by each team member and the relative hourly/daily rate for each team-member;
 - In certain cases, to effect delivery of some material, it may arise that Ulster-Scots Agency will need to share personal data of clients to the preferred supplier as a third party. Please demonstrate as part of your quotation your awareness of and your compliance with the requirements of the General Data Protection Regulation in such circumstances.

3. AWARD CRITERIA

The proposal/tender will be evaluated based on award criteria detailed in Appendix A.

4. TIMETABLE

The proposal/tender must be received in Ulster-Scots Agency format as set out in the timetable and with regard to the closing date on the first page of this document.

See Appendix B for timetable.

5. CONTACT AND QUERIES

All communications by tenderers must be in writing.

E-mail communications shall be deemed to be written communications for this purpose.

Prior to the receipt of submissions, the response to any request for information which may have a relevance to other tenderers will be communicated in writing to all tenderers by Ulster-Scots Agency. The identity of the tenderer seeking the information shall not be identified to the other tenderer.

Any queries concerning this document may be addressed to:

Email: mccallumd@ulsterscotsagency.org.uk

David McCallum
Director of Corporate Services
The Corn Exchange
31 Gordon Street
Belfast
BT1 2LG

APPENDICES

Appendix A

Award Criteria

	Evaluation Criteria: Cost competitiveness, quality of product and service and turnaround time will be the main criteria for measuring performance.	Percentage (%)
1.	Cost/value for money.	30
2.	Proven track record and understanding of the requirements and scope of the service as outlined in the tender proposal.	20
3.	Quality of Product	15
4.	The staff named in the tender to have the required skills.	15
5.	Capacity to undertake requests at short notice.	10
6.	Capacity to undertake one-off projects.	10

Appendix B

Timetable

10 December 2020 AT NOON	Deadline for receipt of tenders.
10 December 2020	Evaluation of Tenders
10 December 2020	Official notice given to the successful tenderer
10 December 2020	Service in place.
11 December 2020	Meeting with company