**EXPRESSION OF INTEREST (EOI) RESPONSE TEMPLATE**

**FOR**

**CREATIVE DESIGN SERVICES**

**FOR**

**HEALTH RESEARCH AUTHORITY**

**1. EXPRESSION OF INTEREST (EOI) RESPONSE**

1.1 If you are interested in the ‘Creative Design Services’ opportunity, please complete the table below and upload this document to the Atamis e-Sourcing Portal for Contract Reference C285163.

1.2 If you meet the shortlisting selection criteria but are not interested in bidding, please provide your reason(s) as this will be valuable feedback for the Authority.

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| **Organisation Name** | [Please insert Organisation Name] |
| **Contact Name for Organisation** | [Please provide name and job title] |
| **Contact Details for Organisation** | [Please provide contact email and telephone] |
| **Date of EOI submission** | [Please provide date of Expression of Interest] |
| **I wish to express an interest in the ‘Creative Design Services’ opportunity** | [Please indicate: Yes / No] |
| **If ‘Yes’,** provide evidence of knowledge, understanding and experience below] | |
| **Demonstrable knowledge and understanding of: (a) Web Content Accessibility Guidelines: https://www.w3.org/TR/WCAG22/  (b) Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018: https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps  (c) The NHS Visual Identity: https://www.england.nhs.uk/nhsidentity** | [Please provide evidence within **Maximum Word Count of 500 Words**] |
| **Experience of creating a broad range of digital assets, such as social media tiles, digital campaigns, document templates, etc. This does not need to include Print.** | [Please provide evidence within **Maximum Word Count of 500 Words**] |
| **Experience of working with NHS Brand or within similar strict brand guidelines, please provide specific examples. Please provide at least one case study.** | [Please provide evidence within **Maximum Word Count of 500 Words**] |
| **If ‘No’, the reason(s) my organisation is not interested in the opportunity are:** | [Please provide any relevant reasons] |
| **Any further information** | [Opportunity to provide any relevant further information] |