

**ITT DOCUMENT: APPENDIX A**

**SPECIFICATION**

**PROVISION OF MAGAZINE DESIGN AND PRINT SUPPORT SERVICES**

**ON BEHALF OF**

**The Royal Marsden NHS Trust**

**(Herein referred in this Invitation to Tender (ITT) as the Authority)**

**Reference Number: C335422**

**The Royal Marsden NHS Foundation Trust**

**Magazine design and print requirements February 2025**

**Summary**

The Royal Marsden is assessing costs and suppliers to deliver the best creative execution and value for money for its suite of magazines, while adhering to the brand guidelines and design template for RM, Private Care, and Progress magazines - and the brand values of the Trust, Private Care and The Royal Marsden Cancer Charity. RM is the Trust’s flagship magazine for patients, staff and foundation trust members; Private Care magazine is distributed to GPs, corporate partners and other potential referrers; Progress is The Royal Marsden Cancer Charity’s magazine for supporters, donors and potential donors.

**Design, editing and account management**

We are looking for a fully managed, end-to-end design, editing and account management service, and any additional supporting requirements with the ability to provide The Royal Marsden with a suite of best-in-class magazines. This will require using the skill and experience it is reasonable to expect from an award-winning, leading customer publishing agency. This will also include, but not be limited to, providing repro work as required for all publications, courier fees and puzzle options for RM magazine. The supplier will need to advise and support the Trust during the full editorial and production process, using their deep sector experience across the NHS, Private Healthcare and Charity sectors and act as link to, and responsible party for, the effective and efficient delivery of any other service, e.g., printing, photography, and delivery of the magazine.

The supplier must provide a dedicated account team with demonstrable knowledge of the healthcare (NHS and Private Care) and Charity sectors, including, but not limited to, an account director, account manager, managing editor, sub-editor, art director, picture editor and production manager. The same core team is required to work on all magazines detailed in this brief and attend briefing meetings for consistency. The art director must be available to attend photoshoots when required.

The supplier must seek the Trust’s approval in relation to the layout, design, and content of all magazines, following a structured and scheduled briefing and proofing process. The approval must be obtained from the Director of Marketing and Communications and the Head of PR and Communications.

The proofing and amends process must be done digitally on a system accessible by both the supplier and the Trust. All aspects of all magazines will be approved at every proof stage by the Trust before further work is done on subsequent proofs, or final sign off to print is given.

Print proofs must be supplied to the Trust in hard copy for sign off. Any courier expenses are to be included in the budget. Any changes to print proofs will not incur additional charges to the budget already approved, without prior approval from the Trust.

The supplier must comply in all material aspects with the relevant brand guidelines relevant to each of the three magazines when producing the magazines and their contents.

The Trust owns the intellectual property and copyright on all material included in the magazines, including photography, royalty free. The content is not to be used by the supplier outside the magazines unless prior approval is given by the Trust.

**Printing**

We require a fully managed print process, including three proofing rounds, and press passes if required, in person. This will lead to a high specification end result, using the high level of skill and care it is reasonable to expect from a leading customer publishing agency, in accordance with the details listed in Appendix A for each magazine.

Delivery of this service may involve the use of sub-contractors, but management of any sub-contractors is the sole responsibility of the supplier.

**Delivery**

Management of bulk delivery to a number of addresses for each magazine as detailed below:

* RM magazine – The Royal Marsden, Chelsea; The Royal Marsden, Sutton
* Private Care – The Royal Marsden, Chelsea
* Progress –An agreed quantity of hard copies to The Royal Marsden Cancer Charity, Chelsea (print ready file also provided to external printers for fulfilment and distribution)

Delivery of this service may involve the use of sub-contractors, but management of any sub-contractors is the sole responsibility of the supplier.

**Photography**

The supplier will manage all required photography for use in RM, Private Care, and Progress, some of which will be duplicated across all magazines. Delivery of these services may involve the use of sub-contractors, but management of any sub-contractors is the sole responsibility of the supplier.

All scenarios and subjects involved in photography within The Trust will be organised by the Trust’s PR and Communications Team, in liaison with the supplier. The supplier must acknowledge the limitations of operating within a working hospital when supplying a best-in-class photographer who is experienced in shooting in a healthcare and charity setting. and that photographer must be approved in advance by the Director of Marketing and Communications and/or the Head of PR and Communications.

The Trust will approve the photography selection used in all magazines, after recommendations made by the supplier.

Any repro work to be done on any photography is to be included in the budget of the magazines.

All content, including photography, becomes the intellectual property of the Trust in perpetuity following publication of each magazine. This must be incorporated into the total cost of the contract.

**Contract management**

The Trust and the Supplier’s team must meet at least twice during a magazine publication cycle to discuss the planning and design of each publication, including editorial meetings and first proof presentation. This meeting must alternate between Trust and Supplier locations and be agreed in advance with the Head of PR and Communications.

Regular email and telephone contact is required from the supplier to ensure the Trust is up to date on the publication cycle and production process, including copy checks, photography queries and costings.

All magazines should be reviewed on a two-year basis to ensure the design and content remains fresh, relevant, and at the leading edge of healthcare publications.

Appendix A

|  |  |  |  |
| --- | --- | --- | --- |
| **Title** | **RM Magazine** | **PC Magazine** | **Progress** |
|  |  |  |  |
| **Spec** |  |  |  |
| **Frequency per annum** | 4 | 3 | 2 |
| **Format** | 265mm x 210mm | 250mm x 190mm | 260mm x 190mm |
| **Pagination per issue** | 32 | 16 | 16 |
| **Cover Paper** | 250 gsm Silk | 250 gsm Silk | 140gsm Uncoated |
| **Text Paper** | 150 gsm Silk | 150 gsm Silk | 100gsm Uncoated |
| **Print Colour** | Four Colour | Cover pages- Six Colour. Text Pages - Five Colour | Four Colour |
| **Binding** | Saddle Stitched | Saddle Stitched | Saddle Stitched |
| **Finishing** | Machine Seal | Machine Seal | Machine Seal |
| **Foiling** | N/A | Foil Block on Outer Cover | N/A |
| **Print run per issue** | 3000 | 5400 | 27400 |
| **Deliveries** | 2 | 1 | 1 |

**KPIs**

|  |  |  |  |
| --- | --- | --- | --- |
| **Standard** | **Target** | **Monitoring Method** | **Consequences** |
| All magazines will be produced on-time and in line with the agreed schedule. Regular email and telephone contact is required from the Supplier to ensure the Trust is up to date on the publication cycle and production process, including copy checks, photography queries and costings. | 100% | Monitored by The Royal Marsden’s Head of PR & Communications | If the delivery times are consistently missed and the schedule is not adhered to, the contract will be reviewed and may be cancelled. |
| All sub-contractors, e.g. printers, photographers and delivery companies, will be solely managed by the Supplier to ensure magazines meet the agreed delivery date | 100% | Monitored and measured by contractor | If sub-contractors fail to adhere to agreed timeframes, their contract may be reviewed and/or cancelled. |
| If the Supplier is aware of a delay, the Communications Team must be informed at least 3 working days before the magazine due date | 100% | Monitored and measured by the Contractor and The Royal Marsden Head of PR & Communications | Failure to communicate a delay in good time will impact the KPI measures and damage the working relationship. |
| The Trust and the Supplier will meet at least twice during a magazine publication cycle to discuss the planning and design of each publication, including editorial meetings and first proof presentation | 100% | Monitored and measured by contractor and PR & Communications project lead | Not meeting regularly face to face hinders the working relationship and process of producing the magazines successfully. |
| The proofing and amends process will be done digitally on a system accessible by both the Supplier and the Trust. All aspects of all magazines will be approved at every proof stage by the Trust before further work is done, or final sign off to print is given. | 100% | Monitored by the Head of PR & Communications | This is essential. Failure to provide this service will result in the contract being reviewed or cancelled. |
| Print proofs to be provided hard copy to the PR/Communications Team, with any amends being made without incurring additional charges. | 100% | Monitored by the Head of PR & Communications | Physical proofs are essential to sign off. Failure to produce this is a breach of the terms and conditions of the contract. |
| Bulk delivery of magazines will be managed by the Supplier who must ensure the different magazines are always delivered to the designated addresses, on time, and to the agreed printing standard. | 100% | Measured internally by feedback or complaints received within the Trust by the Head of PR and Communications | Failure to deliver the magazines on time and to the correct standard is a breach of contract. |