

APPENDIX B
Statement of Requirements

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1. INTRODUCTION

- 1.1 The Department for Transport (DfT) is the government department responsible for providing policy, guidance, and funding to English local authorities to help them run and maintain their road networks, improve passenger and freight travel, and develop new major transport schemes. The requirement is for graphic design services as demanded by the Ordering Officer(s) of the DfT.

2. PURPOSE

- 2.1 The main aim is to design materials to provide creative, effective and engaging graphic communication of DfT messages and content in printed and digital media, tailored to their respective audiences. While there will be a need for some branding work, and other basic creative services, PR services will not be purchased under this contract.

3. BACKGROUND TO THE AUTHORITY

- 3.1 DfT work with their agencies and partners to support the transport network that helps the UK's businesses and gets people and goods travelling around the country.

4. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 4.1 Currently the services in this requirement are delivered by a single supplier under the Creative Media Services agreement. The Departmental team of communication specialists are responsible for specifying and commissioning projects, raising purchase orders, approving quality and signing-off payment. The Supplier will be expected to have a broad practical understanding of traditional and digital channels and be able to provide the right advice about best use of digital technology and convergent technology.

5. SCOPE OF REQUIREMENT

- 5.1 The main aim of the contract is for a one-stop-shop type supplier with the facilities to take the communications requirement from initial concept through design and typesetting then output to large format or purely digital product. Potential Providers will have a combination of all these services and be expected to design creative and engaging graphic communications of the DfT's content in large format digital and on-line media formats. While occasionally there might be a need for some simple branding work, no other marketing, strategic communications or PR services may be purchased under the Contract.
- 5.2 The DfT cannot guarantee the volume of work individual that may be offered or be required to undertake. Nor can they estimate the likely volume that will be required overall during the Contract Period. However, Potential Providers should note that during the twelve month period up to October 2015 DfT commissioned 66 creative jobs under the current arrangement.
- 5.3 The Supplier will provide simple and complex design and typesetting for strategic communications projects with diverse target audiences.
- 5.4 Design advice and solutions should reflect the whole life cycle of the project, including creative approaches, as well as practical and innovative digital production solutions. The Supplier will be expected to have a broad practical understanding and experience of supplying communications from concept to publication on-line or in print.

- 5.5 Where Copy is to be provided by the DfT, it will be in the format of Microsoft Office software products, with illustration files, most often in JPEG, TIFF, PNG or EPS formats. The Copy will be predominantly text, although tabular work, graphs and illustrations may be incorporated or need to be generated from data provided.
- 5.6 Copyright in the work arising out of the performance by the Supplier of their duties under the Contract is to be assigned to and shall vest in the Crown absolutely. This condition will apply during the Contract and after its termination howsoever arising.

Typical process

- 5.7 The User will brief the Supplier by email. Briefs will set out the audience, the content and the formats of the copy available. The brief will also set out the production schedule and stipulate what is required by way of mock-ups, proofs and delivery.
- 5.8 The range of marketing digital/large format work will include:
- 5.8.1 Infographics
 - 5.8.2 Posters and leaflets
 - 5.8.3 Promotional items
 - 5.8.4 Publications
 - 5.8.5 Display Graphics/Stand
- 5.9 Simple branding services including; developing simple brand propositions, designing the brand/logo, developing/producing brand identity guidelines for use with a range of current and future media
- 5.10 The User will also provide feedback on how to develop one or more of their ideas from rough through to proof stage. The User might require further roughs or higher quality proofs illustrating the developed design(s). This stage might be reiterated, typically with a reducing number of ideas and increasing quality of proofs and presentation.
- 5.11 Artwork files must be held by the Supplier securely throughout and after each job, and in such a way that they can be retrieved and reused easily. These files remain the property of the DfT and must be sent to them as soon as possible when requested. After Termination or the end of the Contract period, all copy held by the Supplier should be returned to the DfT on suitable media and free of charge, and copies held by the Supplier destroyed.
- 5.12 While the DfT makes every effort to allow plenty of time for each stage of their projects, the pressures of delivering Government campaigns and initiatives often reduces these plans so the Supplier must have the capacity to increase resource where necessary.
- 5.13 There will be occasions, such as high profile Ministerial announcements, when overnight or 24 hour turnaround times and weekend working will be requested.

6. SERVICE LEVELS AND PERFORMANCE

- 6.1 The Authority will measure the quality of the Supplier's delivery by:
- 6.1.1 The Supplier will respond to all emails within 24hrs.

- 6.1.2 The Supplier will deliver designs in accordance with the job specification and within the schedules agreed.
- 6.1.3 The Supplier will respond to a request for quotes with an itemised and fully costed quotation within the schedule agreed and in accordance with the Contract price.
- 6.1.4 The Supplier will respond to monthly MI requests, in a format mandated by the Authority, within 5 working days.

7. ADDITIONAL REQUIREMENTS

- 7.1.1 The Contractor will not commence any work without a valid Purchase Order.
- 7.1.2 The Contractor will ensure provision of the best market price for any creative media service job commissioned, providing the best value solution and giving assurance and transparency by providing a detailed breakdown of pricing during the quoting process.
- 7.1.3 All services will be delivered in accordance with the agreed pricing schedule
- 7.1.4 The Contractor will ensure the final cost invoiced for each job matches the original quote based on the Contract hourly rate. Any increases will be fully evidenced and justifiable due to changes in original specifications.

8. LOCATION

- 8.1 There will be occasions when DfT officials will need to convey late and complicated last minute changes directly to the operator at the typesetter's production site to maintain urgent publishing schedules. This will be the case during late running projects for major policy announcements, highly technical policy publications and high profile Ministerial announcements.
- 8.2 These revises will often include many technical, design and editing refinements which can go wrong in typesetting and need to be corrected immediately to achieve an accurate revision and maintain the urgent schedule. As the final check, these on-site revises must be incorporated quickly and accurately allowing DfT to advise on adjusting page elements and controlling page creep to ensure the layout remains acceptable before the final sign-off.
- 8.3 The DfT therefore has an on-going operational requirement for;
 - 24hr turnarounds
 - Late evening and weekend services (by arrangement)
 - Instructing urgent author corrections at the contractors premises (by arrangement).

9. INVOICING AND PAYMENT

- 9.1 Payment will be made on receipt of an invoice containing a valid Purchase Order number and sent to:

Department for Transport Shared Services Centre
5 Sandringham Park
Swansea Vale



Swansea
SA7 0EA