

APPENDIX B
Statement of Requirements

CONTENTS

1.	INTRODUCTION.....	2
2.	PURPOSE.....	2
3.	BACKGROUND TO THE AUTHORITY	2
4.	BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT	2
5.	SCOPE OF REQUIREMENT.....	2
6.	SERVICE LEVELS AND PERFORMANCE	4
7.	ADDITIONAL REQUIREMENTS	4
8.	LOCATION.....	4
9.	INVOICING AND PAYMENT	4

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 production journal typesetting and design services as demanded by the Ordering Officer(s) of the DfT.

2. PURPOSE

- 2.1 The main aim is to provide general typesetting and design of DfT content and messages.

3. BACKGROUND TO THE AUTHORITY

- 3.1 The 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 and experience of large volume typesetting 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 production typesetting, layout and editing of publications including tabular work in setting tables, charts and other page elements. Draft text and images provided by the DfT will be supplied in the Microsoft Office 2013 suite as Word, Excel and graphics files to an agreed style according to a written specification. In the majority of cases this will be in the DfT corporate style. After typesetting, files may need to be supplied in formats suitable for commercial print or digital publishing for other media editions.
- 5.2 The DfT cannot guarantee the volume of work the Supplier may be offered or required to undertake. Nor can we 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 52 typesetting jobs under the current arrangement.
- 5.3 The Departmental brand identity will be provided and sets out the typographical style that will most often be applied to corporate documents, however, other existing and newly commissioned designed styles will be used. Where detailed styles are not available or fully developed, the Contractor must apply their professional skill and experience of typography, typographic conventions and good presentation to arrive at the typeset pages.
- 5.4 Where appropriate, design proposals or advice should reflect the whole life cycle of the product, including cost-effective and innovative production and delivery solutions. The Supplier will be expected to have a broad practical understanding of production processes and materials.

- 5.5 Users and their policy clients may not know British Standard copy-editing and proofreading mark-up conventions, so their use may not be assumed.
- 5.6 Additional services will include;
- 5.6.1 Re-drawing of graphics and artwork
 - 5.6.2 Proofreading
 - 5.6.3 Design graphic illustrations and infographics
- 5.7 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.
- 5.8 The Department cannot guarantee the volume of work the Supplier may be offered or required to undertake. Nor can we estimate the likely volume that will be required overall during the Contract Period. However, bidders should note that during the twelve month period up to October 2015 DfT commissioned 52 typesetting jobs under the current arrangement
- 5.9 Copyright in the work arising out of the performance by the Contractor 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

- 5.10 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.
- 5.11 The range of marketing digital/large format work will include:-
- 5.11.1 Guidance
 - 5.11.2 Posters and leaflets
 - 5.11.3 Annual and Technical Reports
 - 5.11.4 A4 Publications
 - 5.11.5 Consultation materials
 - 5.11.6 Glossy brochures
- 5.12 The User will provide the Supplier with a marked up proof, typically as PDFs using Adobe Acrobat's Comment and Review facility, marked-up hardcopy sent by email or using an online soft proofing facility. Typically three proofing iterations are expected.
- 5.13 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.

- 5.14 Typically, draft copy will not have been tagged, marked up or copy-edited to the levels conventional to the book publishing industries. Professional levels of typographic and basic copy-editorial judgement are therefore required.
- 5.15 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.
- 5.16 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 typesetting in accordance with the job specification and within the schedules agreed.
 - 6.1.3 The Supplier will respond to a request to quote 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 Supplier will not commence any work without a valid Purchase Order.
- 7.1.2 The Supplier 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 Supplier 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