



Suzanne Coombs
West Northamptonshire Council
One Angel Square
Northampton
NN1 1ED

30th August 2024

Account Manager: Jill Tinsley

Our reference: PC04522

Dear Suzanne,

Thank you for your enquiry outlining the specification. I am pleased to be able to give you an estimate for its production based on the following criteria:

West Northamptonshire Council improvements to customer information (Phase 1 and Phase 2)

SUSTAINABLE TRAVEL SOLUTIONS

Pindar Creative is a leading expert in promoting active and sustainable travel. We build strong, long-lasting relationships with our clients. This means we get the best understanding of your project and can suggest innovative and cost-effective solutions, which will work for you.

Our expertise includes schematic and geographic mapping, wayfinding, design, desktop publishing, data manipulation, web development, and print.

We have been producing accurate, high-quality and time-sensitive travel information for many years. We work in partnership with a wide range of clients including local authorities, combined authorities, bus and rail operators, universities and colleges, the NHS and corporate businesses.

Just a few of our current contracts are shown below:

Active Travel Solutions

including cycling and walking maps for Living Streets, Leicestershire County Council, Lancashire County Council, London Borough of Ealing, Transport for Greater Manchester.

Maps for First Group, Stagecoach, Transport for Wales, West Midlands Combined Authority.

Bus and Rail Timetables

for LNER, First Group, Ipswich Bus, EYMS, Surrey County Council.

Onward Travel

Information for Transport for London, West Yorkshire Combined Authority, City of York Council, National Transport Authority.

Bus Stop Displays for Stagecoach, Metrobus, Go-Coach.



Interactive Mapping Solutions for

Transport for Greater Manchester, Transport for Wales, Dorset Council, NECA.

Wayfinding for Transport for London, South Downs National Park Authority, City and County of Swansea,

E-paper Digital Bus Stops for

Aberdeenshire Council, East Lothian Council, Milton Keynes Council.

We understand that each passenger has their own unique, journey-planning requirements. Maps and timetables have to be of use at a variety of levels – not only as a reassurance tool to the experienced traveller and a planning tool to the infrequent traveller but also as a marketing tool to the potential traveller. By presenting mapping and travel information in an accessible, legible and intuitive way, active and sustainable travel can become a viable option for a wider audience, including those with visual impairments, neuro-diverse conditions, and to those unfamiliar with the area.

To this, we can add:

- Our financial security ensures stability within the business and peace of mind for our clients.
- Performance standards are always agreed prior to the start of a contract and then monitored at regular review meetings. We encourage feedback from the customer on our performance, not only at regular review meetings but also throughout the production process.
- We also understand (and have very significant experience of) the need to offer the production flexibility to our clients at times when schedules move for whatever reasons. Because of our flexibility, highly effective working practices and continued investment in equipment, we can normally achieve the revised schedule dates without a problem. We fully accept this as a requirement of specialising in producing time-sensitive travel information.

- As an ISO9001(2015) quality assurance certified business, we rely on policies and processes that are implemented, targeted, reviewed and monitored to ensure that we delivery consistent, high-quality. The quality of our work has ensured that clients like Transport for London, Transport for Greater Manchester, LNER, Transport for West Midland and West Yorkshire Combined Authority return to us year after year.
- A major ingredient in the provision of a successful and punctual product delivery is the production support that you receive. Our in-house teams – cartography, desktop publishing/design, web development and print – allow us to offer a total solution which means we can handle all (or any part) of your publicity requirements, from design, right through to distribution. This in-house combination of skills ensures that we fully understand all parts of the production process.

Innovation and Added Value

Pindar Creative is committed to developing innovative solutions that enable our clients to delivery travel information to their end users, quickly and cost effectively. These solutions are usually developed in partnership with the client and utilise existing data, wherever possible.

Mapping is always created with reuse in mind. This, along with the consideration of online use, is why we always advocate creating mapping as a seamless base, wherever possible. The map base (with or without the walking and cycling information) could be repurposed for travel plans, public transport mapping, or for the promotion of tourism.

As an example of one of the innovative solutions we have developed, we have created a cloud-based mapping portal (SALI) enabling users to create their own cost-effective travel map for schools, workplaces and residential developments. The portal utilises OpenStreetMap, but bespoke mapping can be added to the portal and some of the local authorities through the UK have already done this.

PROJECT SUMMARY - SPECIFICATION

WNC Enhanced Bus Partnership has identified a need to improve customer information. An initial one-year contract will be granted, with a further one-year extension, subject to funding. We understand that the following deliverables are required:

Phase 1 - delivered by January 2025

1. Schematic maps highlighting frequency and key trip attractors/destinations:
 - Northampton Urban Local bus
 - Countrywide – West Northamptonshire
 - Local area maps for:
 - o Brackley
 - o Towcester
 - o Daventry/DIRFT

It is our understanding that we do not need to create a 'reverse' side for each of the above maps.

2. The creation of 40 individual bus route timetables (A5, 4pp leaflet). We have assumed that each timetable leaflet will include an individual route.
3. The creation of 40 geographic route maps for inclusion in the timetable leaflets. Each map will include bus stops and points of interest.

On approval, we will supply web- and print-ready accessible PDFs.

Phase 2 - delivered by the end of March 2025

1. Create an interactive PDF for each map, with clickable links from the map key to the timetable on the respective operator website.
2. The interactive PDFs will be hosted by Pindar Creative.
3. URLs will be checked by Pindar Creative on a monthly basis.

EXAMPLES OF PREVIOUS WORK

Examples of previous work with a similar scope and content to your requirements are shown on the following pages.

EXAMPLE 1: WEST OF ENGLAND COMBINED AUTHORITY (WECA)

| | |
|------------------|--|
| Point of contact | Paul Baker |
| Position | Information Manager |
| Email | paul.baker@westofengland-ca.gov.uk |
| Start Date | January 2021 |
| Completion Date | 5-year contract |
| Estimated Value | £125,000 (spend to date) |

Description of contract

In April 2020, WECA took over responsibility for managing bus service information from its constituent authorities; Bath & North East Somerset Council, Bristol City Council, and South Gloucestershire Council. Working alongside North Somerset Council, it now manages bus service information across the region.

Historically, WECA's constituent authorities have provided individual printed travel maps and guides. WECA wanted to replace these with a series of comprehensive WECA-branded travel maps covering the whole region.

Following a competitive tender process, WECA chose Pindar Creative to produce a new series of public transport leaflets to promote bus services within the region. The process started with the creation of concept map designs (see Figure 1), followed by the production of the base map in the approved style (see Figure 2). The approved map design shows the city centre bus routes colour coded by service. Services that travel beyond the city are grouped, and key routes including metrobus and university routes are shown in their branded line style.

Map extracts were placed in leaflets covering the central, north and south areas of the region. Each leaflet adheres to WECA's brand guidelines. The reverse of each leaflet includes town maps, detailed 'where to catch your bus' (WTCYB) listings, information on fares and tickets, concessionary travel, community transport, park and ride services, ferry services, the rail network and bus operators.

We provided the full solution in-house from design, cartography, editorial and artwork creation, to print and distribution.

To meet the 2018 accessibility regulations, we created fully accessible PDFs for WECA's website, ensuring that screen readers will read the document correctly, and in a logical order.

The contract has evolved, and we are now producing other publications including:

- Park and ride publicity (see Figure 3), including WTCYB map and listings.
- Installing e-paper displays showing real-time information in Bristol.
- Schematic spider maps (see Figure 4) promoting bus routes at key interchange locations. Each poster has a geographic centre showing the location of bus stops, with

bus services shown as colour-coded schematic routes. Main stops in the direction of travel away from the hub are shown, as well as points of interest. Stop codes are shown in the central hub and at the end of each linear route, ensuring passengers know where to board.

- A fully interactive website with multiple levels of mapping, clickable hotspots, locate-me pin and search functionality by bus route, road name, postcode and points of interest.
- Promoting living roof bus shelters and the launch of their new bus services (see Figure 5).

Figure 1 Concept map design example



Figure 2 Final map

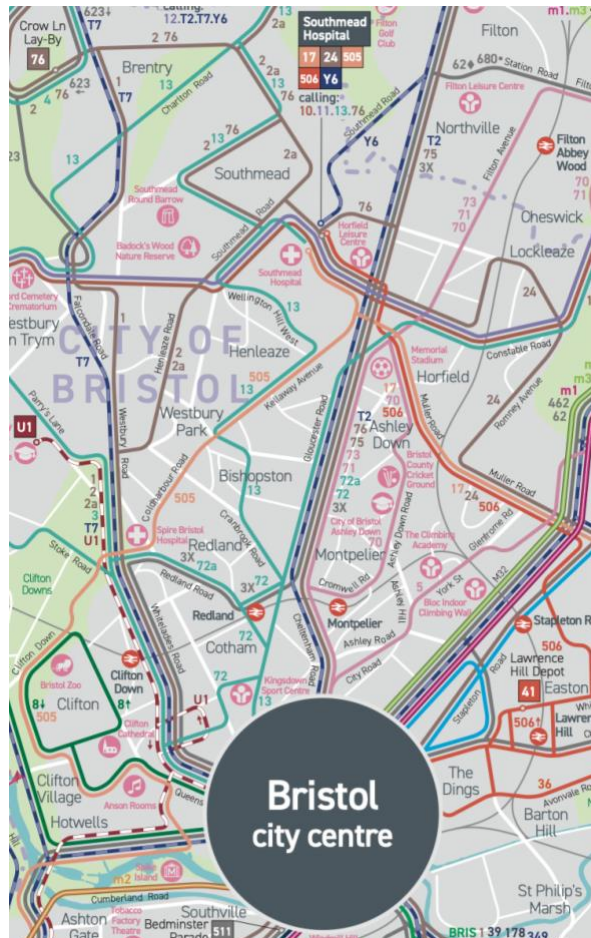


Figure 3 Yate P&R map example



Figure 4 Spider map example

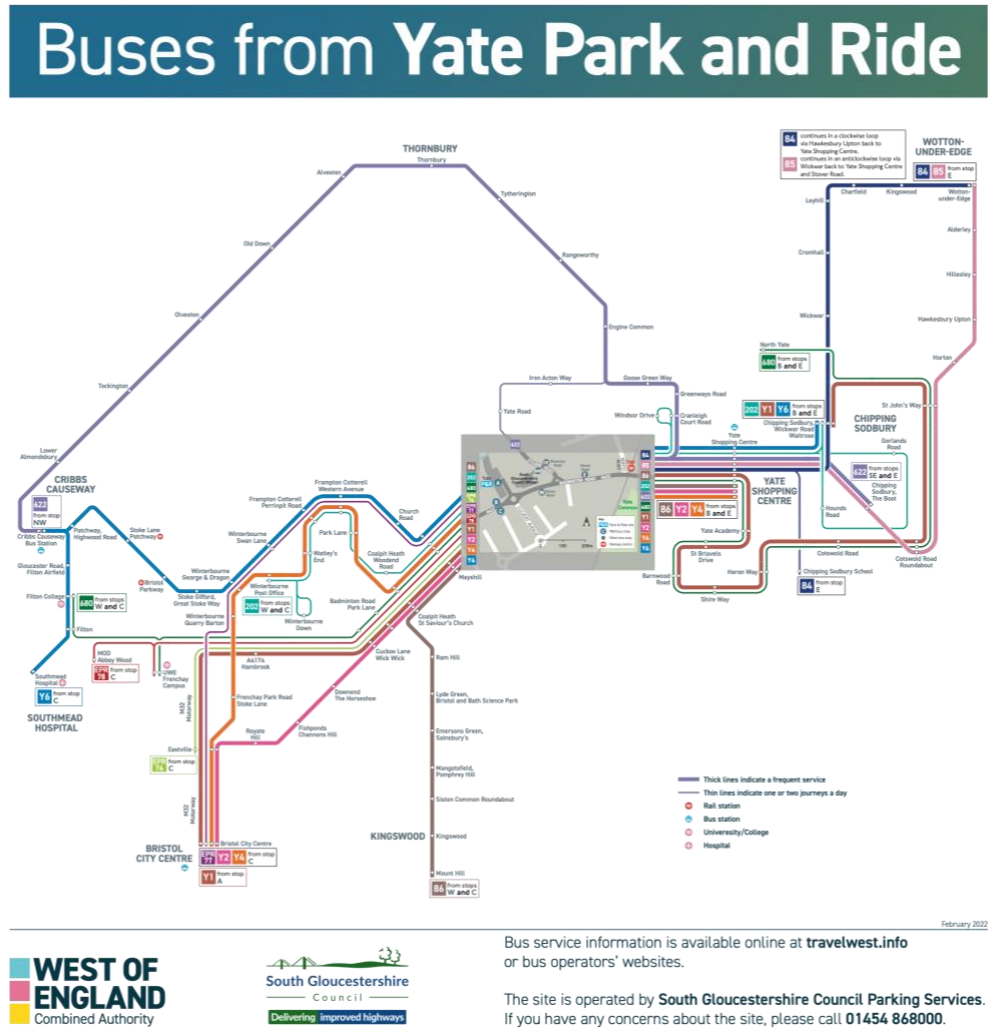


Figure 5 Green roof promotional poster



EXAMPLE 2: TRANSPORT FOR WALES (TFW)

| | |
|------------------|--|
| Point of contact | Cara Morris |
| Position | Marketing Manager |
| Email | cara.morris@tfwrail.wales |
| Start Date | January 2020 |
| Completion Date | Ongoing contract |
| Estimated Value | £75,000 (spend to date) |

Description of contract

Transport for Wales is driving forward the Welsh Government's vision of a high-quality, safe, integrated, affordable, and accessible transport network that the people of Wales are proud of.

In 2019 Pindar Creative was awarded the contract to become map custodians, responsible for designing innovative, forward-thinking maps to promote the Transport for Wales rail network. All maps are required to adhere to TfW branding and be Welsh-language compliant.

As map guardians, we create and update all map requirements for TfW Rail and are responsible for maintaining version control. All maps produced also need to be fully compatible with both print and digital requirements (desktop, tablet and mobile) and have the ability to integrate with future technology.

The first project involved the creation of a new schematic rail network map. TfW felt that their existing map was overcrowded and difficult to read. TfW asked us to provide a solution with more consideration to the application of both Welsh and English and be more legible, particularly in those areas with multiple rail stations.

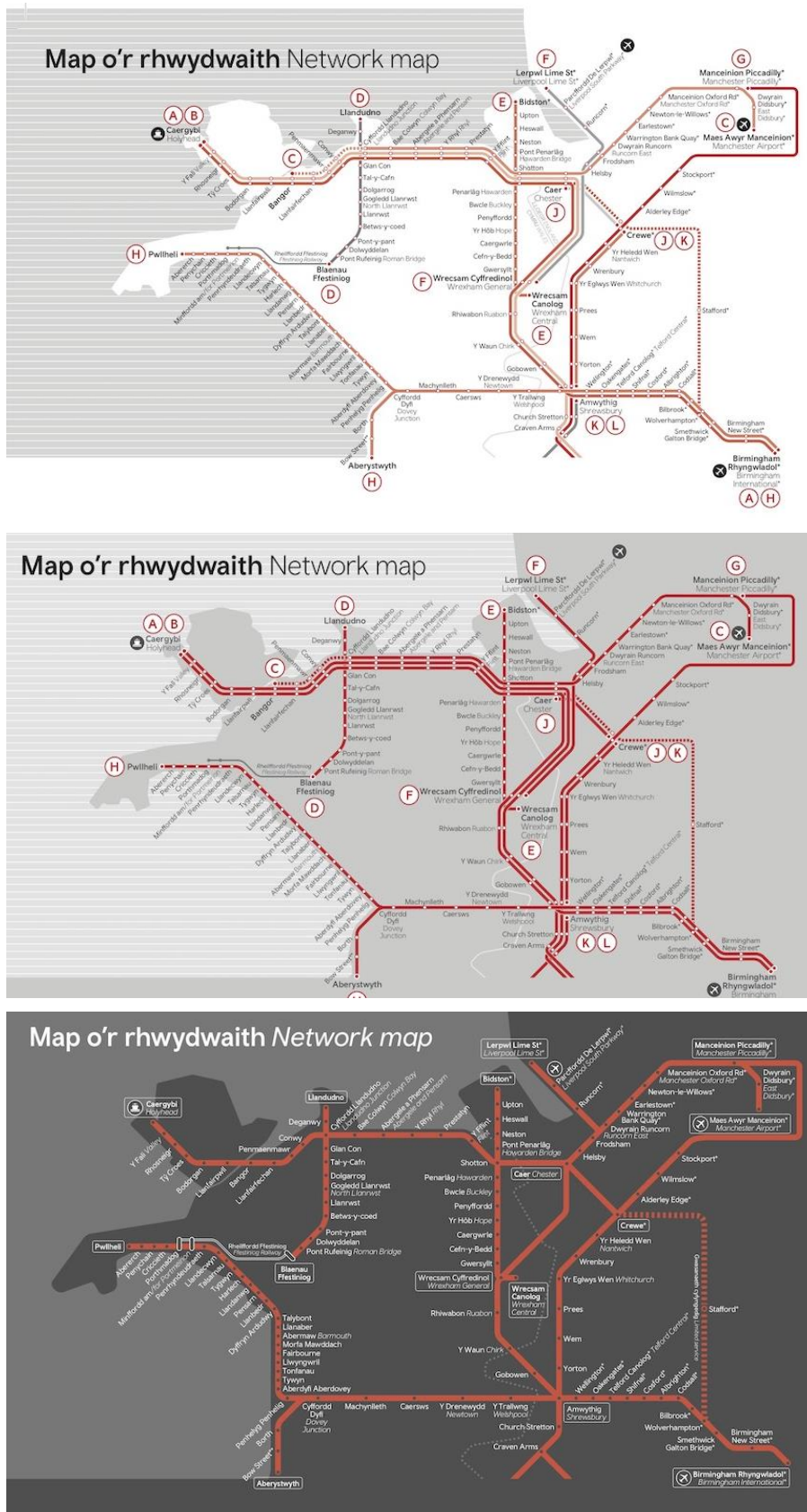
We provided a series of concept map designs (Figure 1). The designs offered various options including all rail lines shown in TfW's core colours and a further option using TfW's secondary colours. The designs included different ways of showing the stations and terminus points and options to address the application of both English and Welsh. You can view the re-designed schematic network map in Figure 2 below.

We went on to create schematic maps to promote individual routes including regional network maps (Figure 3) for use on the cover of timetable guides, and engineering diagrams (Figure 4) enabling TfW to show disruption information across the network.

We are currently producing station maps to be displayed on information posters at each station. Each map will be centred on the station and show the location of the rail replacement bus stop, cycle parking, cycle hire, bus interchange, bus stops, taxi ranks and public toilets. Bus route numbers and destinations are listed for bus stops close to the station.

In 2022 the contract was extended to cover the Transport for Wales bus network (see map examples in Figures 4 and 5) and the new South Wales Metro (see Figure 3)

Figure 1 Concept map design examples



Map o'r rhwydwaith Network map

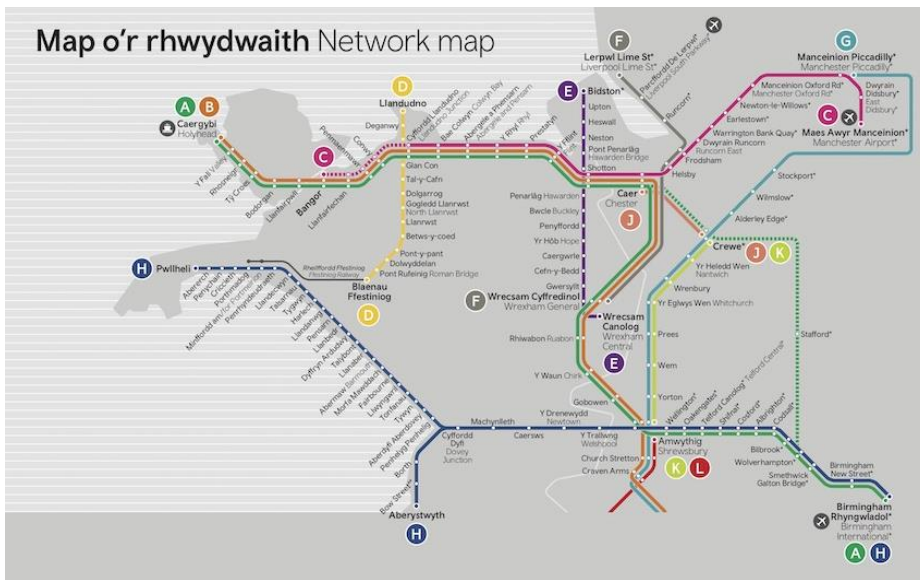
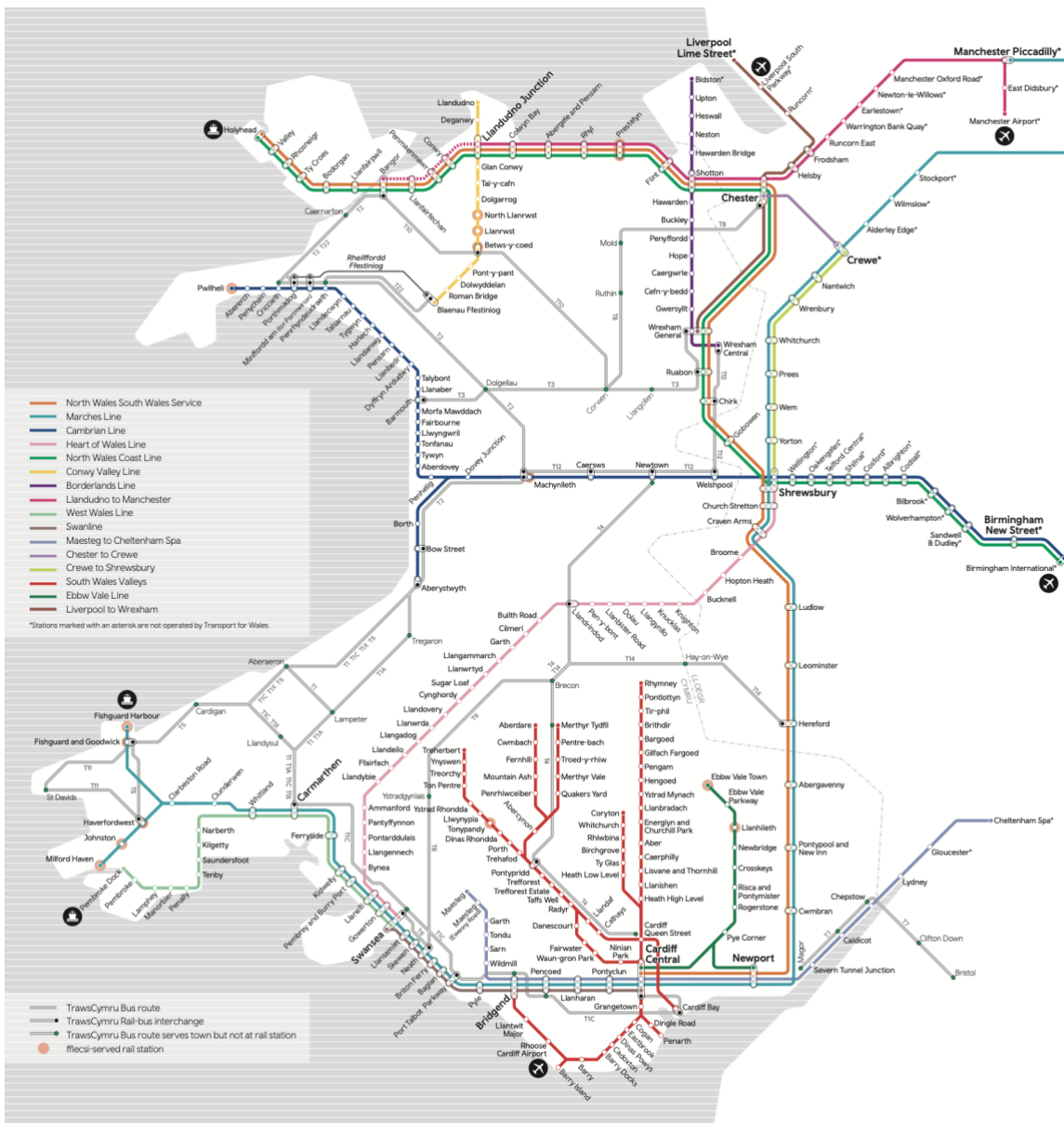


Figure 2 Final map design







T1C

Parc Cenedlaethol Eryri
Snowdonia National Park

Tywyn

Bae Ceredigion
Cardigan Bay

Aberystwyth

Llanrhystud

Llanon

Aberaeron

Synod Inn

Llandysul

Pencader

Caerfyrddin

Carmarthen

Cross Hands

Llanelli

Abertawe
Swansea

Port Talbot
Parkway

Sarn
(Siopau Dylunwyr Pen-y-bont
Bridgend Designer Outlet)

Pen-y-bont
ar Ogwr
Bridgend

Caerdydd
Cardiff

Môr Hafren
Bristol Channel

Parc Cenedlaethol
Bannau Brycheiniog
Brecon Beacons
National Park

Parc Cenedlaethol
Exmoor National Park

Corris

Machynlleth

Y Drenewydd
Newtown

Rhaeadr Gwyno
Rhayader

Llanfair-ym-muallt
Builth Wells

Llandrindod

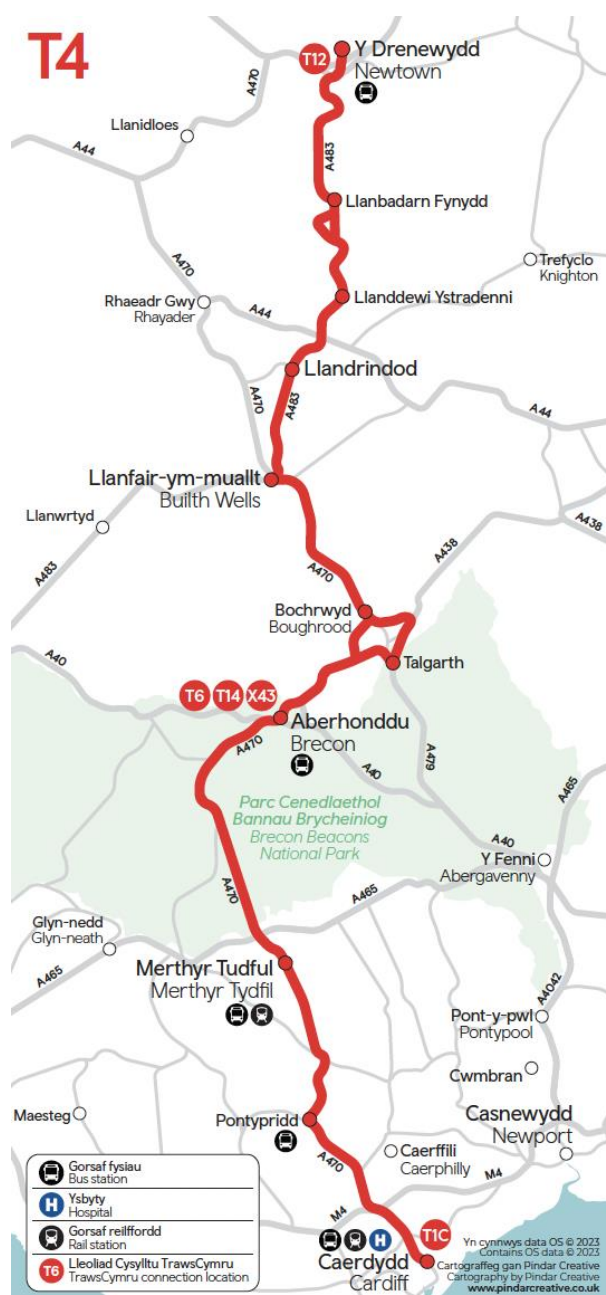
Talgarth

Aberhonddu
Brecon

Merthyr Tudful
Merthyr Tydfil

Yn cynnwys data OS © 2023
Contains OS data © 2023
Cartograffeg gan Pindar Creative
Cartography by Pindar Creative
www.pindarcreative.co.uk

- Gorsaf fyslau
Bus station
- Ysbyty
Hospital
- Gorsaf reilffordd
Rail station
- Lleoliad Cysylltu TrawsCymru
TrawsCymru connection location



EXAMPLE 3: TRANSPORT FOR LONDON (TfL)

| | |
|------------------|-------------------------------|
| Point of contact | Geraldine Martin |
| Position | Customer Information |
| Email | GeraldineMartin@tfl.gov.uk |
| Start Date | July 2017 |
| Completion Date | Ongoing |
| Estimated Value | £140,000 (May 22 to April 23) |

Description of contract

Pindar Creative has been supplying mapping and passenger information to Transport for London (TfL) since 1995. Our long-standing relationship continues today and we have recently been awarded the prestigious contract to manage and maintain TfL's iconic London Underground maps. This significant partnership marks a milestone for Pindar Creative and reflects the company's commitment to excellence in service and innovation.

Now recognised across the world, the iconic Tube map design was created by Harry Beck over 90 years ago. The map is an integral part of London's public transportation system, serving millions of commuters and tourists each day. The contract, secured through a competitive bidding process, reinforces Pindar Creative's position as a trusted and reliable partner in the transportation industry.



EXAMPLE 4: IPSWICH BUSES

| | |
|------------------|--|
| Point of contact | Justin Wythe |
| Position | Commercial Manager |
| Email | justin.wythe@ipswichbuses.co.uk |
| Start Date | October 2021 |
| Completion Date | Ongoing |
| Estimated Value | £15,000 per year |

Description of contract

Mapping, timetables and onward travel information for Ipswich Buses

Ipswich Buses has long been the Suffolk town's primary operator and is proud to be one of the UK's remaining municipal bus operators.

Originating as Ipswich Corporation back in 1903, Ipswich Buses is now operated as an arm's length company by Ipswich Borough Council. The company now operates 75 vehicles on a network of routes across Ipswich, Babergh, Colchester and the surrounding areas employing 180 people across two sites in Central Ipswich.


The company's focus on reducing car dependency is one that is close to our hearts and we were delighted to be asked to work on a suite of new marketing material promoting sustainable travel across the region.

Starting with a complete redesign of Ipswich Buses' mapping, timetable leaflets were then produced for key services, followed by 'where to board your bus' posters (figure 3) for Ipswich's two bus stations. This builds on a series of measures by Ipswich Buses to improve access to travel information, including the launch of a new website and an App.

Figure 1 Timetable page

| 2/2A Clacton Clacton Shopping Village Weeley Tendring Manningtree Mistley | | | | | | |
|---|------|------|------|------|------|------|
| Mondays to Saturdays | | | | | | |
| Service Number | 2A♦ | 2♦ | 2♦ | 2♦ | 2A♦ | 2♦ |
| Clacton, Pier Avenue | 0625 | 0830 | 1055 | 1300 | 1525 | 1735 |
| Clacton, Rail Station | 0627 | 0832 | 1057 | 1302 | 1527 | 1737 |
| Clacton, Valley Road, The Range | 0632 | 0837 | 1102 | 1307 | 1532 | 1742 |
| Clacton, Shopping Village | 0639 | 0844 | 1109 | 1314 | 1539 | 1749 |
| Clacton, Lt Clacton Morrisons | 0641 | 0846 | 1111 | 1316 | 1541 | 1751 |
| Little Clacton, Blacksmiths Arms | 0645 | 0850 | 1115 | 1320 | 1545 | 1755 |
| Weeley, The Street | 0651 | 0856 | 1121 | 1326 | 1551 | 1801 |
| Tendring Heath, Hall Lane | 0658 | 0903 | 1128 | 1333 | 1558 | 1808 |
| Little Bentley, Bricklayers Arms | — | 0908 | 1133 | 1338 | — | 1813 |
| Little Bromley, Post Office | — | 0918 | 1143 | 1348 | — | 1823 |
| Lawford, Place | — | 0921 | 1146 | 1351 | — | 1826 |
| Manningtree Rail Station | — | 0925 | 1150 | 1355 | — | 1830 |
| Manningtree, High School | — | 0930 | 1155 | 1400 | — | 1835 |
| Mistley Church | — | 0933 | 1158 | 1403 | — | 1838 |
| Horsley Cross, Cross Inn | 0702 | — | — | — | 1602 | — |
| Mistley Heath | 0710 | — | — | — | 1610 | — |
| Mistley, Rigby Avenue | 0713 | 0935 | 1200 | 1405 | 1613 | 1840 |
| Code: ♦ - This journey is sponsored by Essex County Council | | | | | | |
| No service on Sundays or Bank Holidays | | | | | | |

Figure 3 WTBYB poster



Departures Old Cattle Market J

92 Ipswich | Holbrook | Stutton | Brantham | Manningtree/East Bergholt

93 Ipswich | Copdock | Capel St. Mary | East Bergholt | Stratford St. Mary | Colchester

94 Ipswich | Tattingstone | Bentley | Capel St. Mary | East Bergholt

97 Ipswich | Freston | Woolverstone | Chelmondston | Sholney

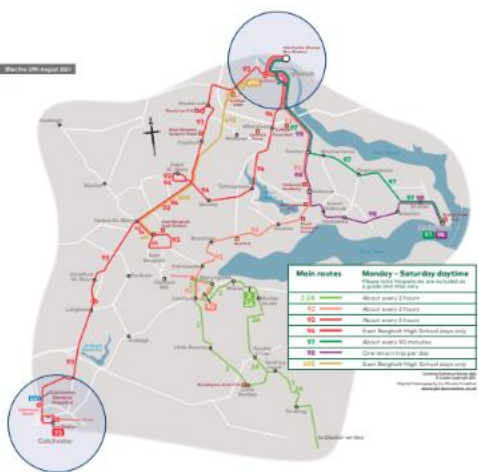
98 Ipswich | Freston | Holbrook | Harkstead | Sholney

Monday to Friday

| Time | Service | Code |
|------|---------|------|
| 0635 | 92 | |
| 0645 | 97 | |
| 0715 | 97 | |
| 0800 | 92 | Sch |
| 0810 | 92A | |
| 0815 | 92 | Nich |
| 0915 | 97 | |
| 0930 | 92 | Nich |
| 1020 | 92 | |
| 1045 | 97 | |
| 1130 | 92 | |
| 1215 | 97 | |
| 1225 | 92 | |

Saturdays

| Time | Service | Code |
|------|---------|------|
| 0645 | 92 | |
| 0715 | 97 | |
| 0810 | 92 | |
| 0915 | 97 | |
| 0930 | 92 | |
| 1020 | 92 | |
| 1045 | 97 | |
| 1130 | 92 | |
| 1215 | 97 | |
| 1225 | 92 | |




| Main routes | Monday - Saturday daytime |
|-------------|---------------------------|
| 92 | Approx every 15 minutes |
| 93 | Approx every 15 minutes |
| 94 | Approx every 15 minutes |
| 97 | Approx every 15 minutes |
| 98 | Approx every 15 minutes |

Contact Information


Ipswich Buses customer helpline
01473 344 800

[ipswichbuses](#)
[ipswichbuses](#)
[ipswichbuses.co.uk](#)
[info@ipswichbuses.co.uk](#)



tap&go

Please use contactless or our mobile app whenever possible.
#togetherWeCan #bebuskind



DELIVERY TEAM

Working closely with you at every stage, our artwork design, cartographic, desktop publishing and editorial professionals create mapping and timetables to help achieve your desired outcomes. We will recommend the most effective ways to proceed and offer production methodology and planning advice.

Our cartographers have extensive cartographic skills all with a minimum of 15 years' experience; our most senior cartographers have over 25 years' experience. The cartographers have access to the latest technology to create mapping in desktop publishing software and GIS.

At Pindar Creative, our staff have considerable knowledge of active and sustainable travel and are adept at taking data from various sources and creating high-quality, accurate travel information, delivered on time. This includes sense-checking data received, and proof-reading at each stage of production.

As we anticipate there may be multiple contacts within the local authority, we would suggest using Basecamp (Project Management & Team Communication Software) to manage the project. This will enable us to organise everything into one place, including 'to do' lists, milestones and discussion boards, ensuring full transparency to all team members. It's a widely used, intuitive tool and very easy to navigate. Basecamp would allow project goals, schedules and production to be shared with all (or selected, if relevant) members of the team.

We have significant in-house expertise and resources internally, and do not intend to use sub-contractors.

A major ingredient in the provision of a successful and punctual product delivery is the production support that you receive. If our bid is successful, the lead contact for the project would be:

Jill Tinsley – Commercial Director

Jill would have responsibility for managing the contract, with full support from the customer service team and the Managing Director.

- BSC Hons degree in Cartography and Geography, Oxford Brookes University.
- Jill has over 25 years' experience in the print and publishing industry, specialising in travel information and mapping. Jill has been the main point of contact for a number of key accounts including Transport for Greater Manchester, West Yorkshire Combined Authority, Liverpool City Region Combined Authority and North East Combined Authority. Jill is currently consulting on wayfinding and mapping for a new cycle scheme in the Austrian Alps.

The mapping element would be managed by our Senior Cartographer, with support from his team:

Sean McVeigh – Senior Cartographer / Team Leader

- With over 25 years' experience of working as a cartographer, Sean leads our team of cartographers and is a specialist in ArcInfo and QGIS. Sean has extensive experience of working with Ordnance Survey datasets to produce legible mapping products with a

clear visual hierarchy. Sean has been responsible for managing a number of large-scale mapping projects, including schemes for Leicestershire County Council, Transport for Greater Manchester, Dorset County, Legible London for TfL, and West of England Combined Authority. Sean's expertise lies in schematic and geographic mapping, wayfinding, and GIS (ArcGIS and QGIS).

Sean will utilise members of the team to ensure the maps are produced within the given timeframe.

The timetable element would be managed by Mark Little:

Mark Little – Desktop Publishing

- Mark has over 28 years' experience in artwork production, specialising in travel products. Mark has worked on a wide range of travel information products, as well as catalogues and books.
- He is able to work to very tight timescales and prioritise jobs as required to meet the deadlines requested by the customer. Mark has a flexible approach to production with the ability to adapt to client's requirements.
- Delivering the highest level of quality control in all work produced.

Example clients include Brighton and Hove Bus Company Ltd (Go-Ahead Group), First West of England Ltd, Living Streets, LNER – London North East Railways

Mark will be supported by the editorial team.

The web element would be managed by our Web Solutions Team Leader, with support from his team:

Igor Colombo – Web Solutions Team Leader

- Igor is responsible for the creation and implementation of a wide variety of Web-based products using PHP, JavaScript, MySQL and AJAX. Analyst Programmer with 10 years of experience in Implementation and support of Web / Databases / SAP / ABAP environment. 10 years of professional software development experience with exposure to the full software lifecycle (from requirements to production).

PERFORMANCE STANDARDS

We can confirm that we can meet all of the requirements set out in the opportunity. We confirm that we can meet, or exceed, the delivery deadline.

Our internal systems, dedicated and highly-experienced staff, equipment and regular progress reporting ensure that we stay on top of your production requirements. We take great care in preparing detailed production schedules so that we know we can achieve your required delivery date.

We also understand (and have significant experience of) the need to offer the production flexibility to our clients at times when schedules move for whatever reasons. Because of our flexibility, highly effective working practices and experienced staff, we can normally achieve the revised schedule dates without a problem.

We tailor our solutions to fit our clients' requirements – both for products intended for print and for online/software solutions. We are customer led, developing solutions based on the requirements of our clients.

We work in partnership with our clients to advise on map and timetable design, ensuring legibility for the end user. We are used to working to tight deadlines and have capacity in house to cope with creating extensive mapping to high standards.

We strive for creativity and innovation in design, keeping up-to-date with sustainable travel projects throughout the UK;

- We are proud of the strong, long-lasting relationships that we build and aim to work collaboratively with clients to develop innovative solutions to enhance their travel information.
- We are a partner to Modeshift, regularly attending regional meetings and the annual convention. This allows us to 'resource share' with a wide range of local authorities, combined authorities/PTEs, and schools. It is an ideal forum to share best practice in promoting active travel and enables us to discover how end users promote active travel within their communities.
- We attend, or exhibit at a number of annual events, such as Smarter Travel, Cycle City, Transforming London's Streets, Cycling Scotland, Scotland's National Active Travel Conference and Geo Business Show. Attendance enables us to keep abreast of developments in active travel and to gain an insight into developments outside of the UK.

We have a proven track record of providing advice on how maps should be accessed online, from simple PDF links, low-cost interactive pdfs, and interactive mapping websites.

- In 1996, Pindar Creative produced the UK's first countywide interactive mapping solution for Buckinghamshire County Council. Since then, we have delivered numerous interactive sites ranging from simple static websites to complex interactive sites with links via clickable hotspots to live travel information, journey planners, timetables and SMS text codes.
- All of our mapping is created with the knowledge that it may be repurposed for use on the internet at some point. Our highly-skilled cartographers draw on 20 years of experience in producing interactive mapping and travel information websites.

- Our printed and online solutions appeal to all ages and encourage people to think about their travel choices, and see that cycling and walking are attractive choices of travel for everyday journeys. We aim to portray sustainable travel as convenient, safe, healthy and attractive choices of travel for everyday journeys.
- Our mapping can easily be repurposed, adding value to existing products and reinforcing the desired outcome – to cut car use. Our site-specific sustainable travel plans use existing mapping to encourage people to travel sustainably to schools, businesses, NHS sites and universities.

Our Standards

We have a reputation for achieving customer satisfaction by providing a reliable and consistent level of service in gathering and processing information and delivering it in print and electronic media according to customer specification, and consistently within agreed timeframes.

Accreditations

The Company has successfully migrated to the new standards in quality and environmental management system and now complies with BS EN ISO 9001:2018 and BS EN ISO 14001:2018.

As an ISO9001(2018) certified business, Pindar Creative relies on documented policies and processes that are implemented, targeted, reviewed and monitored to ensure we achieve agreed deadlines. It is externally audited twice a year to ensure that as a company we are compliant with the requirements of the standard. All Pindar Creative staff are audited on an ongoing basis by trained personnel in respect of their understanding of quality systems procedures.

Cyber Essentials Certification: Designed and promoted by the UK Government, Cyber Essentials was included as part of the National Cyber Security Strategy, with the primary aim of making the UK a safer place to conduct business online. Cyber Essentials certification identifies companies that are taking appropriate steps to secure data and any personal information they hold. Obtaining Cyber Essentials therefore confirms that Pindar Creative has been audited in relation to cyber security and associated data risks. Consequently, Pindar Creative customers can be assured that we take cyber security and data security very seriously.

We are also certified to the ISO 27001 Information Security Standards. ISO 27001:2013 is a comprehensive international standard achievable in information security management and validates the security practices we have adopted to ensure the confidentiality, integrity and availability of client data. The certification recognises the robust processes adopted throughout the entire organization, including media asset management, cloud service infrastructure, software development and deployment, security policy, physical and environmental security, business continuity management, and much more.

Performance Standards

Performance standards (including adherence to required delivery dates) are always agreed prior to the start of a contract and then monitored at regular review meetings. We encourage feedback from the customer on our performance, not only at regular review meetings but also throughout the production process. Our continuous improvement process is based on the following criteria;

- Define and understand the customer's needs
- Identify and agree key quality and service measures

- Identify any variables and how they can be monitored
- Involve customers, managers and staff in causes of variation
- Continual challenging of procedures
- Ownership by the relevant manager
- Commitment from senior managers to the process
- Keeping abreast of industry, technology and material changes and evaluating them for the benefits that can be applied to this particular contract

Quality Assurance and Quality Control

Pindar Creative believes that the following principles assist the achievement of the highest standard of accuracy in all products:

- Provision and maintenance of appropriate equipment for the task
- Provision of appropriate training and well documented standard operating procedures to ensure all staff can produce work to the highest standard
- Appropriate scheduling to ensure all staff have the necessary time to produce work of the highest quality
- An ethos of pride in and personal responsibility for the quality of one's own work
- An ethos that accepts constructive criticism as a means to improve one's own work
- Quality control through trained independent proof readers
- Quality checking before each dispatch
- A pool of additional skilled personnel available, so that resilience and continuity can be achieved
- As in our current contracts, we will prepare a 'lessons learned' evaluation and project review

Standard Operating Procedures are in place for each element of the process.

PROJECT COSTS

| Phase 1 - delivered by January 2025 | | Quantity | Cost each | Sub-total |
|-------------------------------------|---|----------|-------------------|-------------------|
| Schematic maps | Northampton Urban Local Bus | 1 | £3,565 | £3,565 |
| | Countrywide – West Northamptonshire | 1 | £1,825 | £1,825 |
| | Brackley | 1 | £970 | £970 |
| | Towcester | 1 | £970 | £970 |
| | Daventry/DIRFT | 1 | £970 | £970 |
| Customised maps | Northampton Urban Local Bus (cost per customised map) | 1 | £620 [†] | £620 [†] |
| | Countrywide – West Northamptonshire (cost per customised map) | 1 | £440 [†] | £440 [†] |
| Geographic route maps | | 40 | £395 | £15,800 |
| Timetable leaflets | | 40 | £275 | £11,000 |
| Data validation | | 1 | £660 | £660 |
| TOTAL | | | | £36,820 |

[†]The cost provided is for one customisation; please multiply for additional maps, as required. The cost is based on the option of greying out non-relevant routes and adding in additional features.

| Phase 2 - delivered by March 2025 | | Quantity | Cost each | Sub-total |
|--|--|----------|-----------|---------------|
| Interactive PDF for each of the five maps | We have assumed there will be approximately 40 URL links to include and that these will appear across multiple maps | 1 | £200 | £200 |
| Create mapping framework | <ol style="list-style-type: none"> 1. Homepage with overview map and instructions 2. Interactive PDFs with additional links between maps so users can move from the county map to town maps and back again, etc. | 1 | £990 | £990 |
| Hosting and support of the interactive PDFs | This is an annual cost | 1 | £325 | £325 |
| URLs will be checked by Pindar Creative on a monthly basis | Includes initial creation of scripts to check validity of all URLs | 12 | £95 | £1,140 |
| TOTAL | | | | £2,655 |

| Additional costs | | Quantity | Cost each | Sub-total |
|--|---|----------|-----------|-----------|
| Provide a cost for two weeks of updating work (75 hours) | | 1 | £6,600 | £6,600 |
| Printing | We have assumed that timetables will be sent to print as four batches, each with 10 timetables (saving on delivery/set up costs). Please note, quantities for each timetable can differ, e.g., service 1 = 500 copies, service 2 = 1,000 copies, etc. Costs can be confirmed prior to each batch being printed. | | | |
| 500 copies x 10 timetables (5,000 copies in total) | | 4 | £864 | £3,456* |
| 1000 copies x 10 timetables (10,000 copies in total) | | 4 | £986 | £3,944* |
| 1500 copies x 10 timetables (15,000 copies in total) | | 4 | £1,135 | £4,540* |
| 2000 copies x 10 timetables (20,000 copies in total) | | 4 | £1,250 | £5,000* |

*Indicative print prices have been provided and the actual print quantities are likely to vary. These figures show alternative quantities and should not be totalled.

To approve and proceed with this quote, please email customerservices@pindarcreative.co.uk and attach a purchase order if required.

If there are any points on which you would like further clarification, please do not hesitate to contact me.

Yours sincerely,



Jill Tinsley

Commercial Director
Pindar Creative

TERMS & CONDITIONS

This quote is valid for 30 days.

Prices shown exclude VAT

Purchase orders are required prior to commencing work.

Payment must be made within 30 days of receipt of our invoice.

For our full terms and conditions, please visit <https://www.pindarcreative.co.uk/terms>

This estimate is based on the availability of material for which no royalty is payable. If a royalty becomes payable as a result of using material supplied by the customer, then this royalty is chargeable at cost.

If you would like us to supply data digitally then we will not be liable for any additional costs incurred, by yourselves, if the output from the digital file does not meet your requirements.

Prices quoted are subject to award of all work as described in this estimate. If individual elements are required, these will be estimated to you on an individual basis.

It is our policy to inform the customer any work that will incur an author's correction charge, before the work is undertaken. When consent to proceed is received, the additional work will be carried out, at which point any resultant changes to the production schedule will be discussed.

If applicable, prices are quoted using today's rate for paper, which may increase in future. If you accept this quotation after an increase in paper costs, we will send you a revised quotation before going ahead with the order.

If applicable, a formal contract of works for the development and hosting of your project will be submitted for agreement.

Please note: If any web development is included within this quote, this development will only support the latest two versions of the following browsers:

- Chrome (Mac & PC)
- Firefox (Mac & PC)
- Edge (PC Only)
- Safari (Mac)

If support is required for other browsers like Opera, other platforms and systems or older browser versions such as Internet Explorer 11 then additional development and ongoing support costs will be incurred.