



**Date: 18/04/2018**

**REQUEST FOR QUOTE:                      Design, Print and Launch of Midlands Connect Annual Report**

**1.0 PURPOSE OF MINI COMPETITION**

Midlands Connect is seeking quotes to create a c.30 page Annual Report, including design, print and delivery in hard copy and digital formats, support with providing copy, as well as support for a launch event to unveil the finished document, including event management and public relations. This is the first such document produced by Midlands Connect.

All quotes received will be subject to a mini competition in order to select the most suitable supplier. The evaluation will be conducted on the basis of 40% Price and 60% Quality.

Suppliers are required to complete their fee percentage within the table provided within Section 3.0 of this document.

Please be informed that quotes must be submitted by Monday 30<sup>th</sup> April and shortlisted candidates should be available to present their proposals at the Midlands Connect offices on Thursday 3<sup>rd</sup> or Friday 4<sup>th</sup> May. The successful agency will be notified by 8<sup>th</sup> May 2018. We require the Annual Report to be delivered in hard copy and digital formats by no later than Monday 2<sup>nd</sup> July 2018.

We are aware of the compressed timescales involved with the delivery of this project, and of the degree of flexibility required in completing it on time.

**2.0 SCOPE OF REQUIREMENTS**

Midlands Connect is a pan-regional partnership of 22 local authorities, 9 Local Enterprise Partnerships, chambers of commerce, East Midlands Airport and Birmingham Airport, alongside Highways England, Network Rail, HS2 Ltd and our sponsor, the Department for Transport.

In March 2017, Midlands Connect published its landmark, 25 year transport strategy for the region, identifying its priorities for transport and infrastructure investment. With guaranteed funding from the Department for Transport until March 2020, Midlands Connect is now developing its priority schemes to make the case for targeted Government investment in the region.

In 2018, the partnership started the process of becoming a statutory Sub-National Transport Body, a legal partnership with central government which would give Midlands Connect legal status to advise the Government on transport funding.

As Midlands Connect becomes more visible and its priorities more tangible, it needs marketing collateral that sells its vision to partners, Government and other stakeholders with a view to securing the necessary investment to deliver the transport improvement the region wants and needs.



As part of a wider suite of marketing collateral, Midlands Connect is seeking to produce a standout Annual Report to promote to key stakeholders, the media and the public its successes over the past twelve months, its aims and objectives in the current year within the context of its overall vision of increasing transport investment, details of its key projects, and the success of its partnership.

In collaboration with the Midlands Connect team, the successful agency will also be required to plan and manage the launch of the Annual Report at a stakeholder and media event in Birmingham on 9<sup>th</sup> July.

Planning and management of the event includes: venue confirmation and liaison; the compilation and circulation of invitations and feedback surveys; on the day management and support, and any necessary follow up actions. We anticipate some of this work will already have been completed by Midlands Connect on appointment, including venue selection and initial guest list preparation.

The launch must be a high profile occasion, will be attended by the Secretary of State for Transport, Midlands Connect Chair, West Midlands Mayor and other local authority leaders and transport officers (150-250 total).

This will be an opportunity to showcase your organisation's potential to be a full service partner to Midlands Connect.

### **Main Objectives**

- Improve awareness of Midlands Connect projects amongst partners, Government and other stakeholders;
- Condense Midlands Connect's key aims and objectives down to an accessible, plain English document that can be consumed by the media and public as well as stakeholders, partners and businesses;
- Celebrate the success of our partnership and the people and organisations within it.
- Stay loyal to Midlands Connect's existing brand guidelines, create a new set of engaging and accessible infographics, maps and diagrams to promote key projects, their aims and possible outcomes, which could also be used on social media and online;
- Produce collateral for use at events either held or attended by Midlands Connect, including industry conferences and meetings, trade shows and expositions and party political conferences;
- Simplify key messaging to focus on the potential outcomes of our projects (e.g. economic growth, job creation, increased choice and opportunity) and outputs (e.g. extra capacity, shorter journey times, new roads and rails etc.).
- Host an event showcasing the strength of the partnership, its credibility with Government and highlighting the key messages of its priority projects.



## **Main Messages**

- Midlands Connect is a unique partnership of civic and business leaders working to maximise investment in to the region;
- We speak with one voice on a global stage for the benefit of the Midlands and UK economy;
- We are a credible partner to Government, influencing transport investment that creates jobs, supports house building, increased productivity and quality of life of people in the Midlands;
- We are the transport pillar of the Midlands Engine, offering early solutions as well as visionary, transformative transport ideas.

## **Annual Report Creative Brief Description**

Midlands Connect produced an Annual Business Plan in March 2018, which sets out our aims and objectives for 2018/19. The document is intended to be a functional, internal piece of work which is necessary to allow the Department for Transport to release funding for the organisation for the next 12 months.

A copy of the report is attached.

The Annual Report, while utilising much of the same information as the Business Plan, must be a much more publicly accessible document, both in the use of copy and the scope of the design. It must be clear and concise, with plenty of engaging images, maps, diagrams and infographics to explain the message to a non-technical audience.

We therefore require the successful agency to work with us to produce new infographics, maps and diagrams, and procure both original and stock imagery, whilst adhering to the Midlands Connect brand guidelines, which are attached to this document.

We anticipate working closely and extensively with the successful agency on copywriting, image procurement and infographic and diagram development.

Some examples of recent similar Annual Reports include:

<https://gbslep.co.uk/wp-content/uploads/2017/06/GBSLEP-Annual-Report-2016-17.pdf>

[https://www.marcheslep.org.uk/download/annual\\_report\\_and\\_conference\\_2017/The-Marches-LEP-Annual-Report-2017\\_FINAL.pdf](https://www.marcheslep.org.uk/download/annual_report_and_conference_2017/The-Marches-LEP-Annual-Report-2017_FINAL.pdf)

<http://wlep.co.uk/assets/Worcestershire-LEP-Annual-Report-2017.pdf>



### Technical Brief Description

- Brand consistency is essential: the document must adhere to Midland's Connects brand guidelines around logo usage, colour palette and font style;
- The document should be A4 but we are open to landscape as well as portrait options;
- The Annual Report must be delivered as a PDF digital copy for use on our website as well as hard copy;
- All infographics, maps, diagrams and other images should be supplied separately as high-res JPEGs for use on our website and social media channels at a later date.

### Outputs Required

We require a quotation, previous examples of comparable work, references and a sample double page spread for the Annual Report.

The quotation should cover:

- Design and artworking of 30pp Annual Report ;
- Infographic, map and diagram concept creation and development;
- Support with copywriting;
- Text and layout amends;
- A range of print options with varying budgets (including different types of binding, print effects, paper types etc), based on a 1,000 copy print run.
- Delivery of a digital PDF version for publication on the Midlands Connect website;
- Event management support for launch of the Annual Report at the start of July 2018;
- Public Relations support for the launch of the Annual Report;
- Account management.

### Target Audience:

- Partners – Local Authorities, Local Enterprise Partnerships, Chambers of Commerce, Government, HS2 Ltd, Network Rail, Highways England;
- Stakeholders – businesses with a vested interest in transport, industry organisations and associations, Members of Parliament;
- Public – through media activity surrounding the launch event;
- Media – invitations and press activity to be planned with trade/industry titles, regional print, broadcast and online, national print, broadcast and online.

### Mandatories

- Midlands Connect brand guidelines on logos, typeface, imagery, colours and logos will be provided;



- Partnership logos must be included where applicable.



#### 4. ASSESSMENT CRITERIA

This invitation to quote will be assessed 40% price and 60% quality.

Please complete Section 3.0 of this document. Prices are required for valuation and negotiation services as listed in section 2.0. Prices will be evaluated based on the total costs of delivery. Total costs are defined as the total costs to deliver all elements detailed in section 2.0.

Midlands Connect will score the total costs out of 100 (prior to the application of the weighting) in accordance with the following methodology:

**Each supplier's submitted total cost (P1) shall be scored by comparing this with the lowest total cost submitted by any supplier (Z1) as follows:**

$$\text{Score} = Z1/P1 \times 100$$

The 60% quality criterion is split as follows:

Method	Maximum Score	Weighting
Creative idea/concept (based on previous work, sample spreads and infographics, range of print options explored, something on event propositions)	10	40%
Understanding of Midlands Connect, its partners and competitors	10	20%

Each element will be marked from 1-10 and weighted as per the table above. Higher scores will be awarded where the specifications and the environment where the WMCA operates have been considered. Please familiarise with the scoring method below.

Score	Judgement	Definition
0	No Response	
1	Very Poor	Completely fails to meet the standard. Either no answer is provided or the answer completely fails to demonstrate that any of the Client's key requirements in the area being measured will be delivered in accordance with the tender/contract documents. No documentation provided.

2-3	Poor	Significantly fails to meet the standard. Provides only limited assurance that the Client's key requirements in the area being measured will be delivered in accordance with the tender/contract documents. Basic documentation provided with limited explanation.
4-5	Satisfactory	Meets standard. Demonstrates how all of the Client's key requirements in the area being measured will be delivered in accordance with the tender/contract documents so as to provide an acceptable service that will mostly be responsive to the needs of the Client and their stakeholders. Has provided copies of relevant documents that provide an explanation of any process/procedures followed.
6-7	Good	Meets the standard well, but not exactly. Demonstrates how most of the requirements in the area being measured will be delivered in accordance with the tender/contract documents so as to provide a good service that will be responsive to the needs of the Client and their stakeholders. Has provided copies of relevant documents that provide a detailed explanation of any process/procedures followed.
8-9	Very Good	Meets the standard very well, but not exactly. Demonstrates how a majority of the requirements in the area being measured will be delivered in accordance with the tender/contract documents so as to provide a good service that will be responsive to the needs of the Client and their stakeholders. Has provided copies of relevant documents that provide a detailed explanation of any process/procedures followed and included real world examples.
10	Excellent	Meets the standards exactly as specified. Demonstrates clearly how all the Client's requirements in the area being measured will be fully delivered in accordance with the tender/contract documents so as to deliver an excellent service that will be highly responsive to the needs of the Client and their stakeholders. Has provided all relevant documentation, worked examples and lessons learnt. Provided detailed explanation of how these are fed back into the process to improve future delivery.

Suppliers should familiarise themselves with the evaluation matrix and be fully aware when submitting accompanying information in support of their bid.



## 5. ANTICIPATED TIMESCALES

Activity	Date
Issue of tender documents	Wednesday 18 <sup>th</sup> April
Deadline for Clarification Questions	Wednesday 25 <sup>th</sup> April at 17:00
Deadline for the return of submissions	Monday 30 <sup>th</sup> April at 17:00
Evaluations and shortlisting	Tuesday 1 <sup>st</sup> May
Presentations from shortlisted suppliers	Thursday 3 <sup>rd</sup> – Friday 4 <sup>th</sup> May
Winning supplier chosen	By Tuesday 8 <sup>th</sup> May
Annual Report Delivered in hard copy and digital versions	Monday 2 <sup>nd</sup> July

## 6. RETURN OF SUBMISSIONS/RAISING QUESTIONS

**Quotations should be directed to me, link to contracts finder**

Requests for clarifications and quote submissions should be made directly to James Bovill ([JamesBovill@midlandsconnect.uk](mailto:JamesBovill@midlandsconnect.uk)) according to the deadlines per section 5 of this document.

**\*\*\*\*\*END OF DOCUMENT \*\*\*\*\***