**EXPRESSION OF INTEREST (EOI)**

**FOR**

**CREATIVE DESIGN SERVICES**

**FOR**

**HEALTH RESEARCH AUTHORITY**

1. **Summary Requirement**

The Health Research Authority (HRA) is looking for an experienced creative design partner (Supplier) to support the development of a range of digital resources in different formats for the HRA.

Interested suppliers are invited to express an interest and provide evidence of their knowledge and experience in the services for shortlisting purposes. Only shortlisted suppliers will be invited to submit a proposal.

Instructions on how to respond to this Invitation for Expressions of Interest are provided further below.

1. **Communication via the Atamis e-Sourcing Portal**

All communication relating to this Invitation for Expressions of Interests (EOI) will be via the Atamis e-Sourcing Portal only.

Interested Suppliers must register on Atamis if they are not already registered. Instructions on how to register can be found here: <https://health-family.force.com/s/Welcome>

Once registered, please search for the Contract Reference: **C285163**

For any technical advice or assistance relating to the e-Sourcing Portal if for any reason the e-Sourcing Portal is not available, please contact the Atamis helpdesk by email: support-health@atamis.co.uk or telephone: 0800 9956035. This email address should only be used where there are technical issues with the e-Sourcing Portal. Otherwise, all questions and queries relating to this procurement should be submitted via the e-Sourcing Portal.

1. **Background**

*Introduction to the Health Research Authority*

The Health Research Authority (HRA) is one of a number of organisations working in the UK to regulate different aspects of health and social care research.

Most of our functions apply to research undertaken in England, but we also work closely with the other countries in the UK to provide a UK-wide system.

We are an NHS organisation as well as an arm’s length body of the Department of Health and Social Care (DHSC).

*Our vision*

Our vision is for high quality health and social care research today, which improves everyone’s health and wellbeing tomorrow.

We help realise this by making it easy to do research that people can trust and we do this by:

* making sure that research is ethically reviewed by a Research Ethics Committee (REC) and approved before it starts
* promoting transparency in research
* encouraging researchers to include members of the public in the design and delivery of research
* providing advice on the use of confidential information through the Confidentiality Advisory Group (CAG)

You can [find out more about our work on the HRA website](https://www.hra.nhs.uk).

1. **Business Need for Creative Design Services**

The HRA has a small in-house communications team who manage all internal and external communications for the organisation.

The team does not have any in-house graphic design resource and is looking to work with a Supplier to support the development of resources on an ongoing ad hoc basis.

Outline Specification

Our Supplier will support the HRA in the development of a range of digital resources in different formats. This may include developing:

* social media graphics
  + quote tiles
  + statistics
  + job adverts
  + jargon buster
  + event or blog advertisements
  + sign up for emails (HRA Latest and HRA Now)
* Powerpoint presentations
* infographics
* charts
* diagrams
* documents (e.g. strategy or project findings)
* accessible documents
* campaign identities

The Supplier may also be asked to develop editable templates for the above resources that can easily be edited in-house on Canva or in Word or PowerPoint.

All of the resources developed by our Supplier must adhere to the [NHS identity guidelines](https://www.england.nhs.uk/nhsidentity/), the [Government’s accessibility requirements for public sector bodies](https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps), as well as the HRA’s own visual identity (currently in development).

Objectives

We want to find a creative design partner who can:

1. Adhere to the [NHS identity guidelines](https://www.england.nhs.uk/nhsidentity/), the [Government’s accessibility requirements for public sector bodies](https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps), as well as the HRA’s own visual identity (currently in development).
2. Respond quickly to ad hoc requests for graphic design support;
3. Work to a brief and provide a range of creative solutions to meet our needs.
4. Deliver high quality, accessible digital materials that build recognition of the HRA through consistent application of our branding. In turn this will build trust with members of the public and our wider stakeholders.
5. Deliver additional social value through the contract.

Contract Summary Details

Following the procurement process, we anticipate entering into a contract with the successful supplier for an initial two-year period, extendable by 12 months. The contract will be non-exclusive, with no minimum spend commitment, and carry an estimated total contract value of between £50k and £90k.

1. **INDICATIVE PROCUREMENT TIMETABLE**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Activity** | **Responsibility** | **Date (No later than)** |
| 1 | Opportunity Notice Published on Contracts Finder | HRA | *Friday 17 May 2024* |
| 2 | EOI Clarification Questions Deadline | Suppliers | *Wednesday 29 May 2024* |
| 3 | HRA response to Initial Clarification Questions | HRA | *Monday 03 June 2024* |
| 4 | Deadline for Submission of EOI and Initial Shortlisting Questionnaires | Suppliers | *Friday 07 June 2024* |
| 5 | Assessment of EOI and Shortlisting Questionnaire Submissions | HRA | *10-13 June 2024* |
| 6 | Notification of Shortlisting Decision | HRA | *Friday 14 June 2024* |
| 7 | Issue RFP documents to Shortlisted Suppliers on Atamis eSourcing Portal | HRA | *Monday 17 June 2024* |
| 8 | RFP Clarification Questions Deadline | Suppliers | *Friday 21 June 2024* |
| 9 | HRA Responses to RFP Clarification Questions | HRA | *Tuesday 25 June 2024* |
| 10 | Deadline for Submission of Proposals | Suppliers | *12pm Friday 28 June 2024* |
| 11 | RFP Evaluation Period | HRA | *01-12 July 2024* |
| 12 | HRA to confirm time slot for Presentations / Interview | HRA | *01-02 July 2024* |
| 13 | Presentation / Interviews (via Teams call) | HRA & Suppliers | 08 July 2024 |
| 14 | Notification of Contract Award Decision | HRA | *W/C 15 July 2024* |
| 15 | Target Commencement Date for Contract | HRA & Supplier | **W/C 22 July 2024** |

**6. Instructions on how to submit an Expression of Interest**

6.1 Interested suppliers must express an interest via Atamis e-tendering portal only.

6.2 Potential Suppliers that are interested in bidding for this opportunity must express an interest and provide evidence of how they meet our Shortlisting Selection Criteria, by completing the attached EOI response template and submitting this via the Atamis e-Sourcing Portal by the Deadline for Expressions of Interest Date, see Indicative Procurement Timetable (section 5).

6.3 Any supplier that does not respond to this EOI, using the EOI response template and via the Atamis e-Sourcing Portal within the stipulated timescales (section 5), will be excluded from any future bidding process for this project.

**7. Shortlisting Selection Criteria**

|  |  |
| --- | --- |
| **No.** | **Shortlisting Selection Criteria** |
| 1 | Demonstrable knowledge and understanding of: |
| (a) Web Content Accessibility Guidelines: https://www.w3.org/TR/WCAG22/ |
| (b) Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018: https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps |
| (c) The NHS Visual Identity: https://www.england.nhs.uk/nhsidentity |
| 2 | Experience of creating a broad range of digital assets, such as social media tiles, digital campaigns, document templates, etc. This does not need to include Print. |
| 3 | Experience of working with NHS Visual Identity or within similar strict brand guidelines, please provide specific examples. Please provide at least one case study. |

**8. Shortlisting Scoring Methodology**

8.1 Each submission will receive a score for responses to each criterion based on how well the requirements are met, as follows:

**Score Description**

0 Not met or no evidence

1 Partially met

2 Met

3 Exceeded

8.2 Suppliers must achieve a minimum score of '2' for each criterion to be considered eligible. The total score will then be calculated as the sum of all individual scores, with a maximum possible score of 9.

8.3 The five highest-scoring eligible suppliers will be invited to submit a proposal to deliver the services. To ensure fairness, if multiple suppliers have the same score, additional suppliers may also be invited.

**9. RIGHT TO CANCEL OR VARY THIS EXPRESSION OF INTEREST**

9.1 The Authority reserves the right to:

9.1.1 Cancel all or part of this EOI at any stage and at any time;

9.1.2 Amend, clarify, add to or withdraw all or any part of the EOI at any time;

9.1.3 Re-run and EOI if the requirements or timescales change at any time.

**10. DISCLAIMER**

10.1 The Authority does not bind itself, by conducting this EOI exercise, to commence any procurement procedure or award any contract.