

Invitation to Tender (ITT):

Provision of Design & Publication Services

Reference	FRC2022-0179 - Provision of Design & Publication Services
Date	06/02/2023

1 Background

The purpose of the Financial Reporting Council (FRC) is to serve the public interest by setting high standards of corporate governance, reporting and audit and by holding to account those responsible for delivering them.

Delivering on our purpose will bring a variety of benefits. Improved outcomes, created by each of our regulatory activities are shown in the circle; each of which can positively reinforce others in the circle and contribute to overall benefits for a wide range of stakeholders such as greater transparency, increased trust in UK markets and a lower cost of capital for companies. Our direct stakeholders include companies, institutional investors, auditors, actuaries, accountants and their respective professional bodies. Our indirect stakeholders include retail shareholders, suppliers, employees, customers, communities, pensioners and savers, and financial institutions, all of whom have an interest in the health of companies and other organisations within our existing and future regulatory scope and in the success of the UK corporate sector as a whole.



The FRC is a public body, and a partner body of BEIS. Although funded by member and levy contributions, not by the taxpayer, the FRC is subject to public sector requirements and engages closely with other regulators and public bodies.

The Government will be establishing the Audit, Reporting and Governance Authority (ARGA) as the successor to the Financial Reporting Council (FRC). ARGA's role will be to protect and promote the interests of investors, other users of corporate reporting and the wider public interest.

It is anticipated that the transition from FRC to ARGA will occur in 2024/25 within the life of the proposed Agreement. As there is currently no finite day for transition, work

related to ARGAs falls out of this scope of ITT at present. When the transition is confirmed, any activities needed for ARGAs branding transitions, design work and so forth will be considered and the appropriate action taken (which could be a mutually agreed contract variation to amend the scope under the existing contract or an alternative route).

To support the FRC's plan and act in the public interest the FRC's core objectives are to:

- Set high standards in corporate governance and stewardship, corporate reporting, auditing, and actuarial work, and assess the effectiveness of the application of those standards, enforcing them proportionately where it is in the public interest.
- Promote improvements and innovation in the areas for which we are responsible, exploring good practice with a wide range of stakeholders.
- Influence international standards and share best practice through membership of a range of global and regional bodies and incorporate appropriate standards into the UK regulatory framework
- Promote a more resilient audit market through greater competition and choice.
- Transform the organisation into a new robust, independent, and high-performing regulator, acting in the public interest.

2 Project Requirements

2.1 Background

In 2020 the FRC reviewed its approach to the provision of design and publication with a view to (a) consider the holistic requirements, (b) enhance and evolve the communication strategy and (c) adopt greater standardisation. This review led to the procurement and award of contract to an Agency to partner on key aspects such as: -

- Brand guidelines and templates
Reviewing and updating the existing brand guidelines so that design content reflects best practice and there is a consistent tone across all FRC publications and channels (including but not limited to digital, presentation templates, social media, print publications).
Including a review of internal and external content, designing new templates and collateral and updating existing brand guidelines, to ensure all design material such as infographic approaches, iconography, colour and content approach is consistent across key channels and publications
- Design of FRC external publications
Supporting the ongoing design and production of high quality reports and reviews each year (ranging from Annual Reports of divisional state of the nation reports, to thematic reviews). Reflecting reflect best practice corporate design and creatively communicate the key findings and outputs of each report to the multitude of stakeholders the FRC engages with.

- Typesetting and proof-reading support
General typesetting that complimented the FRC's future brand guidelines and proof reading according to the established FRC Tone of Voice Guide.

Since 2020 the FRC material has evolved has illustrated below

Pre 2020 material	Post 2020 material
<ul style="list-style-type: none"> • Developments in Audit 2019 • UK Stewardship Code 2020 • Annual Enforcement Review 2020 	<ul style="list-style-type: none"> • FRC Annual Report and Accounts 2021-22 • What Makes A Good Audit • The Wates Corporate Governance Principles for Large Private Business • CRR Discount Rate Thematic

We have made great strides in creating an iconic brand that reflects our growing remit and responsibility as an effective regulator. In addition to creating high quality documents on an ongoing basis, we do intend to evolve further, looking for ways to innovate our existing content methods to improve them. Examples include exploring new layouts to make content more digestible, aligning better with accessibility standards, considering interactive PDF's or animation and so forth. We are keen to partner with an organisation that can help us take these next steps.

2.2 Purpose

Our purpose is to partner with an organisation capable of elevating the current FRC collateral, brand and documentation to better practice, and in time market-leading. As we prepare to evolve into the regulator ARGA, we will need a public presence that instils and maintains a sense of authority, continuity, professionalism, effectiveness and trust. Our vision is that partnering with the right organisation will help us achieve this.

Our requirement is to work with a quality focused external agency for our Design & Publication Services, and benefit from better practice industry knowledge and specialist expertise in designing assets and documents while supporting us with proof reading/content editing. The ideal organisation will provide stage-appropriate guidance on design-related matters and be viewed as an extension of the Marketing and Digital Communications Team of the FRC.

2.3 Scope and key deliverables

The services that we will require are grouped below:

Design and typesetting

- Bespoke design work for, but not limited to
 - Fully designing documents post internal FRC client brief
 - Typesetting and formatting documents created in Microsoft Word and PowerPoint templates for internal and external use
 - Logo development and other ad-hoc creative projects
 - Periodic infographic development
 - Conceptualizing and then developing new assets for FRC Social Media, video and podcasts
 - Assets for websites

Brand development

- Conceptualizing and expanding the FRC brand in corporate collateral for office and events (e.g. Pull-up banners, gift bags, posters, signage etc)

Guidelines support

- Quarterly update and improvement of the FRC Brand Guidelines and Tone of Voice Document
- Expansion of the current FRC suite of templates in Microsoft Word and PowerPoint
- Further evolve the FRC Templates to be better aligned to accessibility standards

Language services

- We would ideally prefer to keep proof reading of content as per the FRC Style Guide with the same organisation that does our design. This has been shown to reduce lead times and enhance synergy
- Content advice/Editorial recommendations such as comments recommending moving content in a document to create a better flow of information or clarity

Advisory

- Advice on better practice approach to designing elements for new projects
- Recommendations on innovative practices to adopt from the industry (e.g. approach to animating FRC Assets and potentially, execution thereof)

2.4 Liaison arrangements

The successful Supplier will liaise with the FRC's Marketing and Digital Communications Team. Primary contact will be with the Senior Marketing & Digital Communications Manager, the Brand and Publications Manager, as well as the Digital Content Analyst. The Marketing and Digital Communications Team are part of the FRC's Stakeholder Engagement and Corporate Affairs (SECA) team.

2.5 Cost

The tenderer should provide a fee for the Services. You should provide a clear breakdown of costs.

2.6 Your tender response

You should submit one proposal (using the provided Tender response document) addressing how you meet / propose to meet the FRC's Requirements.

	Our Requirement	You should demonstrate
1	Understanding, alignment and Cultural fit (5%) FRC requirement is to partner with an Agency that can obtain a good understanding of the FRC's requirement and can utilise their experience to complement their knowledge to add value to the FRC's communication strategy aims.	You should detail your understanding of the FRC's target audience and how this understanding will influence your approach to aligning your Services to add value to the FRC's aims. You should further briefly detail (if your organisation was successful in this tender), the five key steps you would initially undertake to maximise your understanding.
2	Knowledge, experience, and skillset (12%) FRC requirement is for the successful agencies to have in depth knowledge of design and publication services, supported by experience and skillset which they will be able to transfer to the FRC's requirement.	Please provide a short Case Study to reflect how your organisation has used their depth of knowledge and experience to support a client. Examples of troubleshooting and proactive problem-solving are encouraged. Your response should identify three key elements of transferable experience, skills, knowledge that your organisation would bring to the FRC (under the proposed contract).

3	Methodology and management (13%) The FRC expects the successful supplier to have effective methodology and management process to ensure the FRC's requirement is delivered at pace; proactively, timely, appropriate / helpful communication, incorporating good information security protocol (inclusive of quality control systems, procedures / protocols).	Please detail the methodology and management processes etc that your organisation has and will use under this proposed contract. Your response should reflect all key elements of the FRC's requirement (i.e. delivery at pace, quality control etc).
4	Response, output, and engagement (20%) FRC expects the supplier to be highly responsive to deliver the creative design, high-quality artwork, infographics which can be used and maximised across various channels (inclusive of digital / social media). The successful supplier should be able to demonstrate high quality output and effective engagement.	Please detail how you will manage the FRC's account to deliver the desired proposed <i>Response, Output, and engagement</i> . Your response should also capture any key personnel used and continuity of account management, as well as examples of high-quality design work.
5	Continuous Improvement (15%) The FRC has changed (i.e., robust, and improved design and publication), however we remain commitment to drive continuous improvement. across all our design and publication material / channels.	Please detail how you will support our desire for continuous improvement and how your organisation will complement the Service offering with insight & innovation. Examples from past/current clients are encouraged.
6	Optimum partnering (5%) The SECA Team are committed to mutual partnering benefits. The benefits of working with the SECA team are <ul style="list-style-type: none"> • ongoing dialogue, 	Please briefly outline how the FRC will benefit from working with your organization and any further added value your

	<ul style="list-style-type: none"> engagement at senior level, interesting existing and new requirements and effective contribution to inform the requirement. <p>For SECA this contract is of strategic importance and the successful supplier will be highly regarded for their expertise.</p>	<p>organization will bring to the proposed relationship. Consider the four <u>areas highlighted under "Scope and key deliverables"</u>. Namely <u>Design, Brand Development, Guidelines Support, Language Services and Advisory</u>.</p>
7	Cost (30%)	<p>Your proposal must</p> <p>Provide a clear breakdown of costs.</p>

2.7 Tender evaluation

Bids will be scored on your ability to meet our requirements using the scoring approach: -

Score	Criteria for awarding score
0	Unacceptable Does not satisfy any part of the requirement. Does not comply with and/or insufficient information provided to demonstrate that the bidder has the ability, understanding, experience, skills, resource and quality measures required to provide the services, with little or no evidence to support the response.
25	Poor Satisfies only minor aspects of the requirement. Or can carry out some or all of the required services but not to a sufficient standard. Strong concerns over relevant ability, understanding, experience, skills, resource, and quality measures required to provide the services.
50	Fair Satisfies part of the requirement only, not the full requirement. Or can carry out all required services but not to a sufficient standard. Minor Concerns over relevant ability, understanding, experience, skills, resource, and quality measures required to provide the services.
75	Good Satisfies the requirement, with minor additional benefits. Supplier has the relevant ability, understanding, experience, skills, resource and quality measures required to provide the services, but the supplier has also provided relevant innovative methodology, or relevant added value services

	which will directly enhance the service required, giving minor additional benefit to FRC.
100	Excellent Satisfies the requirement, with major additional benefits. Supplier has the relevant ability, understanding, experience, skills, resource and quality measures required to provide the services, but the supplier has also provided relevant innovative methodology, or relevant added value services which will directly enhance the service required, giving major additional benefit to FRC.

Questions & Clarifications

- Tenderers may raise questions or seek clarification regarding any aspect of this further competition at any time prior to the tender clarification deadline.
- Tenderers may raise questions or seek clarification within the timeframe by sending questions to procurement@frc.org.uk in the following format.

Nature of query / clarification	Query / Clarification

- FRC will not enter into exclusive discussions regarding the requirements of this ITT with tenderers.
- To ensure that all tenderers have equal access to information regarding this tender opportunity, FRC will publish all its responses to questions raised by Tenderers on an anonymous basis.
- Responses will be published in a questions and answers document to all Tenderers who have indicated that they wish to participate.

Tender process timeline

DATE/TIME	ACTIVITY
06/02/2023	Publication of the Invitation to Tender
13/02/2023	Supplier's Deadline to submit clarification questions
16/02/2023	FRC's Deadline for publication of responses to clarification questions FRC will endeavour to meet this deadline

09/03/2023	Deadline for supplier submission of tender to the FRC.
14/03/2023	Shortlisted suppliers advised
16/03/2023	Supplier tender clarification session if required <i>Provisionally 16/03/2023 1-3pm</i>
20/03/2023	Tender Outcome
20/03/2023 (ten days)	Mandatory Standstill period (ending midnight on 31/03/2023)
On / around 01/04/2023	Contract commencement

3. Conduct

- 3.1.1. The tenderer must not communicate to any person the tender price, even approximately, before the date of the contract award other than to obtain, in strict confidence, a price for insurance required to submit the tender.
- 3.1.2. The tenderer must not try to obtain any information about any other person's tender or proposed tender before the date of the contract award.
- 3.1.3. The tenderer must not make any arrangements with any other person about whether or not they should tender, or about their tender price.
- 3.1.4. The tenderer must not offer any incentive to any member of FRC's staff for doing or refraining from doing any act in relation to the tender.
- 3.1.5. If the tenderer engages in any of the activities set out in this paragraph or if FRC considers the tenderer's behaviour is in any way unethical FRC reserves the right to disqualify the tenderer from the procurement.
- 3.1.6. The tenderer represents and warrants that a conflicts of interest check has been carried out, and that check revealed no conflicts of interest.
- 3.1.7. Where a conflict of interest exists or arises or may exist or arise during the procurement process or following contract award the tenderer must inform the FRC and submit proposals to avoid such conflicts.

3.1.8. Tenderers must obtain for themselves at their own responsibility and expense all information necessary for the preparation of tenders. The FRC is not liable for any costs incurred by the tenderer as a result of the tendering procedure. Any work undertaken by the tenderer prior to the award of contract is a matter solely for the tenderer's own commercial judgement.

4. Due Diligence

4.1.1. While reasonable care has been taken in preparing the information in this ITT and any supporting documents, the information within the documents does not purport to be exhaustive nor has it been independently verified.

4.1.2. Neither FRC, nor its representatives, employees, agents or advisers:

- makes any representation or warranty, express or implied, as to the accuracy,
- reasonableness or completeness of the ITT and supporting documents; or
- Accepts any responsibility for the adequacy, accuracy or completeness of the information contained in the ITT and supporting documents nor shall any of them be liable for any loss or damage, other than in respect of fraudulent misrepresentation, arising as a result of reliance on such information or any subsequent communication.

4.1.3. It is the tenderer's sole responsibility to undertake such investigations and take such advice, including professional advice, as it considers appropriate in order to make decisions regarding the content of its tenders and in order to verify any information provided to it during the procurement process and to query any ambiguity, whether actual or potential.

4.1.4. It is a requirement that the successful supplier (i) comply with all applicable laws and regulations including, without limitation, the Bribery Act 2010, the Equality Act 2010 and the Modern Slavery Act 2015; and (ii) in addition to any contractual requirement(s), inform the FRC immediately upon becoming aware of any event (including actual or threatened court proceedings) which may impact upon the reputation of the FRC, whether or not connected with the Supplies and/or Services.

5. Submitting a Tender

- 5.1.1. Tenderers must submit their tender response within the deadline to procurement@frc.org.uk.
- 5.1.2. Where a Tender Response Template is provided, potential providers must align their tender response with that format.
- 5.1.3. A Tender must remain valid and capable of acceptance by the Authority for a period of 90 days following the Tender Submission Deadline. A Tender with a shorter validity period may be rejected.

6. Evaluation

- 6.1.1. FRC will award the contract on the basis of the tender which best meets the evaluation criteria aligned to the requirements.

7. Acceptance of Tender & Notification of Award

- 7.1.1. FRC reserves the right to amend, add to or withdraw all or any part of this ITT at any time during the procurement.
- 7.1.2. FRC shall not be under any obligation to accept the lowest price tender or any tender and reserves the right to accept such portion or portions as it may decide, unless the tenderer includes a formal statement to the contrary in the tender. FRC also reserves the right to award more than one contract to fulfil the requirement.
- 7.1.3. The tenderer will be notified of the outcome of the tender submission at the earliest possible time.
- 7.1.4. Where the procurement process is subject to EU public procurement directives, a minimum standstill period of 10 calendar days will apply between communicating the award decision electronically to tenderers and awarding the contract.
- 7.1.5. Nothing in the documentation provided by FRC to the tenderer during this procurement or any communication between the tenderer and FRC or FRC's representatives, employees, agents or advisers shall be taken as constituting an offer to contract or a contract. No tender will be deemed to have been

formally accepted until the successful tenderer has received a formal contract award letter from FRC.

8. Additional Information

9.

- Tenderers must not undertake any publicity activity regarding the procurement within any section of the media.
- The FRC reserves the right to take up references. You may be required to provide references in the Tender Response Document / upon request. References must be relevant to the FRC requirement and in the last five years
- Please use the attached Tender Response Document for your reply.
- The Terms and Conditions will apply to this proposed Agreement are contained in the Tender Response document and should be accepted with no material changes.