

## **Invitation to Tender (ITT):**

### **Design, Publication & Print Services Framework Agreement**

Reference	FRC2020 – 054 Design, Publication & Print Services Framework Agreement
Date	October 2020

## 1. Background

The Financial Reporting Council (FRC) regulates auditors, accountants and actuaries and sets the UK's Corporate Governance and Stewardship Codes. We seek to promote transparency and integrity in business; our work is aimed at investors and others who rely on company accounts, audit and high-quality risk management. As the Competent Authority for audit in the UK, the FRC sets auditing and ethical standards and monitors and enforces audit quality.

## 2. Overview

This ITT covers FRC's requirement for a Design, Publication and Print Services Framework Agreement.

### • Introduction

The Financial Reporting Council (FRC) is going through a period of significant and sustained change. In the last two years three independent reviews have made far-reaching recommendations to the Government which impact on our purpose and objectives, our work programmes and the roles and responsibilities of those we regulate amongst other key issues.

The FRC is transforming into a new organisation known as the Audit, Reporting and Governance Authority (ARGA) with new powers and a new remit. While the formal transformation is dependent on Government legislation, the FRC has already made significant progress in its journey towards the fit for purpose regulator envisaged by Sir John Kingman's independent review. As part of the transformation journey, a streamlined design framework is necessary to support the myriad of external publications and activity the FRC produces, while bringing greater consistency and visual appeal to external design work.

The Financial Reporting Council (FRC) has reviewing its current procurement process for design contracts and is pleased to be tendering for one overarching framework agreement comprising of three Lots for the provision of specialist design services. This document sets out the extent and scope of that work, FRC expectations and next steps for agencies considering tendering for either tier of work.

## The Requirement

- FRC has been using several Agencies for design, publication, and print. These relationships have provided high quality service(s) to FRC however it is necessary to revisit these provisions considering (a) our holistic requirements, (b) enhancing and evolving our communication strategy and (c) adopting greater standardisation.
- FRC currently engages external providers for a number of requirements such as of thematic reviews, research documents, updates to standards and codes.
- Agencies who work with us must understand our branding, values and commitment to high standards.
- The agency should understand that FRC operates in the public sector and is committed to the attainment of value for money. Our supply partners should understand and share that commitment.
- FRC is seeking to partner with a several suppliers /agencies who can provide us with an efficient and cost-effective high-quality services.
- It is intended that the panel of suppliers will complement the existing communication team internal skills, knowledge and expertise and therefore seek to promote insight and innovation.

Lot No.	Lot Name	Our requirement	No of Suppliers/ Agencies
1	<b>Brand guidelines and templates</b>	<ul style="list-style-type: none"> <li>The FRC is seeking to engage a design agency to review and update 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).</li> <li>This will include 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. The FRC is particularly keen to see innovative ideas and suggestions to improve current branding.</li> <li>Successful agencies will need to demonstrate previous examples of similar exercises they have implemented at other organisations, showcase an understanding of the FRC's transformation, bring innovative ideas to the mix and deliver value for money.</li> <li>This is intended to be a one off 3-4 months piece of work however further input may be required over the term of the framework agreement.</li> <li>Estimated value of work over the duration circa: £20,000 - £30,000.</li> </ul>	<ul style="list-style-type: none"> <li>1</li> </ul>
2	<b>Design of FRC external publications</b>	<ul style="list-style-type: none"> <li>The FRC produces a wide range of external publications throughout the year, from annual reports of divisional state of the nation reports, to thematic reviews on high profile and topical matters and research into key areas of audit, corporate reporting and corporate governance.</li> <li>The FRC is seeking to engage an external agency to support the ongoing design and production of around 10-12 high quality reports and reviews each year. The work should 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.</li> <li>Successful agencies will need to demonstrate previous examples of high-quality reports they have produced, showcase an understanding of the FRC's transformation, bring innovative ideas to the mix and deliver value for money.</li> <li>They will also be expected to provide creative design support including high-quality artwork and infographics which can be used and maximised across digital channels. Reports may not be spaced evenly across the</li> </ul>	<ul style="list-style-type: none"> <li>1</li> </ul>

		<p>year so the successful agency will need to demonstrate an ability to suitably manage multiple requests for production timeliness.</p> <ul style="list-style-type: none"> <li>It is our intention to partner with the successful Agency for all work of this nature all the term of the framework agreement.</li> <li>Estimated value of work over the duration circa £80,000</li> </ul>	
3	<b>Typesetting and copywriting support</b>	<ul style="list-style-type: none"> <li>The FRC produces a wide range of thematic reviews, research documents, updates to standards and codes, which will require copywriting and typesetting that compliments the FRC's future brand guidelines.</li> <li>The FRC is seeking to engage an external agency on a retained basis to support the ongoing typesetting and copywriting of around 15 documents each year. The work should reflect best practice, align with the newly created brand guidelines and creatively communicate the key findings and outputs of each report in a visually appealing way.</li> <li>Successful agencies will need to demonstrate previous examples of reports they have produced, showcase an understanding of the FRC's transformation and bring innovative ideas to the mix while showcasing how they deliver value for money.</li> <li>It is our intention to partner with the successful Agency for all work of this nature for the duration of the framework agreement.</li> <li>Estimated value of work over the duration circa: £25,000 - £35,000.</li> </ul>	<ul style="list-style-type: none"> <li>2</li> </ul>

- The Framework Agreement will run for the period 9<sup>th</sup> November 2020 – 31<sup>st</sup> March 2023.
- We estimate an annual spend will be approximately £80,000 per annum (capped at circa £175,000 over the framework duration).
- For the avoidance of doubt, there is no spend commitment under this proposed Framework however FRC intends to partner with the successful suppliers for all work / requirement of this nature until March 2023.
- All potential Suppliers may bid for Lot 1 however Suppliers should bid for either Lot 2 or Lot 3, FRC does not intend to award the same supplier to Lots 2 & 3.

**We expect our partner to have; -**

- **Industry Knowledge / Know How** – depth and breadth of relevant experience that provide transferrable benefit to FRC.
- **Strong management processes** – including management of Design, Publication and Approvals.
- **Service Response and Account Management** – strong customer driven ethos; service delivered at pace; proactive and timely communication with FRC all delivered to a high standard. Proportionate and proactive management of the Framework Agreement.
- **Insight & Innovation** (and continuous improvement) – established practice and protocols to provide added value information to FRC that supports FRC's aims and objectives to enhance stakeholder engagement and communication.
- **Cost commitment** (attainment of Value for Money)

- In addition, suppliers should strive for good practice relating to information security, financial management and business continuity. FRC does not condone any activity which constitutes modern slavery or human trafficking under the Modern Slavery Act (MSA) 2015, we expect our suppliers (and supply chain) to maintain the same approach and to have policies and procedures in place to minimise the risk of modern slavery occurring.

In response to the ITT tenderers should complete the Tender Response Document which request that tenderers demonstrate how the FRC's requirement will be met. FRC will use a mixture of quality and commercial as the evaluation components to assess Tender Submission.

## Quality

There are five areas :-

EVALUATION AREA	OUR REQUIREMENT	EVALAUTION REQUIREMENT
<b>Industry Knowledge / Know How</b>	FRC requirement is that the successful agencies have existing experience and transferrable skills to meet the FRC requirement.	Please can you provide three previous examples of high-quality reports your organisation has have produced. Your response should showcase an understanding of the FRC's transformation journey and how your previous experience and knowledge will complement the FRC's transformational journey.
<b>Strong management processes</b>	FRC requirement is for the successful agencies to have strong management processes to support the clients requirements from a service delivery perspective (e.g. service delivered at pace; proactive and timely communication, incorporating good information security protocols.	Please can you provide an outline of your organisations management processes to demonstrate how you will meet this requirement. Your response should clearly outline existing processes and how they will be transferred to the proposed FRC contract. Examples of troubleshooting and proactive problem-solving are encouraged.

<b>Service Response / output</b>	FRC expects the supplier to deliver creative design, high-quality artwork , infographics which can be used and maximised across digital channels.	Please provide examples of existing work and potential mock up of artwork that would be utilised for FRC.
<b>Insight &amp; Innovation</b>	FRC is changing and transforming and therefore seeking to work with a supplier that can provide insight and innovation to drive continuous improvement.	Please can you outline how you have supported clients with insight and innovation and what you propose to do for FRC.
<b>Cost commitment / Value for Money</b>	FRC is committed to delivering for money.	Please provide your pricing proposal.

Each response will be attributed a Poor, Fair, Good or Excellent score using the criteria below. This will result in a score applied to each Quality response. Maximum score 150 points.

Assessment	Scoring System	Score
Poor	Does not satisfy the requirement. Does not demonstrate the relevant ability, understanding, experience, skills, resource and quality measures required to provide the services, with sufficient evidence to support the response.	0
Fair	Satisfies the requirement. Demonstration by the bidder of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the services, with sufficient evidence to support the response.	10
Good	Satisfies the requirement with minor additional benefits. Demonstration by the bidder of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the services. Response identifies factors that will offer potential added value, with sufficient evidence to support the response.	20
Excellent	Satisfies the requirement with major additional benefits. Demonstration by the bidder of exceptional relevant ability, understanding, experience, skills, resource and quality measures required to provide the services. Sufficient evidence to fully support the response.	30

### Commercial evaluation

You must provide fully details of the rates that will apply, how your costing proposal meets our requirement for value for money. Your pricing proposal should be fixed for the duration of the framework agreement.

### 3. Use of ITT & publication

3.1.1. All documents contained in this ITT are confidential and must be used solely for the purposes of this ITT. The documents can only be passed on to third parties on a strictly 'need to know' basis for the purposes of the tenderer preparing and submitting a tender.

3.1.2. Tenderers **must not** undertake any publicity activity regarding the procurement within any section of the media

#### 4. Questions & Clarifications

4.1.1.Tenderers may raise questions or seek clarification regarding any aspect of this further competition at any time prior to the tender clarification deadline.

4.1.2.Tenderers may raise questions or seek clarification within the timeframe by sending questions to [procurement@frc.org.uk](mailto:procurement@frc.org.uk) in the following format.

Nature of query / clarification	Query / Clarification

4.1.3.FRC will not enter exclusive discussions regarding the requirements of this ITT with tenderers.

4.1.4.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.

4.1.5.Responses will be published in a questions and answers document to all Tenderers who have indicated that they wish to participate.

#### 5. Timelines

Activity	Date/timeline
Invitation to tender issued	02/10/2020
Deadline for tender queries / clarifications	09/10/2020
Anticipated response to tender clarifications	14/10/2020
Deadline for receipt of tenders	21/10/2020
Evaluation period (ITT)	21/10/2020 – 30/10/20
Finalised/shortlist communication	w/c 02/11/2020
Tender clarification sessions period (if required)	w/c 02/11/2020
Internal governance process	w/c 09/11/2020
Tender outcome communicated	13/11/2020
Contract issued, executed	13/11/2020
Contract commencements	20/11/2020

#### 6. Conduct

6.1.1.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.

6.1.2.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.

- 6.1.3. The tenderer must not make any arrangements with any other person about whether they should tender, or about their tender price.
- 6.1.4. 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.
- 6.1.5. 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.
- 6.1.6. The tenderer represents and warrant that a conflict of interest check has been carried out and that check revealed no conflicts of interest.
- 6.1.7. 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 FRC and submit proposals to avoid such conflicts.
- 6.1.8. Tenderers must obtain for themselves at their own responsibility and expense all information necessary for the preparation of tenders. 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.

## 7. Due Diligence

- 7.1.1. 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.
- 7.1.2. Neither FRC, nor its representatives, employees, agents or advisors:
- 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.
- 7.1.3. It's 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.
- 7.1.4. 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.



## **8. Submitting a Tender**

8.1.1. Tenderers must submit their tender response within the deadline to [procurement@frc.org.uk](mailto:procurement@frc.org.uk).

8.1.2. Where a Tender Response is provided, potential providers must align their tender response with that format.

8.1.3. 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.

## **9. Evaluation**

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

## **10. Acceptance of Tender & Notification of Award**

10.1.1. FRC reserves the right to amend, add to or withdraw all or any part of this ITT at any time during the procurement.

10.1.2. 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.

10.1.3. The tenderer will be notified of the outcome of the tender submission at the earliest possible time.

10.1.4. 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.

10.1.5. 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.

## **11. Additional Information**

11.1.1. Please use the attached Tender Response Document for your reply.

11.1.2. The Terms and Conditions that will apply to this proposed Agreement are attached (in the Tender Response Document). Suppliers should accept the T&C's with no material changes.

11.1.3. Additional details relating to the FRC

- <https://www.frc.org.uk/>
- <https://www.frc.org.uk/about-the-frc/procedures-and-policies/procurement>

11.1.4. Past material

<https://www.frc.org.uk/getattachment/5d176788-3330-4b62-b18e-276c678d3d2c/Developments-in-Audit-FINAL-05-Nov-2019.pdf>

[https://www.frc.org.uk/getattachment/5aae591d-d9d3-4cf4-814a-d14e156a1d87/Stewardship-Code\\_Final2.pdf](https://www.frc.org.uk/getattachment/5aae591d-d9d3-4cf4-814a-d14e156a1d87/Stewardship-Code_Final2.pdf)

<https://www.frc.org.uk/getattachment/d299042a-f14f-40eb-8889-7b44818cf53b/Annual-Enforcement-Review.pdf>