**Social Work England**

**Invitation to Tender**

**The provision of Graphic Design and Copy-editing Services**

**Reference: Social Work England 10113**

Closing date for submission of tender:

17:00hrs 21st October 2022

**Please complete your tender submission in accordance with the instructions provided.**

CONTENTS

This document is in two parts:

Part A is the invitation to tender and provides all the background information, a description of what is required, and an overview and instructions for the completion and submission of the tender document.

* Introduction
* Requirement (including specification)
* Procurement process
* Evaluation of tenders
* Instructions for completing the tender.

Part B is the tender submission document, this should be completed in full and returned in advance of the deadline in accordance with the instructions given.

**Part A**

1. Background of Social Work England
   1. Social Work England was established under The Children and Social Work Act 2017 (the Act) and are the new, specialist professional regulator for Social Workers in England. As established in our founding legislation – the Children and Social Work Act 2017 [[1]](#footnote-1)– we are a Non-Departmental Public Body, operating at arm’s length from Government.
   2. We regulate the social work profession by:
      1. Setting standards of practice and conduct in social work;
      2. Assuring the quality of social work education;
      3. Registering qualified Social Workers;
      4. Ensuring Social Workers keep their skills and knowledge up to date; and,
      5. Investigating concerns about Social Workers.
   3. As a regulator we have several designed documents that we create for external publtion, and these publications are key to our business objectives and responsibilities.

In the next 3 years, we have several key publications that need to be produced:

* + 1. **Social Work in England, our state of the nation report.**
    2. **Social Work England Corporate strategy 2023 to 2026.**
    3. **Social Work England Annual Reports & Accounts – three reports.**

1. Aim and Objectives
   1. Social Work England are seeking to establish a Contract with a provider, who will complete the Graphic Design/Copy-editing of these documents. The full service requirements for each document are detailed under clause 4 - Service Requirements, of this Invitation to Tender.
   2. Pending budget availability for future years, Social Work England **may** require the successful provider to undertake the following work on an Ad hoc basis: Photography Services, Copywriting/Copy-editing Services, supporting us with the refresh of our brand and associated design assets, and translate written information into easy read documents with accompanying imagery. Further details around these Ad hoc requirements are detailed under clause 5 – Ad hoc Services, of this Invitation to Tender.
2. Duration
   1. The Contract is envisaged to run for a period of 3 years from November 2022 to November 2025.
   2. The Contract may be extended by two periods of 12 months, subject to satisfactory performance and business need.
3. Service Requirements
   1. Social Work in England - our state of the nation report

Background

* + 1. Last year Social Work England published ‘Social Work in England: Emerging themes report 2021’ [Social work in England: Emerging themes (PDF)](https://www.socialworkengland.org.uk/media/4194/social-work-in-england-emerging-themes.pdf), our second interim report that gave an account of the state of the social work sector at the time.
    2. ‘Social Work in England, our state of the nation report’,is the third and final edition of this sector report. It highlights the challenges and successes of the profession over the past 12 months, and will includes our own independent research and data, as well as human stories from social workers and people with lived experience of social work.

Objectives

* + 1. The successful provider will be expected to produce an innovative and accessible publication that captures the attention of both the public and the professional sector. The completed report should:
       1. Present our findings and data in an engaging way for a diverse audience (see below).
       2. Reflect our core values: fearless, independent, transparent, ambitious, collaborative, integrity. Reflect our commitment to equality and diversity.
       3. Stand up to public scrutiny.
       4. Stimulate debate and attract commentary from politicians, the media and key figureheads in the sector.
       5. Protect and enhance our reputation as the specialist regulator for social workers in England.
       6. Showcase and develop our brand.

Audience

* 1. The audience of the ‘Social Work in England, our state of the nation report 2022’ will include:
     1. Social workers.
     2. Social work leaders, influencers, and commentators.
     3. Social work students.
     4. The public.
     5. People with lived experience of social workers.
     6. Education providers.

Employers of social workers.

* + 1. Our sponsors, the Department for Education and the Department of Health and Social Care.
    2. Our stakeholder organisations.
    3. Politicians.
    4. Professionals in sectors closely aligned to social work.
    5. The media.

Size and Format

* 1. The size and format that the report willbe in, is detailed below:
     1. **Number of pages –** 100 to 120.
     2. **Size** – A4.
     3. **Digital or Print –** Digital only (with a print ready file, no print requirements).
     4. **Format –** PDF and packaged InDesign files.
     5. **Photos –** Photographs will be identified by Social Work England from free stock image website, and links will be shared with the successful provider. (the links will be provided to the successful provider by Social Work England, late November/early December 2022 – exact date to be confirmed).
     6. **Branding and assets –** The successful provider will refer to the supplied Social Work England Brand Book, with associated brand and asset files (this will be supplied by Social Work England to the successful provider as soon as possible after Contract Award).

Last year’s Social Work in England report can be seen here:

<https://www.socialworkengland.org.uk/about/publications/social-work-in-england-emerging-themes>. Social Work England are keen for the design of the Social Work in England – our State of the Nation reports, to be similar (though not entirely the same) in style, as this report is part of a three-part series.

* + 1. **Illustrations –** Social Work England will supply our assets from last year’s report to the successful provider, as a guide as to illustrative style.
    2. **Graphs and infographics –** Social Work England require the inclusion of graphs and infographics to showcase our data in engaging ways to support the main text content. These must be accessible. The successful provider will refer to last year’s report for a guide on style of the required graphs and infographics.
    3. **Accessibility –** The report will be fully accessible, in line with Adobe checks and accessibility regulations (see: https://accessibility.campaign.gov.uk/). Government guidance can be found at <https://www.gov.uk/guidance/content-design/images>.
    4. **Interactive indexing –** Yes.
    5. **Artwork** – The artwork will be supplied as an InDesign file as well as a fully accessible PDF. The artwork is also to be supplied in a print ready version. In accordance with clause 8 (Intellectual Property Rights), the artwork will remain the property of Social Work England, who reserve the right to reproduce or amend it in any format at any time.

Duration of work required on this report from the successful provider

* 1. The successful provider will be required to complete the graphic design of this document, between December 2022 and February 2023.
  2. Social Work England strategy 2023 to 2026.

Background

* + 1. The strategy will set out Social Work England’s three-year ambitions for the period 1st April 2023 to 31 March 2026. Our focus is building on the platform we have created in our first 3 years. Following a period of stakeholder engagement in Spring and Summer 2022, which involved talking to and listening to the views of professionals, key stakeholders, and people with lived experience of social work. The draft strategy (which is not designed), will be shared for a 12-week public consultation between September and December 2022. We will then finalise the strategy ahead of design, with the final strategy to be published in March 2023.

Objectives

* + 1. On receipt of the final report text, the successful provider will be expected to provide the initial design concepts which fit the Social Work England Brand and design an accessible strategy

Audience

* + 1. The audience of Social Work England’s strategy will be everyone with an interest in our organisation, including:
       1. Social workers.
       2. Social work leaders, influencers, and commentators.
       3. Social work students.
       4. The general public.
       5. People with lived experience of social workers.
       6. Education providers.
       7. Employers of social workers.
       8. Our sponsors, the Department for Education and the Department of Health and Social Care.
       9. Our stakeholder organisations.
       10. Politicians.
       11. Professionals in sectors closely aligned to social work.
       12. The media.

Size and Format

* + 1. The size and format that the report willbe in, is detailed below:
       1. **Number of pages** – To be confirmed but is expected to be taken from approximately 20 Microsoft word pages.
       2. **Size** – A4.
       3. **Digital or Print** – Digital only (with a print ready file, no print requirements)
       4. **Format** – PDF and packaged InDesign files.
       5. **Photos** – Photographs will be thoughtful, compassionate and focusing on people, and mindful of portraying challenging circumstances in the most positive light. Photographs will be identified by Social Work England from free stock image website, and links will be shared with the successful provider.
       6. **Illustrations** – To be confirmed, although any requirements are likely to be minimal (3-4 illustrations maximum).
       7. **Graphs and infographics** – To be confirmed with the successful provider, although any requirements are likely to be minimal (3-4 maximum).
       8. **Branding and assets** – The successful provider will refer to the supplied Social work England Brand Book, for a guide on associated brand and asset files. (this will be provided as soon as possible after Contract Award).
       9. **Interactive indexing** – Yes.
       10. **Accessibility** – The report will be fully accessible, in line with Adobe checks and accessibility regulations (see [https://accessibility.campaign.gov.uk/](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Faccessibility.campaign.gov.uk%2F&data=05%7C01%7CJonathan.Lee%40socialworkengland.org.uk%7C290d42d754ab400dd91608da8a6990d8%7C687e5818d7b4485783d1ddad97154a74%7C0%7C0%7C637974483243718783%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Mv6fTWh%2Bxg64VkkQc%2BsBoFMCCejbav14x8ixOK7g8M0%3D&reserved=0)). Government guidance can be found at [https://www.gov.uk/guidance/content-design/images](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gov.uk%2Fguidance%2Fcontent-design%2Fimages&data=05%7C01%7CJonathan.Lee%40socialworkengland.org.uk%7C290d42d754ab400dd91608da8a6990d8%7C687e5818d7b4485783d1ddad97154a74%7C0%7C0%7C637974483243718783%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=BTQcJ4Jsu%2BQoOOjK%2Bhw1zGonvTZskGnzY%2BX1CHbiOu0%3D&reserved=0).
       11. **Artwork** – The artwork will be required to be supplied as an InDesign file as well as a fully accessible PDF. The artwork will also need to be supplied in a print ready version. In accordance with clause 8 (Intellectual Property Rights), the artwork will remain the property of Social Work England, who reserve the right to reproduce or amend it in any format at any time.

Duration of work required on this document from the Contractor

4.5.5 The graphic design of this report will be completed by the successful provider between January and February 2023.

* 1. Annual Reports and Accounts (three reports)

Background

* + 1. Social Work England’s Annual Report and Accounts are central to our responsibility for financial reporting as a non-departmental public body to government and helps to evidence our accountability. As an arms-length body of government, our annual report forms part of the Department for Education’s annual report and accounts and is laid before parliament.
    2. As is standard, our annual report follows a prescribed format and includes a performance report, an accountability report and the financial statements with their associated notes. The first section of the annual report allows us to tell our story and highlight information about our core functions as a regulator throughout that year. The other sections are more rigid and must follow HM Treasury guidance, including certain elements, year on year comparison and financial tables.

Objectives

* + 1. The successful provider will be required to produce layout design for three separate reports, using one of our existing design templates as a starting point. Social Work England publishes numerous publications throughout the year, and we are keen to ensure the annual reports are a family of documents. Because of this, the layout design relies on the utilisation of our current design template with the flexibility to add to it with relevant, accessible graphics, fresh colourways and layouts.
    2. As the report is laid to parliament, it must meet government standards. This includes being appropriately tagged and accessibility checked in Adobe. We also need a large print version and digital version.
    3. The successful provider will be required to produce a user-friendly and accessible layout design, that ensures there is a level of consistency and familiarity for the users of our annual report and accounts. The successful provider will ensure that the layout design of the report includes:
       1. Present the annual report in an engaging way for a diverse audience.
       2. Reflect on Social Work England’s core values: fearless, independent, transparent, ambitious, collaborative, integrity.
       3. Stand up to public scrutiny.
       4. Stimulate debate and attract commentary from ministers, the media and key stakeholders.
       5. Protect and enhance Social Work England’s reputation as the specialist regulator for social workers in England.

Audience

* + 1. The audience of the designed report will include:
       1. The Department for Education/Department of Health and Social Care.
       2. Our board.
       3. Our staff.
       4. The public.
       5. Social workers.
       6. Social work students.
       7. People with lived experience of social work.
       8. Education providers.
       9. Employers of social workers.
       10. Social Work England stakeholder organisations.
       11. Professionals in sectors closely aligned to social work.
       12. The media.
       13. Parliament.

Size and format

* + 1. The size and format that the report willbe in, is detailed below:
       1. **Number of pages in the final publication -** The final publications will be circa 90-100pp, perfect bound with page count divisible by 2 – cover supplied as a spread with a spine. The successful provider will also provide a large print version designed and laid at the same time as the standard print format – (number of pages to TBC between Social Work England and the successful provider).
       2. **Size – A4.**
       3. **Digital or print -** Digital and print ready.
       4. **Format -** Accessible PDF and packaged InDesign files.
       5. **Photos** - Only staff/board portrait photos will be used.
       6. **Illustrations –** Social Work England have a selection of illustrations available and an in- house style, that will enable the successful provider to build on the current illustrations.
       7. **Graphs and infographics -** Graphs, tables and infographics will be used by the successful provider, to showcase Social Work England’s data and make it accessible. These must be accessibility tagged appropriately. Graphs should be used minimally, and it is important not to rely on colour alone to convey meaning. [https://www.gov.uk/guidance/content-de-sign/images](https://www.gov.uk/guidance/content-design/images)
       8. **Branding and assets -** For guidance, the successful provider will use:
* The Social Work England Brand Book (this will be supplied to the successful provider as soon as possible after Contract award).
* GOV.UK Branding Guide.
* Large print guide, and example of Social Work England’s large print annual report and accounts 2021 to 2022: <https://www.socialworkengland.org.uk/news/social-work-england-annual-report-and-accounts-2021-to-2022/>
  + - 1. **Interactive indexing –** Yes.
      2. **Amendments -** This project involves multiple internal and external stakeholders, and the successful provider will need to be flexible in their approach with regards to any amendments requested by Social Work England.
      3. **Accessibility -** All designs/files, must be fully accessible in line with Adobe checks and [accessibility regulations](https://accessibility.campaign.gov.uk/). More guidance can be found [here](https://www.gov.uk/guidance/content-design/images).
      4. **Supply of artwork -** The successful provider will supply the artwork as a print ready InDesign file as well as fully accessible digital PDFs. In addition, the Customer requires all artwork to be supplied as a print ready large print format and fully accessible digital PDF. The artwork will remain the property of Social Work England, who reserve the right to reproduce or amend it in any format at any time. Social Work England has an InDesign file that we would like the successful provider to ‘freshen up’ and create a slightly different feel for.

Duration of work required on the three separate reports from the successful provider

4.7 The graphic design of this report will be completed by the successful provider between March and July - 2023, 2024, and 2025.

5. Ad-hoc Services

5.1. In addition to the reports that the successful provider will work around, Social Work England may require Ad hoc Services to be provided upon request, with as much prior notice given to the successful provider as reasonably possible. Social Work England do not make any commitment to procure these Ad-hoc Services. Any Ad hoc Services provided by the successful bidder to Social Work England during the initial contract term, will be charged at the rates provided in the response to Pricing Question 1, under clause 17 – Response to Prices. The Ad-hoc services that may be required will include, but not be limited to:

5.1.1.Photography Services – Social Work England are looking to expand the diversity of our photography as part of evolving brand and approach to inclusive comms. We want our photos to be reflective of social work today including the many different environments social work takes place in, the variety of people who use services and the many different professional roles across children and adult services. This may involve the commissioning a suite of photos that show social work in action. While we have been able to capture some authentic images during our start-up phase at events, this ambition has been hampered by covid-19. Our library is in need of a re-fresh and we want to move away from the use of stock imagery to begin to inform and educate people on what social work is and what it looks like in practice.

5.1.2. Copywriting/Copy-editing Services (additional to any copywriting/editing services required for completion of the Service Requirements stated in clause 4).

5.1.3. Supporting Social Work England with the refresh of our brand, and associated design assets. This could involve updating our suite of illustrations, for both online and offline channels.

5.1.4. Translation of written information into easy read documents with accom panying imagery.

1. Procurement

Best Practice Criteria

6.1. Social Work England has an agreed a set of best practice principles in relation to this tender. These principles provide a framework to ensure that we act in an ethically and commercially responsible way in our contractual arrangements. Adhering to these principles is an integral part of the procurement process for Social Work England.

* 1. Social Work England will:

encourage local employment and enterprise to create and maintain local job opportunities and training;

* + 1. seek value for money and the minimisation of risk;
    2. harness the capability, diversity and innovation of our service provider to add value to our operational effectiveness and efficiency;
    3. adhere to a procurement process which is equitable, lawful and compliant with regulations;
    4. seek to be easy to do business with, in order to minimise costs, risks and time;
    5. ensure the confidentiality of information entrusted to us while working with service providers who also respect this practice; and
    6. permit hospitality only to an extent that it cannot be perceived as an inducement.

7. Instructions to Tenderers

* 1. Social Work England are using this Invitation to Tender (ITT) to conduct further competition for the provision of Graphic Design and Copy-editing Services. This procurement activity will be conducted through desk top evaluation upon receipts of bids.

* 1. All questions regarding this ITT should be sent to [tenders@socialworkengland.org.uk](mailto:tenders@socialworkengland.org.uk). **Any questions received after 17:00hrs – 07th October 2022 will not receive a response.**
  2. All tenders received that are compliant (submitted in accordance with the tendering instructions) will be evaluated based on the evaluation criteria set out below.
  3. Tenders should be prepared and submitted using part B of this document below.
  4. Tenders will be evaluated, and bids scored. Social Work England reserve the right to request clarification from bidders at evaluation stage.
  5. Contract(s) will be awarded against the total overall score and will be based on the most economically advantageous tender. Suppliers will be notified of the outcome upon the completion of desk top evaluation
  6. The following indicative timetable is provided for tenderers benefit. Please be aware that these are indicative timescales **(except for the deadlines in bold)** and may be subject to change at the absolute discretion of Social Work England.

| **ACTIVITY** | **DATE** |
| --- | --- |
| **Invitation to Tender available** | **23rd September 2022** |
| **Final Questions from bidders** | **7th October 2022** |
| **Social Work England response to bidder’s questions** | **14th October 2022** |
| **ITT deadline for bid responses** | **17:00hrs – 21st October 2022** |
| Contract Award | 4th November 2022 |
| Contract Commencement | 21st to 25th November 2022 |

8. Completing the Invitation to Tender

* 1. To enable evaluating officers to assess fully the tenderer’s suitability to provide the services, all of the information requested in this invitation to tender must be provided. Failure to complete the tender submission in full or failure to provide any of the documents requested may result in your tender being rejected. Questions should be answered as instructed:
     1. please answer every question;
     2. questions must be answered in English;
     3. and when posed with Yes/No questions, please either circle your answer or delete as applicable.
  2. All other questions will require you to input text or numbers, or to tick boxes.
  3. Any figures requested should be stated in full (i.e., £4,000 not £4k) and in GBP.
  4. If the question does not apply to you, please write N/A; if you don’t know the answer please write N/K.
  5. Only the information contained within this invitation to tender or otherwise communicated in writing by Social Work England to the tenderer should be considered when submitting your tender.
  6. Any information and/or documents submitted on or with this tender must relate to ‘the tenderer’ only – ‘the tenderer’ being the organisation which it is proposed will enter into a formal contract should their tender be successful. (All responses and submissions provided by the tenderer will form part of that contract). Where required, Social Work England may seek further clarification from the tenderer following submission of a completed bid pack.

1. . Format of Tender Submission
   1. Tenderers are required to complete all the documentation listed below. You may complete the documentation electronically but must not make any changes to the structure and/or order of the document provided (except as necessary to accommodate your responses, i.e., enlarging response boxes etc.). In particular, please do not undertake any substantive changes to formatting, or add appendices instead of completing the tables provided, and so on, except when expressly requested or when necessary to properly present your offer.
   2. You should complete and submit all schedules in Part B of this document, namely:
      1. company details and general information;
      2. response to specification (method statements);
      3. pricing schedule;
      4. freedom of information exclusion schedule; and the
      5. tendering declaration.
   3. The declaration must be signed by a director, partner or other senior authorised representative in her/his own name and on behalf of the organisation. The details contained in each tenderer’s response may be specified in any contract or may form an appendix thereof.  Tenderers should therefore make sure that their responses are authorised at an appropriate level which would enable them, should they be successful, to become the subject of a binding contract
2. Submitting your Tender
   1. Completed tender (Part B of this document) and all associated documentation, should be submitted via email to: [tenders@socialworkengland.org.uk](mailto:tenders@socialworkengland.org.uk)
   2. **Completed tender submissions must be received by 17:00hrs on 21st October 2022.** Social Work England reserves the right to reject any responses received after this deadline.
3. Conditions of Tender
   1. In submitting a response to this Invitation to Tender, tenderers do so on the conditions set out below. In the event of any breach of the conditions Social Work England shall be entitled to terminate any arrangement made as a result of such tender and to claim damages accordingly.

Warnings and Disclaimers

* 1. Information supplied by Social Work England (whether in this document or otherwise) is supplied for general guidance in the preparation of tenders. Tenderers must satisfy themselves by their own investigations with regard to the accuracy of such information. Social Work England cannot accept responsibility for any inaccurate information obtained by tenderers.

Tenderer Conduct and Conflicts of Interest

* 1. Tenderers shall not, before the date and time specified for return of the tender, communicate to any person the amount or approximate amount of the tender or proposed tender; except where the disclosure, in confidence, of the approximate amount of tender is necessary to obtain insurance cover.
  2. The tender submitted shall be a bona-fide tender and shall not be fixed or adjusted by or under or in accordance with any agreement or arrangement with any other person.
  3. Tenderers shall not enter into any agreement or arrangement with any other person with the intent that the other person shall refrain from tendering or agree to the amount of any other tender to be submitted.
  4. Tenderers must not, in connection with the proposed contract:
     1. offer any inducement, fee or reward to any member or officer of Social Work England;
     2. do anything which would constitute a breach of the [Bribery Act 2010](https://www.legislation.gov.uk/ukpga/2010/23/contents) or the [Section 117 (2) Local Government Act 1972](https://www.legislation.gov.uk/ukpga/1972/70/section/117); and/or
     3. canvass any of the persons referred to above in connection with the contract; or contact any member or officer or any person acting as an advisor to Social Work England (except as authorised by this invitation to tender for the purpose of asking genuine questions about the process or the contract) about any aspect of the proposed contract or for soliciting information in connection therewith.
  5. Tenderers are responsible for ensuring that no conflicts of interest exist between the tenderer (and its advisors) and Social Work England (and its advisors). Any tenderer who fails to comply with this requirement may be disqualified from the procurement process at the discretion of Social Work England.

Responsibility to Submit a Complete Tender

* 1. It is the tenderers responsibility to ensure that their submitted tender is complete, prepared and submitted in accordance with the instructions contained herein, and signed and dated where required. Social Work England are not obliged to consider any tender which is incomplete or not prepared or submitted in accordance with the said instructions, but at its sole discretion Social Work England may offer a tenderer who submits such a tender an opportunity to remedy the omission before evaluation of the tender takes place, provided that in the judgement of Social Work England this does not adversely affect the integrity and fairness of the tender exercise.

Bid Costs

* 1. Social Work England will not be liable for any tender costs, expenditure, work, or effort incurred by a tenderer in proceeding with or participating in this procurement process, including if the procurement process is terminated or amended by Social Work England.

1. Social Work England’s Rights
   1. Social Work England reserves the right to:
      1. seek additional information or clarification from tenderers at any time during the tender process;
      2. disqualify any tenderer that does not submit a compliant tender, in accordance with the instructions given in this invitation to tender;
      3. disqualify any tenderer that is guilty of serious misrepresentation in relation to its tender, expression of interest, the application form or the procurement process;
      4. withdraw this invitation to tender at any time, and to re-invite tenders on the same or any alternative basis;
      5. choose not to award any contract as a result of the procurement process;
      6. withdraw the award of a contract should any unsatisfactory references be provided by the successful providers previous clients;
      7. make whatever changes it sees fit to the timetable, structure or content of the procurement process; and
      8. retain copies of all tender submissions to satisfy its audit obligations and for other purposes.
2. Confidentiality and Freedom of Information Act
   1. This invitation to tender is made available on condition that its contents (including the fact that the tenderer has received this invitation to tender) is kept confidential by the tenderer and is not copied, reproduced, distributed or passed to any other person at any time, except for the purpose of enabling the tenderer to submit a tender.
   2. As a public body, Social Work England is subject to the provisions of the [Freedom of Information Act 2000](https://www.legislation.gov.uk/ukpga/2000/36/contents) (FOIA) in respect of information it holds (including third-party information). Any member of the public or other interested party may make a request for information.
   3. Social Work England shall treat all tenderers' responses as confidential during the procurement process. Requests for information received following the procurement process shall be considered on a case-by-case basis, applying the principles of the FOIA.
   4. While Social Work England aims to consult with third-party providers of information before it is disclosed, it cannot guarantee that this will be done. Therefore, tenderers are responsible for ensuring that any confidential or commercially sensitive information has been clearly identified to Social Work England in the form provided in the Tender Submission Document (i.e., the Freedom of Information Exclusion Schedule).
   5. Tenderers should be aware that, in compliance with its transparency obligations Social Work England may publish details of its contract(s), including the contract values and the identities of its service providers on its website and the Contracts Finder portal.

Publicity

* 1. No publicity regarding the contract or the award of any contract will be permitted unless and certainly until Social Work England has given express written consent to the relevant communication. For example, no statements may be made to the media regarding the nature of any tender, its contents or any proposals relating to it without the prior written consent of Social Work England.

1. Evaluation of Invitation to Tender
   1. Tenders, and any supporting documentation will be evaluated on the basis of 30% price and 70% response to method statements. The evaluation will be based on the tenderer’s response to the requirement detailed and consideration of the following criteria:
      1. understanding of the Social Work England’s needs and the specific requirements of this contract; evidence of the tenderers ability to comprehend and communicate key information with clarity and understanding;
      2. evidence of the tenderers ability to exercise good judgement and take decisions on unexpected problems that could have significant impact on cases;
      3. evidence of the tenderers ability to apply critical reasoning and questioning skills to identify when further investigation and evidence gathering is required;
      4. evidence of the tenderers track record of delivering Graphic Design and Copy -editing services to small and medium organisations without disruption to business activities; and
      5. the ability to work to strict deadlines.
   2. All completed tenders received will be evaluated by officers of Social Work England (as appropriate). This evaluation panel will consist of between 3-4 individuals.
   3. order to be transparent, and to ensure that tenderers fully understand how their tender submission will be evaluated, full details of the evaluation process are described below. The following price and quality weightings will be used to determine the most economically advantageous tender:
      1. Method Statements = 70%
      2. Price = 30%
   4. NOTE: Failure by a tenderer to comply with these instructions may invalidate your bid.
   5. Tenderers will be asked to provide a response to the following sections within Part B (the tender submission document).

| **Section** | **Total Score Available** |
| --- | --- |
| Company Details | Information Only |
| Compliance with Specification | Pass / Fail |
| Method Statements | 70 points |
| Price | 1. Points |

* 1. Please note that the ‘Compliance with Specification’ section will be assessed on a Pass/Fail basis. If a tenderer cannot or is unwilling to comply with the specification, their tender will be deemed as non-compliant and will be excluded from further consideration.
  2. When completing the questions tenderers must make sure that they answer what is being asked. Anything that is not directly relevant to the question should not be included, but wherever possible tenderers should demonstrate how they will go further than what is being asked for, to add value. Appendixes should be provided where requested to offer further supporting evidence within the tenderer’s question response.
  3. Tenderers should also make sure that their answers inform not just what they will do, but how they will do it, and what their proposed timescales are (as relevant). It is useful to give examples or provide evidence to support your responses.
  4. Tenderers are encouraged to use the word count allowed to answer each method statement as fully as possible. The purpose should be to include as much relevant detail as required, so that the evaluation panel gets the fullest possible picture.
  5. Each method statement will be evaluated by the panel individually, one by one in order. When scoring each statement, no consideration is given to information included in other answers so please do not cross reference across responses or provide supporting information in your tender submission unless expressly requested. Once evaluated individually, the panel will come together to agree on a cumulative score.

1. Scoring

Method statements and price responses will be scored on a scale of 0 to 4 points, as detailed in the table below:

| **In the evaluating officers’ reasoned opinion, the response provided is a(n):** | | **Points available** |
| --- | --- | --- |
| 0 | **Unacceptable Response.** No response, response not relevant or question not answered. | 0 points. |
| 1 | **Poor Response.** The response is partially compliant, but with serious deficiencies in meeting service requirements (any supporting evidence is minimal). | 25% of points available. |
| 2 | **Fair Response.** The response is compliant (some evidence may be provided which supports compliant elements) with shortfalls in meeting service requirements. Any concerns are of a minor nature. | 50% of points available. |
| 3 | **Good Response.** The response is compliant and offers relevant evidence to support their claims, clearly indicating that service requirements would be met. | 75% of points available. |
| 4 | **Excellent Response.** The response is compliant and offers relevant detailed evidence to support their claims, clearly demonstrating a comprehensive understanding of the service requirements. | 100% of points available. |

* 1. Please note that scoring ‘0’ for any one or more method statements will give grounds for excluding the tender from further consideration. For any tenders that are deemed excludable on this basis, that tenderer’s price shall automatically be excluded from the ‘price’ evaluation.

16. Response to Method Statements

* 1. Tenderers must provide method statements in response to the questions below, to describe how they will meet the requirements of the contract. There are 4 method statements in total.
  2. Tenderers are required to respond to all the questions below. Questions should be answered in full on the template provided.
  3. For each method statement, there is a maximum word limit. Please adjust as necessary the size of the ‘response’ box in order to accommodate your response. Where appendixes are requested, please attach as part of your submission to Part B.

| **Ref** | **Method Statement Questions** | **Look Fors** | **Weighting** |
| --- | --- | --- | --- |
| Q1. | What experience do you have working with national organisations, specifically those in public sector backgrounds? Why do you want to work with Social Work England?    ***(Maximum Word Count:500*)** | * Experience of working with large-medium scale organisations * Considers the context of professional regulation and social work as part of overall approach. * Considers complex environment with multiple stakeholders * Shows a commitment to delivery that speaks to our values | 15 points |
| Q2. | How will you ensure that reports and products are delivered on time?    Please attach an overarching plan as an appendix as part of your tender submission (any appendix will not be included within the word count).    ***(Maximum Word Count: 750) - any plan submitted as an appendix will not be included within the word count).*** | * Clear plan and timeline in place for each aspect of activity * Considerations of the risks to delivery and proposed mitigations * Evidence of project management methodology * Resource/key personnel availability, including outsourcing | 15 Points |
| Q3. | What experience do you have to demonstrate your ability to create accessible products and reports? How would you ensure that all products are accessible?    Please include a minimum of two examples, including details on how you would check the accessibility of the products and how you ensured they were inclusive    ***(Maximum Word Count: 500 words- (examples will not be included in the word count)*** | * Evidences a commitment to equality, diversity and inclusion * Evidences the importance of accessibility * Evidences an understanding of public sector accessibility legislation * Evidences knowledge of digital accessibility and inclusive design (including WCAG, accessibility checking, tags) * Evidences skills in the team to be able to meet accessibility requirements | 15 Points |
| Q4. | How would you manage the account effectively with Social Work England?    What is your approach to delivery? Who would be in the delivery team? Please also outline roles and responsibilities, with some background about the team.    ***(Maximum Word Count: 750*)** | * Consideration of stakeholders and the potential sensitivity of our audience * Clear explanation of how the teams will work effectively together, remotely or physically * Demonstrates ways of nurturing relationships for the best outcome for audiences, possibly including methods of feedback * Approach to working collaboratively with Social Work England to obtain the data and manage it appropriately. | 15 points |
| Q5. | Please attach any relevant examples of design or copy of previous work to support the tender, alongside some commentary on delivery/any barriers that were faced.    ***(Maximum Word Count: 500 - examples will not be included in the word count)*** | * Demonstrates a consideration of audience, tone and placement of information in terms of public accessibility. * Can demonstrate experience of producing products to a high standard, including reports and imagery * Evidence of at least one relevant example | 1. points |

* 1. Response to Prices
  2. Price carries 30% of the overall score. Questions for prices are weighted with the number of points available shown in the table below.
  3. Prices included in the tender submission should be **net** costs (excluding VAT). Associated VAT costs should be shown separately as part of your tender submission.
  4. Social Work England request a price breakdown based on the requirements identified within the ITT. Prices required are:
     1. A total price for the delivery over the term of the contract.
  5. Tenderers are required to respond to all the price questions below. Questions should be answered in full on the template provided.
  6. In respect to question 1, pricing should be submitted via the cost matrix template provided. Please adjust as necessary the size of the ‘cost matrix’ template and/or the ‘response’ box in order to accommodate your response. For questions 2 and 3 there will be a maximum word limit.

|  | **Price Questions** | **Look Fors** | **Weighting** |
| --- | --- | --- | --- |
| Q1 | Please provide a total cost for the delivery of the services as described in the statement of requirements:   * Please complete the table provided. * Please submit a full supporting breakdown of costs as a separate appendix. | * Pricing as per table provided. * Includes VAT as a separate line item * Includes clear assumptions and breakdown of costs including: * The hourly rate for delivery of the Service Requirements detailed in clause 4. * The anticipated hours of work required for delivery of the Service Requirements detailed in clause 4. * Inclusion of a rates card for the delivery of any future Services including the Ad hoc Services detailed in clause 5. | 15 points |
| Q2 | How would you seek to manage the risk of unexpected delays and its impact on additional costs?    ***(Maximum Word Count: 500)*** | * Identifies risk areas. * Provides solutions to mitigate risks. * Provides past experience of risk management. | 10 points |
| Q3 | Please provide evidence that your price provides value for money and identifies areas of value-added activity?    ***(Maximum Word Count: 500*)** | * Identifies areas that provide value for money. * Identifies value added activity. | 5 points |

* 1. Moderation of Scores
  2. The evaluation panel will be made up of officers from Social Work England. An appropriate representative will separately evaluate all the method statements submitted by tenderers’ and will subsequently meet with the evaluation panel to discuss their scores; seeking to agree a final score for each method statement.
  3. Upon conclusion of the evaluation of the ITT, the score for price and non-price will be combined to give a total score out of 100.
  4. Award of Contract
  5. The tenders scoring the highest points overall from the ITT desk top evaluation will be awarded the contract under Social Work England’s Terms and Conditions:

****

* 1. The successful tenderer offered the contract will be advised by email. The award offered pursuant to this ITT will be based on the most economically advantageous tender.
  2. Tenderers who are not successful in being offered the contract will be advised by email and will be entitled to receive feedback upon request.
  3. Social Work England may withdraw the award of a contract should any unsatisfactory references be provided by the successful providers previous clients.

**Social Work England**

**Part B – Response to Tender**

**Provision of Graphic Design Services**

**Reference: Social Work England 10113**

Closing date for submission of tender:

17:00hrs 21st October 2022

**Please complete your tender submission in accordance with the instructions provided.**

**PART B**

1.COMPANY DETAILS AND COMPLIANCE WITH TENDER

2.RESPONSE TO SPECIFICATION (METHOD STATEMENTS)

3.PRICING SCHEDULE

4. FREEDOM OF INFORMATION EXCLUSION SCHEDULE

5.TENDERING DECLARATION

**Part B To be completed in response to Invitation to Tender**

**Please complete all the information requested below and return Part B by the latest**

**17:00hrs – 21st October 2022.**

General information questions are asked for information purposes only and the responses will not be evaluated. The answers do however give the evaluation panel an overview of the organisation and its structure. Please complete in full:

|  |  |  |
| --- | --- | --- |
|  | **ORGANISATION DETAILS** | |
| 1.1 | Please state the full name of the organisation submitting this tender: | |
|  | |
| 1.2 | Please state the registered office address: | |
| Address: | |
| Postcode: | |
| 1.3 | Please state the company registration number: | |
|  | |
| 1.4 | Please state the VAT registration number: | |
|  | |
| 1.5 | To the best of your knowledge, does any director or senior officer of your organisation have any personal or financial connection with any member or senior officer of Social Work England? | YES / NO |
| If yes, please provide details. | |
| 1.6 | Please advise if the organisation would be classed as a Small-Medium-Enterprise (SME)? | |
|  | |
|  | **Contact Details** (for communications, correspondence and enquiries relating to this tender submission). | |
| 1.7 | Please state the contact’s name, and position within the organisation: | |
| Name:  Position: | |
| 1.8 | Please state the contact’s address: | |
| Address:  Postcode:  Telephone:  Email: | |
|  | **Financial Information** (confirmation of financial stability/ability to support the delivery of the contract). | |
| 1.9 | Company annual turnover for the last three years (including if under different trading names): | |
|  |  | |
| 1.10 | Please detail any significant change in your financial situation since the last accounts have been submitted: | |
|  |  | |

Compliance with Specification

Tenderers must provide a response to the Compliance with Specification section included below. Tenderers should note that this section will be assessed on a Pass/Fail basis. If a tenderer cannot or is unwilling to answer ‘Yes,’ their tender will be deemed non-compliant and will be excluded from further consideration. Tenderers should confirm by deleting the inappropriate answer.

|  |  |
| --- | --- |
| **I confirm I/we comply with all elements of the requirement and specification as outlined in part A of this Invitation to Tender.** | **YES / NO** |
| Please use this space to outline any areas where you cannot comply, or to provide any further information regarding compliance with the specification that you have not been able to state elsewhere in your tender submission. | |
| **I confirm that I/we accept Social Work England’s Supplier Terms and Conditions as set out within clause 19.1 of this Invitation to Tender, forming the basis of any contract executed between Social Work England and the successful bidder, pursuant to this ITT.** | **YES / NO** |
| Please use this space to outline any areas where you cannot comply, making specific reference to any clauses within the terms and conditions which are an area of concern. | |
| **I confirm that I/we have completed (if applicable) the Freedom of Information Exclusion Schedule; included as Appendix A of this Response to Tender.** | **YES / NO** |
| Please use the space provided in Appendix A to identify any information that you regard as confidential and/or commercially sensitive. | |
| **I confirm that I/we have attached a signed copy of the Tendering Declaration, using the wording included as Appendix B to this Response to Tender.** | **YES / NO** |
| Appendix B sets out the wording of the Tendering Declaration. This should be reproduced on headed paper, scanned and embedded within your bid response. | |
| **I confirm I/we meet the standard requirements and hold the necessary qualifications to deliver the required services.** | **YES / NO** |
| Please use this space to outline any areas where you cannot comply, or to provide any further information regarding compliance with the specification that you have not been able to state elsewhere in your tender submission. | |
| **I confirm upon request, that I/we will provide the services outlined in the ITT.** | **YES / NO** |
| Please use this space to outline any areas where you cannot comply, or to provide any further information regarding compliance with the specification that you have not been able to state elsewhere in your tender submission. | |

Response to Method Statements

Tenderers are referred to (Part A) of the ITT and reminded that evaluation of their method statements will account for 70% of their total tender score.

Tenderers must provide method statements in response to the questions below, to describe how they will meet the requirements of the contract. There are 6 method statements in total.

Tenderers are required to respond to all the questions below. Questions should be answered in full and should not refer to other documents or appendixes unless otherwise specified.

For each method statement, there is a maximum word limit. Please adjust as necessary the size of the ‘response’ box in order to accommodate your response.

| **Ref** | **Method Statement Questions** |  |
| --- | --- | --- |
| 1. | What experience do you have working with national organisations, specifically those in public sector backgrounds? Why do you want to work with Social Work England?    ***(Maximum Word Count: 500)*** | |
| **Response:** | | |
| 2. | How will you ensure that reports and products are delivered on time?    Please attach an overarching plan as an appendix as part of your tender submission (any appendix will not be included within the word count).    ***(Maximum Word Count: 750) - any plan submitted as an appendix will not be included within the word count).*** | |
| **Response:** | | |
| 3 | What experience do you have to demonstrate your ability to create accessible products and reports? How would you ensure that all products are accessible?    Please include a minimum of two examples, including details on how you’d check the accessibility of the products and how you ensured they were inclusive    ***(Maximum Word Count: 500 words) - examples will not be included in the word count)*** | |
| **Response:** | | |
| 4 | How would you manage the account effectively with Social Work England?    What is your approach to delivery? Who would be in the delivery team? Please also outline roles and responsibilities, with some background about the team.    ***(Maximum Word Count: 750)*** | |
| **Response:** | | |
| 5 | Please attach any relevant examples of design or copy of previous work to support the tender, alongside some commentary on delivery/any barriers that were faced.    ***(Maximum Word Count: 500 - examples will not be included in the word count)*** | |
| **Response:** | | |

Response to Pricing

Tenderers are referred to Part A of the ITT and reminded that evaluation of price will account for 30% of their total tender score.

Responses to pricing for question 1 should be complete in the tables provided. Response to questions 2 should be completed within the response section provided in the template below.

All prices should be quoted in GBP (£), and prices quoted should be net of VAT. Please ensure all assumptions on price are detailed within the table and against each costed item.

| **Ref** | | **Pricing Questions** |
| --- | --- | --- |
| 1. | | Please provide a total cost for the delivery of the services as described in the statement of requirements:   * Please complete the table provided. * Please submit a full supporting breakdown of costs as a separate appendix |
| **Response: Please provide your response in the Cost Matrix Table below and as a separate appendix.** | | |
| **2.** | How would you seek to manage the risk of unexpected delays and its impact on additional costs?    ***(Maximum Word Count: 500)*** | |
| **Response:** | | |
| **3.** | Please provide evidence that your price provides value for money and identifies areas of value-added activity?    ***(Maximum Word Count: 500)*** | |
| **Response:** | | |

Cost Matrix Table: to be completed by bidder.

* **Green shading reflects the dates for the expected period of work for each report/product, that potential providers will be expected to undertake. Potential providers should also populate the corresponding overall cost Inc. VAT/assumptions).**
* **Please include an hourly/day rate card for the Services list in clause 4 and Ad hoc Services listed in clause 5, either by adding this onto the table below (additional rows can be added if required), or as a separate appendix (i.e. excel sheet)**.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Activity** | **(November 2022 – Mar 2023)** | **(November 2022 – Mar 2023)** | **2023-2024 (Apr 2023 – Mar 2024)** | **2023-2024 (Apr 2023 – Mar 2024)** | **2024-2025**  **(Apr 2024 – Mar 2025)** | **2024-2025 (Apr 2024 – Mar 2025)** | **2025-2026 (Apr 2025 – Nov 2025)** | **2025-2026 (Apr 2025 – Nov 2025)** | **Overall Cost (Inc. VAT)** | **Assumptions** |
|  | **Net Costs** | **VAT** | **Net Costs** | **VAT** | **Net Costs** | **VAT** | **Net Costs** | **VAT** |  |  |
| **Our State Of The Nation Report** |  |  |  |  |  |  |  |  |  |  |
| Fixed Costs (e.g., staffing, etc) |  |  |  |  |  |  |  |  |  |  |
| Variable Costs (e.g., equipment, etc) |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
| **Total for State of Nation Report** |  |  |  |  |  |  |  |  |  |  |
| **Draft Strategy Report** |  |  |  |  |  |  |  |  |  |  |
| Fixed Costs (e.g., staffing, etc) |  |  |  |  |  |  |  |  |  |  |
| Variable Costs (e.g., equipment, etc) |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
| **Total for Draft Strategy Report** |  |  |  |  |  |  |  |  |  |  |
| **Annual Reports and Accounts (three reports)** |  |  |  |  |  |  |  |  |  |  |
| Fixed Costs (e.g., staffing, etc) |  |  |  |  |  |  |  |  |  |  |
| Variable Costs (e.g., equipment, etc) |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
| **Total for Annual Reports and Accounts** |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
| **Profit** |  |  |  |  |  |  |  |  |  |  |
| **Total Cost** |  |  |  |  |  |  |  |  |  |  |

Freedom of Information Exclusion Schedule

Tenderers attention is drawn to the conditions of tender. Tenderers should state here which items of information (if any) supplied by them in their tender they regard as confidential and/or commercially sensitive or which should not be disclosed in response to a request for information under the Freedom of Information Act. Tenderers should state why they consider the information to be confidential or commercially sensitive.

Disclosure of information is at the sole discretion of Social Work England.

**Commercially sensitive information**

I declare that I wish the following information to be designated as Commercially Sensitive:

|  |
| --- |
|  |

The reason(s) it is considered that this information should be exempt under Freedom of Information Act 2000 is:

|  |
| --- |
|  |

The period of time for which it is considered this information should be exempt is until award of contract **OR** during the period of the contract **OR** for a period of 6 years.

|  |
| --- |
|  |

Signed:

Date:

Name of Signatory:

Name of Organisation:

Tendering Declaration

In response to the invitation to tender for the provision of graphic design services dated 23rd September 2022, I/We, the undersigned, confirm that in submitting a tender against this contract that I/We:

1. Undertake that this offer shall remain valid and open for acceptance for a period from the date of submission unless specifically withdrawn in writing.
2. Understand that Social Work England is not bound to accept any tender it receives.
3. Certify that I/We have not done, and I/We will not, at any time before the notification of tender results, do any of the following:
   1. communicate to any person other than the person calling for the tenders the amount or approximate amount of the proposed tender, except where the disclosure, in confidence, of the approximate amount of the tender is necessary to obtain insurance premium quotations required for the preparation of the tender;
   2. enter into any agreement or arrangement with any person that he/she shall refrain from tendering or as to the amount of any tender to be submitted; and
   3. offer to pay or give or agree to pay any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to this or any other tender or proposed tender for the said work any act or thing of the sort described above. In the context of this clause the word ‘person’ includes any persons and anybody or association, corporate or unincorporated; and ‘any agreement or arrangement’ includes any such transaction, formal or informal, and whether legally binding or not.
4. Understand that my/our responses to the questions posed in this invitation to tender including any explicit or reasonably implied undertakings, will form part of any contract subsequently entered into between myself/ourselves and Social Work England.
5. Confirm that if our tender is accepted, we will, if required, upon demand:
   1. produce evidence that all relevant insurances and compliance certificates with relevant legislation and policy are held and in force; and
   2. sign a formal contract document if required.
6. Agree that unless and until a contract is prepared and executed, this tender, together with your written acceptance thereof, shall constitute a binding contract between us.
7. Certify that the information supplied is accurate to the best of my/our knowledge and I/we accept the conditions and undertakings requested in this invitation to tender. I/We understand that false information could result in my/our exclusion from further participation in this and future tender processes.

This Tendering Declaration should be signed by a director, partner or other senior authorised representative in his/her own name and on behalf of the organisation.

Signed:

Date:

Name of Signatory:

Name of Organisation:

1. <http://www.legislation.gov.uk/ukpga/2017/16/contents/enacted> [↑](#footnote-ref-1)