

Line Gray

**MINI COMPETITION**

Illustration support and Design services for DfE assessment materials

Contract Ref: STA - 0241

|  |  |
| --- | --- |
| Name of bidding organisation or individual | [Please complete] |
| Single point of contact: |  |
| Email: |  |
| Phone: |  |

1. **INTRODUCTION**

* 1. **Purpose**
     + This Invitation to Tender (ITT) has been issued by The Standards and Testing Agency (STA), on behalf of the Department for Education, to a number of suppliers to carry out a competitive procurement exercise to award a contract for illustration services.
     + The object of this procurement is to create a series of illustrations to be used on confidential national curriculum test materials.
  2. **Structure**

This document:

* sets out the context for the required services;
* outlines the procurement process; and
* contains a Tender response section to evaluate the Bidder's proposed response to STA's requirements and the associated evaluation criteria.
  1. **Disclaimer and conditions**
* No information contained in this ITT or in any communication made between STA and any Bidder shall be relied upon as constituting a contract, agreement or representation that any contract will be offered.
* STA reserves the right, subject to the appropriate procurement regulations, to change without notice the basis of, or the procedures for, the competitive quoting process or to terminate the process at any time. Under no circumstances shall STA incur any liability in respect of this ITT or any supporting documentation and STA will not reimburse any costs incurred by Bidders or potential Bidders in connection with preparation and/or submission of their responses.
* The information contained within this document is confidential and should not be disclosed except for purposes related to its completion.
  1. **Freedom of information and transparency**

STA is committed to open government and to meeting its legal responsibilities under the Freedom of Information Act 2000. All information submitted to a public authority may need to be disclosed by the public authority in response to a request under the Act. STA may also decide to include certain information in the publication scheme, which it maintains under the Act.

STA also has a commitment to the Government's transparency initiative relating to public sector suppliers, their transactions and their contracts. This includes:

* publication of Tender documentation;
* publication of financial transactions relating to expenditure with third parties; and
* publication of new contracts.

If a Bidder considers that any of the information included in its response to this ITT is commercially sensitive, the information should be identified in the table below with an explanation of what harm may result from disclosure if a request is received, and the time period applicable to that sensitivity. Bidders should be aware that, even where they have indicated that information is commercially sensitive, STA might be required to disclose it under the Freedom of Information Act or as part of the Government's transparency arrangements.

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| **Section** | **Commercial sensitivity** | **Time period** |
|  |  |  |

1. **REQUIREMENTS**

* 1. **Background**

STA, on behalf of the Department for Education, has been remitted to deliver national curriculum tests (NCTs) for mathematics, science, English reading and English grammar, punctuation and spelling for future test development cycles. (Further details on the national curriculum available at: <http://www.education.gov.uk/schools/teachingandlearning/curriculum>)

STA require one agency to carry out illustration work in support of the STA assessment development work taking place between December 2019 and July 2021. This tender relates to work required in order to support the STA Assessment Development team to produce NCT materials for trialling purposes for print and digital assessments.

* 1. **Introduction**

STA requires black and white line drawings and colour illustrations as detailed in section 2 for use in national curriculum tests. The finished artwork will need to be produced electronically in Adobe Illustrator (.ai) format for line drawings, and in Adobe Illustrator (.ai) or in Adobe Photoshop (.psd), or a compatible format agreed by STA, for colour illustrations. All images must be provided as a layered, unflattened file, where practical, so small amendments or changes to composition can be made if required.  
  
The Department for Education will own copyright of all work commissioned.

We require proofs and outlines as required and would expect to see sketched drafts for comment prior to approval to illustrate and colour.

Artwork will be required for print and web use, which will be specified as images are requested.  
  
**Print images:** The size of the artwork averages around 12 x 8 cm (typical for line art illustrations), the largest being A3 (A4 spread, colour illustration). Further details of all artwork will be provided to the successful Bidder.  
  
**Web images:** The size of the artwork averages a 4:3 ratio and will be required in an SVG format, or in a series of resolutions to suit a variety of browsers and platforms. Further details of all artwork will be provided to the successful Bidder.

The information below is for costing purposes only and is a close approximation of what will be required.

* 1. **Product requirements**

This is an indicative requirement over the duration of the contract:

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| **Science and mathematics illustrations** | |
| 40 diagrams of varying size | 20 small pictures: Approximately in the range of 3-4cm x 4-6 cm  20 medium pictures: Approximately in the range of 4-7cm x 4-9 cm  Size is not necessarily an indication of the simplicity of the drawing. It could be a medium sized, simple drawing of a single beaker with ice, or a small, detailed drawing of an insect or pieces of scientific equipment.  Approximately 75% of the illustrations will be black and white line drawings with no shading. The remainder will include shading (greyscale).  Detailed specifications will be provided in as required, but examples of our requirements are:   * Scientific equipment * Plants and animals * Children using equipment * Pictures which set a scene for the context (for example, a scrapyard or animals in a zoo)   The majority of the submission will be made up of equipment, plants and animals. |
| **English illustrations** | |
| Up to ten A5 pictures in colour | Up to ten A5 pictures in colour (A5-A3) of objects, animals or people to illustrate reading texts. Artwork will need to match existing design styles. |
| **Illustrations for on-screen use** | |
| 100 images | STA may determine that illustrations are also prepared for on-screen use and require interactive or animated elements, as well as provision of the final files in formats suitable for on-screen use – jpg, png, svg, interactive/animated gif. Simple illustrations to be created in scalable vector format, with a requirement for a more natural, illustrated style (similar to children’s books for 4-5 year old children) that can be reproduced on-screen. |

**Security**

For security reasons, we are not providing full details of the requirements in this document. However, a detailed brief will be supplied to the successful Bidder.

Due to the sensitivity of the nature of this work, STA enforce strict security procedures to ensure the work environment and working practices are secure (for example, this has implications for the transfer of electronic files and hardcopy proofs). It is also crucial that an audit trail for all amendments and access (including printing) is maintained.

All test materials are confidential. All files and proofs must be handled in a secure and confidential manner. Transmission of information regarding test materials via unsecured networks or unencrypted email or by regular postal service is prohibited. STA will work with successful contractor to ensure Test Security is maintained.

**Samples of previous work for style and content**

Examples of line art illustrations:   
KS2 Examples of line art illustrations:   
KS2 [mathematics](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/804057/STA198217e_2019_ks2_mathematics_Paper2_reasoning.pdf) – paper 2, page 12,   
KS2 [mathematics](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/804059/STA198218e_2019_ks2_mathematics_Paper3_reasoning.pdf) – paper 3, page 8

Examples of colour illustration:   
KS2 [reading – Music box illustration](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/803853/STA198211e_2019_ks2_English_reading_Reading_booklet.pdf)  
KS1 [reading – Dora the storer](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/805114/STA198202e_2019_ks1_English_reading_Paper2_reading_booklet.pdf)  
  
Key stage 1 and 2 materials from previous years are provided here: <https://www.gov.uk/government/collections/national-curriculum-assessments-practice-materials>

Please provide examples of previous work that is similar in style to the types of diagrams/graphics required. Note, tables and simpler charts, question and text construction are not included in the requirements.

* 1. **Department resources**

The successful Bidder will be expected to work with:

* Test design manager (STA design)
* Assistant project manager (STA design)
* Senior test development researcher (English)
* Senior test development researcher (Mathematics)
* Senior test development researcher (Science)
* Other test development researchers and project managers as required.

This will require regular communication via email/phone to agree initial briefs and schedule, and subsequent amendments and sign off.

* 1. **Timescale**

All illustrations are required to be delivered between December 2019 – July 2021. Illustrations may be phased out between these dates dependant on subject specific requirements. Each subject may require illustrations at different dates within this timescale. As a requirement is identified an artwork order form will be issued with a detailed brief and a proposed timescale for completion.

1. **INSTRUCTIONS TO BIDDERS**

Bidders should read these instructions carefully before completing the Tender documentation.

These instructions are designed to ensure that all Bidders are given equal and fair consideration. It is important therefore that you provide all the information asked for in the format and order specified.

The Bidder shall not make contact with any other employee, agent or consultant of the STA who is in any way connected with this procurement exercise during the period of the exercise, unless instructed otherwise by the STA.

All material issued in connection with this ITT shall remain the property of the STA and shall be used only for the purpose of this procurement exercise. Any confidential STA information shall either be returned to the STA or securely destroyed by the Bidder (at STA’s discretion) at the conclusion of the procurement exercise.

The Bidder shall ensure that each and every proposed sub-contractor, consortium member and adviser abides by the terms of these instructions.

The STA shall not be committed to any course of action as a result of:

* issuing this ITT or any invitation to participate in this procurement exercise;
* communicating with a Bidder or a Bidder’s representatives or agents in respect of this procurement exercise; or
* any other communication between the STA (whether directly or by its agents or representatives) and any other party.

Bidders shall accept and acknowledge that, by issuing this ITT, the STA shall not be bound to accept any Tender, and reserves the right not to conclude a contract for the services for which Tenders are invited.

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

* 1. **Tender validity**

Your Tender should remain open for acceptance for a period of 60 days from the submission date.

* 1. **Proposed contract – including Artwork Order Form**



* 1. **Procurement and delivery timescales**

The proposed procurement timetable is set out below:

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| **Date** | **Stage** |
| Thursday 19 September 2019 | ITT issued |
| Noon Friday 11 October 2019 | Deadline for clarification questions |
| Noon Monday 28 October 2019 | Deadline for ITTs to be returned |
| Monday 2 December 2019 | Issue award notices |

* 1. **Clarification questions**

Clarification requests should be submitted by e-mail to:[TestDevelopment.STA@education.gov.uk](https://educationgovuk.sharepoint.com/sites/stacom/WorkplaceDocuments/STA Definitive Contracts/STA-0213 Illustrations 2018/06. ITT/TestDevelopment.STA@education.gov.uk) and copied into [farzana.shaikh@education.gov.uk](https://educationgovuk.sharepoint.com/sites/stacom/WorkplaceDocuments/STA%20Definitive%20Contracts/STA-0213%20Illustrations%202018/06.%20ITT/james.heathcote@education.gov.uk)

In order to ensure equality of treatment of Bidders, STA intends to publish the questions and clarifications raised by Bidders, together with the STA's responses (but not the source of the questions), to all participants.

Bidders should indicate if a query is of a commercially sensitive nature – where disclosure of such a query and the answer would or would be likely to prejudice its commercial interests. However, if STA at its sole discretion does not either consider the query to be of a commercially confidential nature, or one which all Bidders would potentially benefit from seeing, then STA will either:

* invite the Bidder submitting the query either to declassify the query or allow the query, along with the STA’s response, to be circulated to all Bidders; or
* request the Bidder, if it still considers the query to be of a commercially confidential nature, to withdraw the query.

STA reserves the right not to respond to a request for clarification or to circulate such a request where it considers that the answer to that request would be likely to prejudice its own commercial interests.

* 1. **Preparation of Tender**

Bidders are solely responsible for their costs and expenses incurred in connection with the preparation and submission of their Tender. Under no circumstances will STA, or any of their advisers, be liable for any costs or expenses borne by Bidders, sub-contractors, suppliers or advisers in this process.

Bidders are required to complete and provide all information required by the STA. Failure to comply with the Tender requirements may lead STA to reject a Tender Response.

STA relies on Bidders' own analysis and review of information provided. Consequently, Bidders are solely responsible for obtaining the information which they consider is necessary in order to make decisions regarding the content of their Tenders and to undertake any investigations they consider necessary in order to verify any information provided to them by STA during the procurement process.

* 1. **Confidentiality**

All information supplied by STA to Bidders must be treated in confidence and not disclosed to third parties except insofar as this is necessary to obtain sureties or quotations for the purposes of submitting the Tender.

All information supplied by Bidders to STA will similarly be treated in confidence except for the disclosure of such information as may be required in accordance with the requirements of UK government policy on the disclosure of information relating to government contracts including the Freedom of Information Act.

* 1. **Conflict of interest**

Any conflicts of interest should be declared in the Tender Response including other work for STA that could conflict with the objective and successful discharge of these services.

* 1. **Value added tax**

Proposals should be made exclusive of relevant VAT. Test development is exempt from VAT.

* 1. **Submission of Tenders**

The Tender must be submitted in the form specified by completing section 4.4 Bidder's Response and Section 5 Pricing Proposal using Arial 11 font and in English and using pounds sterling. Word limits must be adhered to and material in excess of these limits will not be evaluated.

Bidders must submit their responses in the following format:

* One complete and signed electronic version in MS Word labelled '**priced'** of their Tender and with their organisation name in the document title
* One electronic version in MS Word labelled **'not priced'** of their Tender excluding the pricing information and with their organisation name in the document title.

Tenders must be received by midday on Monday 28/10/2019.

Tenders will be accepted at any time up to this deadline but will not be opened or evaluated until the deadline has passed.

Any Tender received after the deadline may be rejected unless the Bidder can provide irrefutable evidence that the Tender was capable of being received by the due date and time and that delivery failure was beyond their reasonable control.

* 1. **Right to reject/disqualify**

The STA reserves the right to reject or disqualify a Bidder where:

* the Bidder fails to comply fully with the requirements of this ITT, including proper completion of the format for response, or is guilty of a serious misrepresentation in supplying any information required in this document; or
* there is a change in identity, control, financial standing or other factor relating to the Bidder that impacts on the selection and/or evaluation process.
  1. **Debriefing**

Following the conclusion of the process, all unsuccessful Bidders will have the opportunity of a debriefing. Unsuccessful Bidders should notify STA by email that they wish to be debriefed. STA will aim to debrief unsuccessful Bidders within 10 working days of receiving such a request.

1. **EVALUATION METHODOLOGY**
   1. **Basis of award decision**

Tenders will be evaluated in order to determine the most economically advantageous solution for STA in line with the Framework ordering process.

The most economically advantageous compliant tender will be determined by combining a technical evaluation of the proposed solution, and a commercial evaluation of the proposed price according to the Framework weightings:

* Technical Evaluation (quality) 70%
* Commercial Evaluation (whole life cost) 30%

STA reserves the right not to award if no tender represents value for money.

* 1. **Evaluation process**

Tenders will be formally logged upon receipt. Any tender that is received after the deadline may be rejected.

Following the deadline, a compliance check will then be conducted on all bids that are received on time to determine whether they correspond to the Tender requirements. STA may reject any Tender that does not comply with these Tender requirements.

Tender evaluation will then comprise three stages:

(1) Legal evaluation – confirmation of acceptance of the terms and conditions of the Contract.

(2) Technical evaluation – scoring of the un-priced technical responses required in section 4.4 Bidder's Response by an independent evaluation panel using the scores per criterion set out in that section and with the technical criteria weighted according to the sub-criteria below:

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| --- | --- |
| **Technical sub-criterion** | **Weighting** |
| Q1. Evidence of work on similar projects | 30% |
| Q2. Expertise of Staff | 40% |
| Q3. Security, methodology and managing relationships | 30% |

The Technical Threshold for the above is 50%

(3) Commercial evaluation – assessment of the price for the services as set out in the pricing schedule.

* 1. **Award decision**

The technical and commercial evaluation scores will then be combined using the following methodology:

* Technical Score = 100 x (Bidder's technical score / Best technical score)
* Commercial Score = 100 x (Lowest price / Bidder's price)
* Combined Score = (70% x Technical Score) + (30% x Price Score)

The compliant Bidder who passed the Technical Threshold and with the highest Combined Score will be awarded the contract subject to the tender being within STA’s budget constraints.

* 1. **Bidder's response**

Tenders will be evaluated solely on the responses and associated evidence provided by the Bidder in this section of the ITT.

Please note there is a 10MB upper limit on incoming e-mails – please contact us if this is likely to present problems.

Scoring 0-4

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| --- | --- |
| Score | Description |
| 4 marks | A score of 4 will reflect that the bidder has demonstrated a consistent and coherent approach to how their solution will meet and comply with all the requirements covered by the evaluation question and the solution as described has a high probability of successful delivery. |
| 3 marks | A score of 3 will reflect that the bidder has demonstrated a consistent and coherent approach to how their solution will meet and comply with almost all of the requirements covered by the evaluation question and the solution as described has a good probability of successful delivery. Any omission from the solution would not compromise the operational integrity of the service to be provided even though it does not meet the full requirement of the specification. |
| 2 marks | A score of 2 will reflect that the bidder has demonstrated a partially consistent and/or partially coherent approach to how their solution will meet and comply with the requirements covered by the evaluation question and is unlikely to lead to successful delivery. The solution contains omissions that would compromise the operational integrity of part or all of the service to be provided. |
| 1 mark | A score of 1 will reflect that the bidder has not provided a consistent and/or coherent approach to how their solution will meet and comply with the requirements covered by the evaluation question and is unlikely to lead to successful delivery.Responses will in parts be vague or unclear with little or no detail given on how they will deliver the specified solutions. Evidence provided is considered weak or inappropriate and it is unclear as to how this relates to specified service requirements. The solution contains omissions that would compromise the operational integrity of the service to be provided. |
| 0 marks | No answer provided. |

**Q1. Evidence of work on similar projects (30% of technical evaluation)**

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| Please give evidence of similar projects in terms of scope, scale and accountability that your organisation has successfully managed in the past three years and demonstrate your ability to manage successful projects on time and to budget.  Please also provide examples of previous work, such as relevant illustrations, which could meet some of the requirements outlined above. Include these as embedded files.  Maximum 750 words |
|  |

# Q2. Expertise of staff (40% of technical evaluation)

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| Please detail the key roles you envisage in delivering these services and explain the number and capability of the personnel who you expect to fulfil these roles.  Please include CVs for key personnel as an embedded file.  Maximum 750 words |
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# Q3. Security, methodology and managing customer relationships (30% of technical evaluation)

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| Please provide details of how you will deliver this project, ensuring you respond to all requirements set out in the specification at an appropriate level of detail. STA requires a supplier who is responsive, flexible and can establish a close working relationship with STA. Please describe how you would manage the project securely and ensure the secure transfers of materials with the STA. Please describe how you will provide a high level of customer service and work collaboratively with STA to ensure the successful delivery of the project.  Maximum 750 words |
|  |

1. **COMMERCIAL EVALUATION**
   1. **Basis of pricing**

STA requires a pricing model to be produced as part of the Tender response covering the principal cost drivers for delivering the service. This will form the basis for price evaluation of the Tenders, and the basis for pricing changes within the scope of the contract if subsequently required.

Bidders must complete and submit pricing to include all charges that are applicable to the delivery of the STA Requirements. The price provided will be the price included within any subsequent contract and there will be no adjustment to the contract pricing if additional charges are subsequently identified.

Tenders must be submitted as a fixed price and will be evaluated on the total cost for meeting the requirements excluding VAT. VAT is not applicable for the development of tests. Artwork Orders will be submitted for the agreed fixed price after all work has been completed.

Bidders should identify the individual cost components for the work together with the total fixed price in the table below.

* 1. **COMMERCIAL EVALUATION - Pricing template for completion**

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| **Cost Components** | **Price per image** | **Total Price** |
| **5 Full colour A4 spread (A3)** – Complex illustration to a detailed brief – Style determined in artwork brief. First roughs, followed by amendment prior to full colouring. (English reading) |  |  |
| **5 Full colour A5** – Complex illustration to a detailed brief – Style determined in artwork brief. First roughs, followed by amendment prior to full colouring. (English reading) |  |  |
| **40 A6 Black and white (limited greyscale) illustration** of equipment or technical illustration to national curriculum assessment style. (Science & mathematics) |  |  |
| **100 4:3 aspect colour images** for use on digital devices (Digital image) |  |  |
| **Total Price/Commercial Evaluation** |  |  |

The Total Price/Commercial Evaluation figure to be used is £\_\_\_\_\_\_\_\_\_\_

* 1. **Declaration by Bidder**

*I have examined STA's requirements and the additional special terms set out in this ITT, and hereby offer to enter into a contract with STA for the required services and at the prices set out in this technical and pricing proposal and accept the terms and conditions as stated in the draft contract.*

*I furthermore warrant that:*

* *I have the required corporate authority to sign this Tender;*
* *there has been no breach of STA's confidentiality requirements;*
* *there is no conflict of interest in our proposed delivery of this service;*
* *there has been no collusion with other Bidders or potential Bidders;*
* *there has been no canvassing of STA staff; and*
* *the Tender shall remain open for acceptance by STA for a period of 30 days after the due date for return of Tenders.*

|  |  |
| --- | --- |
| Signed | *[Please complete]* |
| Name |  |
| Date |  |
| Role |  |
| Authorised to sign Tenders on behalf of [organisation name] |  |