
Specification

for

**Production of Residents' Magazine Publication for
Dorset Council**

Reference DN530519

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Contents

Contents 1

1. Introduction..... 2

2. Scope of the Requirement 2

3. Background 2

4. The Requirements 2

5. Performance Requirements 4

6. Constraints 5

7. Contract / Service Management Requirements..... 5

1. Introduction

Commented [GA1]: I think sections 1-3 could form part of the procurement document too

The aim of the Council's magazine, Dorset Council News, is to provide residents in the Dorset Council area with updates on the services of the Council and how they can be accessed.

The publication is required to complement and cross-promote other communication channels, e.g. e-newsletters, social media, website, etc

2. Scope of the Requirement

The Council requires three (3), A4 sized, printed full-colour, magazines to be produced per year* for a period of three years from April 2021 (allowing three months for advertising sales) until May 2024 to reflect the term of this Council. * April to March.

This includes the provision of graphic design; advertising sales; print; and distribution of 183,000 magazines to households in the Dorset Council area and 700 magazines to libraries and Council offices in the Dorset Council area.

3. Background

The Council's magazine provides all residents in the Dorset Council area (183,000 households) with a regular publication that informs them about Council services. The publication is produced three times a year, typically in June, November and March.

4. The Requirements

The Contractor shall

- produce a guaranteed 'cost neutral' magazine delivered to the households of all residents in the Dorset Council area in accordance with the requirements of this Contract. The Council will not accept any charges for costs from the Contractor and this Contract will terminate if the Magazine is not cost-neutral to the Council;
- ensure the production and distribution of a full-colour magazine in an A4 format, delivered to all households in the Dorset Council area
- be responsible for the graphic design; advertising sales; print; distribution,
- publish on the agreed dates regardless of revenue raised,

Commented [GA2]: I think this would sit better in the requirements section as it's key to the contract and could be overlooked in the background

- sell the advertising space within the magazine,
- ensure all advertisers will meet the advertising criteria set by the Council. (Schedule A),
- ensure all graphic design is in line with the Dorset Council brand guidelines (Schedule B),
- produce four versions of the magazine three times a year in June, November and March, or at a date specified by the Council, with localised advertising as the contractor sees fit; and two pages of localised articles (at the Council's discretion). The versions would be split into northern, eastern, southern and western Dorset areas – see map attached (Schedule C)
- ensure the magazine is printed on Forestry Stewardship Council (FSC) accredited stock from renewable sources,
- ensure delivery of each edition will take place in a 3-week window agreed in advance with the Council.

Commented [GA3]: Are the brand guidelines going to be included as part of the tender pack?

Commented [GA4]: Would it be useful to include a map to show how the county is divided up – especially as the contractor is expected to deliver the magazines?

The Council shall:

- provide to the Contractor the initial artwork for the magazine following the Dorset branding guidelines,
- provide all copy to the Contractor by the agreed deadlines for each edition, based on the example timeframe below,
- supply to the Contractor at least 20 pages (including cover image/text) of Council editorial content and images in the publication.

Task	Summer edition
All content to Contractor	18 May
1 st proof to Council	1 June
1 st proof back to Contractor	4 June
2 nd proof to Council	10 June
2 nd proof back to Contractor	14 June

Task	Summer edition
Final proof to Council (including artworked advertising)	16 June
Sign off	18 June
Goes to print	23 June
Delivery to Council / distribution company	28 June
Distribution starts	5 July
Distribution ends	23 July

Commented [GA5]: Bit confused about this bit – I thought the Contractor was required to deliver the magazines directly to residents – this is what is stated above?

5. Performance Requirements

The Contractor shall

- be responsible for the delivery of the magazine to every household in Dorset Council area,
- provide to the Council management information reports, as and when requested Council, which may include, but not be limited to, the following performance measures

Delivery lead times

Accuracy of printed documents

Agreed timescales achieved/failed

Management information to be subject to discussion and agreement by both parties at the initial pre-contract award meeting and will form part of the Contract.

6. Constraints

The Contractor shall comply with the advertising criteria set by the Council (Schedule A) and the timescales set out in the delivery deadlines as agreed in advance with the Council.

7. Contract / Service Management Requirements

During the Contract period the Contractor is required to:

- attend regular contract review meetings with the Council as requested to do so by the Council,
- at all times, provide a dedicated Account Manager that will be responsible for:
 - being the direct contact with the Council
 - managing the service delivery, including design work and text amends
 - ensuring that the printed products are delivered as and when stated, to the quality set in the Specification
 - managing the contract administration to ensure that the Contract runs smoothly
 - managing any business contingency plans