

**Invitation to Tender Part 3 - Specification**

Title: **Printing of the Mayoral Address Booklet for South Yorkshire Mayoral Combined Authority Mayoral Election 2022**

Reference: **DN590112**

Tender return deadline: **12 noon on Friday 04/02/2022**

You are invited to submit a tender for the above contract and the following documents are available on the ProContract system to enable you to submit your tender electronically.

* Invitation to Tender Part 1 –Instructions (for reference)
* Invitation to Tender Part 2 - Terms and Conditions (for reference)
* **Invitation to Tender Part 3 – Specification (this document for reference)**
* Invitation to Tender Part 4 – Supplier Questionnaire (to be returned)
* Invitation to Tender Part5 – Tender Submission (to be returned)

# INTRODUCTION

1.1 Your organisation, along with others, is invited to submit a tenderfor Printing of the Mayoral Address Booklet for the May 2022 election for the Mayor of the South Yorkshire Combined Authority.

The duration for the contract is c3 months and we anticipate the start date to be week commencing 28th February 2022.

South Yorkshire is located at the strategic heart of the country. It is comprised of the four constituent local authority areas of Barnsley, Doncaster, Rotherham, and Sheffield.

South Yorkshire has a diverse economy comprising a dynamic core city, important industrial and market towns, fabulous countryside, and a significant rural economy. The Region encompasses more than 1.4 million people and approximately 650,000 jobs. South Yorkshire’s economy has an output of £27 billion per annum and contains approximately 40,000 businesses.



The office of the metro mayor of South Yorkshire was established in legislation through the Barnsley, Doncaster, Rotherham, and Sheffield Combined Authority (Election of Mayor) Order 2016. Through a further order in 2017 the date for the first election of this post was amended from May 2017 to May 2018. The legislation regarding the completion and conduct of this election is set out through the Combined Authorities (Mayoral Elections) Order 2017.

The inaugural mayoral election was held on the 3rd May 2018 to elect the South Yorkshire mayor for a four-year term. The second election of the Mayor of the South Yorkshire Mayoral Combined Authority (SY MCA) will be held on the 5th May 2022.

# AUTHORITY INFORMATION

* 1. This specification is published by the South Yorkshire Mayoral Combined Authority (the Authority). Further information about the Authority can be found on our website at <https://southyorkshire-ca.gov.uk/>

# GENERAL DESCRIPTION

3.1 The SYMCA is inviting responses for the production (including set-up, design, printing and mail-out) of:

(1) the Mayoral Election 2022 address booklet

(2) covering letter and

(3) mailing envelopes for distribution of the said booklets.

We require an experienced printer to produce **approximately 1,010,000 booklets**, covering letters and mailing envelopes in accordance with the timetable detailed in the ITT and the conditions of contract and deliver to Royal Mail as instructed by the CARO. The booklets must be delivered in accordance with the timescales as prescribed by legislation. Failure to do so is likely to invalidate the election.

Accordingly, bidders are requested to note that completion deadlines for printing are crucial to the performance of this contract and cannot be extended under any circumstances. **The mail out deadline is 13th April 2022**. All election printing must comply with the relevant legislation and guidance issued by the Electoral Commission.

# STATEMENT OF REQUIREMENTS

**Specification:**

The legislation stipulates that as part of the election process the Combined Authority Returning Officer (CARO) must produce a mayoral address booklet, which is distributed to everyone on the electoral roll. The SYMCA is inviting responses for the production (including set-up, design, printing and mail-out) of:

* the SYMCA Mayoral Election 2022 information booklet.
* outgoing envelopes, with address window and with pre-printed text on the front and return address for undelivered on the back (note: return undelivered address is different for each council in the CA area – so four sets are required); and
* a single side cover letter carrying addressee details to be included in the envelope with the booklet.

We require an experienced printer to produce and mail approximately 1,010,000 of each of the above items in accordance with the timetable detailed in table 1 below and the conditions of contract set out in Part 2 of this tender.

The booklets must be delivered to voters in accordance with the timescales as prescribed by legislation. Failure to do so is likely to invalidate the election. Accordingly, bidders are requested to note that completion deadlines for printing and mailing are critical to the performance of this contract and cannot be extended under any circumstances. The specified mailing deadline is 13th April 2022, although there will be follow-up mailings for voters who register later.

All items will be prepared in accordance with Royal Mail requirements unless otherwise requested by the Combined Authorities Returning Officer. The bidder must make all necessary arrangements for timely distribution to voters using the Royal Mail or an accredited downstream access service.

All election printing must comply with the relevant legislation and guidance issued by the Electoral Commission.

The electoral software systems used by the constituent authorities are Xpress, Idox, and Democracy Counts Electoral Management Systems and the supplier must be able to evidence that their printing processes are compatible with data outputs from these systems.

Bidders must demonstrate relevant experience including an awareness of and ability to meet statutory election timescales and the requisite high standards of accuracy and quality.

## The Brief – producing and distributing the mayoral address booklet:

The Electoral Commission has set specific guidance for CAROs on the production of the Mayoral Address booklet[[1]](#footnote-1). This guidance is set out below:

At a combined authority mayoral election, the CARO is required by law to produce a booklet that includes election addresses from candidates at the election and cause it to be delivered to each person entitled to vote at the combined authority mayoral election. A candidate’s election address must be prepared by their election agent and submitted to the CARO by 4pm on 5 April 2022 by the last time for the delivery of nominations).

An election address can only be included in the booklet if it is a statement prepared on behalf of a candidate by their election agent that complies with certain legal requirements.

**The Electoral Commission guidance states that an election address must:**

* + be submitted to the CARO by 4pm on 5 April 2022 (i.e. by the last time for the delivery of nominations)
	+ contain matter relating to the combined authority mayoral election only
	+ contain a statement to the effect that it has been prepared by the candidate’s election agent
	+ give the name and address of the election agent
	+ the name and the home address of each candidate or, if they have requested not to make their home address public, the relevant electoral area as given on the home address form.
	+ be printed on no more than two sides of A5 paper if the election address exceeds one side of A5, be accompanied by a second version of the address that must not exceed one side of A5 paper. If there are more than 15 candidates at the election, the version to be included in the booklet must be this second version
	+ comply with any typographical layout, margin, and colour requirements that the CARO determines
	+ comply with any other requirements with a view to facilitating the reproduction of the address as a page or pages of the election booklet as the CARO determines
	+ if the address is to contain a photograph of the candidate, be accompanied by two identical copies of that photograph of which one must be signed on the back by the candidate
	+ if the address is to contain anything else as part of that address, as many copies of it as the CARO may reasonably require in connection with the reproduction of the address.

**The guidance also states that an election address must not:**

* + contain any advertising material (other than material promoting the candidate as a candidate at the combined authority mayoral election)
	+ contain any material referring to any other candidate for election at the combined authority mayoral election
	+ contain any material appearing to the CARO to be included with a view to commercial gain
	+ contain a representation of an emblem of a registered political party registered with the Commission unless the address was prepared on behalf of that party’s authorised candidate (i.e. the candidate’s nomination was accompanied by the nomination deadline by a valid certificate of authorisation)
	+ contain a party description or joint description registered with the Commission unless the candidate’s address was prepared on behalf of that party or those parties jointly (i.e. the candidate’s nomination was accompanied by the nomination deadline by a valid certificate of authorisation or certificates of authorisation for joint candidates)

**An election address may (if it meets the above requirements):**

* include a picture of the candidate
* be formatted as the candidate wishes including using any combination of words, pictures, and artwork

The CARO must consider whether all the above requirements have been complied with. If any requirement has not been complied with the CARO must not include that election address in the booklet.

The CARO must produce a booklet with the election addresses of all candidates who have submitted a valid election address to them by 4pm on 5 April 2022 (i.e. by the last time for the delivery of nomination papers). The order of the addresses in the booklet must be decided by the CARO by drawing lots. Lots must be drawn as soon as reasonably practicable after 4pm on 5 April 2022 (i.e. as soon as practicable after the last time for the delivery of nomination papers).

The CARO may include in the booklet, along with the candidate’s election addresses, their own statement.

**The CARO’s statement may include:**

* an explanation of the purpose of the booklet
* an alphabetical list of all candidates at the election (whether they are in the booklet)
* the date of the election and the deadlines for registration and absent voting applications
* any other information that you determine

The CARO must include a statement stating that it is published by the CARO and giving their name and address and that of their printer.

The CARO must print the booklet and place each copy in an envelope. The CARO must then cause one copy to be delivered to each elector on the electoral register who is eligible to vote at the election. The postage or delivery costs must be paid by the local authority (either directly or by reclaim/invoice).

## Completion of Printing and Distribution:

Printing and mailing of all mayoral booklets (except for those persons registering to vote after the initial data supply and up until 14th April 2022 as prescribed in the statutory election timetable) must be completed no later than **13th April 2022**. Confirmation of completion must be communicated by email to the following:

* Dave Smith, CARO, Dave.Smith@southyorkshire-ca.gov.uk
* Mags Evers, Mags.Evers@southyorkshire-ca.gov.uk
* Fiona Boden, Fiona.Boden@southyorkshire-ca.gov.uk

**Not later than 6.00pm on Wednesday 13th April 2022**

**Delivery:**

The Combined Authority will require the Information Booklets to be handed to Royal Mail for delivery and the printer shall arrange this and ordered in the appropriate way according to Royal Mail guidelines. Whether mailed via DSA or direct to Royal Mail, the CARO will require written evidence of each handover and this must include date and time and number of items handed over on each occasion. Where DSA is used the CARO will require a mandate to deal directly with the mail handler in the event of queries or delays.

## Printing and Processing of Data:

The successful tenderer will be required to print the above materials from data supplied by each local authority’s electoral registration software; this is currently Xpress Election Management Software (2 Authorities), Democracy Counts (1 Authority) and IDOX Election Management Software (1 Authority).

Prices must include all preliminary work, setting, and proofing. Proofs must be signed off by the CARO before printing. Live proofs shall be provided as required. No additional charges will be applied prior to the signing off the proofs. All stationery and materials provided shall be supplied in compliance with the dates and timings set out in the project plan.

All envelopes will be prepared in accordance with Royal Mail requirements unless otherwise requested by the CARO. The bidder must arrange for any necessary accreditation of the outgoing envelopes which may be required by Royal Mail.

## Outputs:

Through this contract the CARO is seeking to appoint a suitably experienced contractor to produce the following outputs for the total number of electors:

* + the A5 SYMCA Mayoral Election 2022 information booklet.
	+ window envelopes, bearing agreed printed text, in 4 sets each with a different LA return undelivered address, for distribution of said booklets: and
	+ a single sided address-carrying cover letter to be included in the envelope with the booklet.

Printing and mailout of all mayoral booklets (except for those persons registering to vote after the initial data supply and up until 14th April 2022 as prescribed in the statutory election timetable) must be completed not later than **Friday 13th April 2022**.Mailing dates for those registering after the first data supply will be agreed with the successful contractor.

**Please Note:**

The identified figure of 1,010,000 booklets is one based on the total numbers of electors on each of the combined authorities register of electors at the beginning of November 2021. Electorate figures are fluid and therefore this is subject to change until the final deadline for voter registration on the 14th April (in accordance with the timescales set out in table 1). Bidders should set out how they would provide the flexibility to respond to this within their methodology. Bidders are requested to submit with their ITT response what the additional cost would be if the number of booklets to be printed increased.

The specification is based on a 24-page **A5** booklet. The booklet produced for the 2018 Mayoral election is included at Appendix X. Examples of booklets produced for the combined authority mayoral elections held this year can be found online[[2]](#footnote-2). This specification may change based on the number of candidates contesting the SYMCA Mayoral Election. The final figure will not be known until the statutory deadline to submit a nomination paper to stand as a candidate which is **at 4.00pm on Tuesday 5th April 2022.** Respondents are requested to submit with their ITT response what the additional cost would be if the number of pages in the booklet needed to be increased.

As with other mayoral address booklets produced for the 2021 elections it is currently expected that this will include both colour and grayscale pages.

The origin of the paper should be recycled and/or from a sustainable source. To ensure postage is kept to a minimum the paper weight should be no more than 90 gsm. Front and back pages of the booklet will NOT require heavier paper or gloss effects.

**Timescales and Key Milestones**

The following table lists key dates and events that are crucial to ensure the Mayoral booklet is designed, approved by the CARO, printed, and distributed to all eligible electors in line with the relevant legislation

**Table 1: Timetable and key milestones for the production of the booklet**

| **Activity** | **Key Dates** |
| --- | --- |
| 1 | Contract Starts | February 2022  |
| 2 | Each LRO to provide data file containing details of all current registered electors to print contractor  | By 18th March 2022 |
| CARO to provide the booklet template and any statements made by the CARO to be included | By 18th March 2022 |
| 3 | Each LRO to provide additional data file of those registering to vote between first data supply and publication of 1st interim NOA on 5 April 2022. **Booklets for these electors to be included in main mailing on 13 April 2022.** | 5th April 2022 |
| 4 | Close of Nominations for election candidatesDrawing of lots by the CARO to determine the order the candidates to appear in the Booklet. | 5th April 2022After 4pm |
| 5 | CARO to formally approve all election addresses | By 6th April 2022 |
| 6 | All election addresses and any additional content to be forward to the print contractorFinal booklet proofs to be signed off by the CARO | By 6th April 2022 |
| 7 | Mail out of **all booklets** where data was provided to printer up to 5th April 2022  | On 13th April 2022 |
| 8 | Final supplies of additional elector data for those persons registering to vote within the prescribed statutory election timetable and not later than 14th April  | To be agreed |
| 9 | Distribution of booklets to persons applying by Thursday 14th April to be completed by | To be agreed |
| 10 | Supply of approximately 500 “spare” booklets per Local Authority, unaddressed cover letter, window envelopes (capable of being posted out directly and with LA own return undelivered address) to each LA  | To be agreed |

## Contract management

The CARO requires one point of contact for the lifetime of this contract. This point of contact should.

* Manage the service delivery; ensuring that the printed material is delivered to Royal Mail as instructed by CARO.
* Manage the contract administration to ensure that the contract runs smoothly; and
* Manage any contingency plans.

## Progress Updates:

The contractor must make weekly contact with the CARO in writing via email to update on progress. From the week commencing the 4 April the Contractor must make daily contact with CARO and representatives below by submission of an email detailing production progress not later than 5.00 pm to.

* Dave Smith, CARO, Dave.Smith@southyorkshire-ca.gov.uk
* Mags Evers, Mags.Evers@southyorkshire-ca.gov.uk
* Fiona Boden, Fiona.Boden@southyorkshire-ca.gov.uk

# STATUTORY REQUIREMENTS AND GUIDELINES

* 1. The Supplier will ensure that all relevant consents and certification required by legislation, guidance or Good Industry Practice are obtained and maintained.

# EMPLOYMENT PRACTICES

* 1. The Authority is officially recognised as a Living Wage employer by the Living Wage Foundation and we encourage our contracted suppliers to voluntarily sign up to the movement. One of the aims of the Living Wage is to help reduce levels of poverty across the UK. Payment of the Living Wage allows people to provide for themselves and for their families, improving their quality of life and expectations for the future. For businesses, paying a Living Wage can improve the quality of work carried out, create a more responsive and flexible workforce, and reduce absenteeism and staff turnover. For society, the Living Wage reduces reliance on benefits and can help reduce social and health inequalities. Lower-paid workers tend to spend money locally, which can be good for business and for the local economy. You can find more information at [www.livingwage.org.uk](http://www.livingwage.org.uk)

# QUALITY MANAGEMENT

* 1. The Supplier shall maintain a Quality Management system for the delivery of the Goods or services to be provided by this contract.

#   HEALTH AND SAFETY

* 1. The Supplier will provide and maintain Quality Plans and Health and Safety Plans in respect of this Service in accordance with the Health and Safety at Work etc. Act 1974:
	2. The Provider of this service will always be required to adhere to the Health and Safety at Work Act 1974 and any other relevant guidance and directives in force or subsequently issued. In addition, the Provider is required to achieve accreditation under one of the Safety Schemes in Procurement.

# PAYMENT

* 1. You must calculate the full costs and income of providing the service, works or goods for which you are Tendering, including both the direct and non-direct costs.
	2. Payment where appropriate will be made within 30 days of the authority registering a valid invoice.
	3. The authority’s method of payment is via BACS.
1. Contained in a document entitled “Guidance for Combined Authority Returning Officers on the delivery of key processes”. <https://www.electoralcommission.org.uk/__data/assets/pdf_file/0018/214461/CAM-Guidance-delivery-of-key-processes-for-CAROs.pdf> [↑](#footnote-ref-1)
2. <https://www.westyorks-ca.gov.uk/media/6117/candidate-booklet.pdf> <https://gmelects.org.uk/media/1071/r0688_1-gm-candidates-booklet-2021-acc.pdf> <https://www.liverpoolcityregion-ca.gov.uk/wp-content/uploads/CAM-Booklet.pdf> [↑](#footnote-ref-2)