

SPECIFICATION



SPECIFICATION FOR PRINT AND DESIGN FRAMEWORK

Name of Contract Manager: Sophie Potter

Service Area: Communications

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Proposed Start Date of Contract: 13 March 2022

Proposed End Date of Contract: 12 March 2026

1. Introduction

The Royal Borough of Kingston upon Thames requires design and print services that support the authority in communicating key messages.

The council currently manages its print and design requirements through a framework, which is split into three Lots: 1. Digital design, 2. Design for Print and 3. Print Services.

There are several suppliers on each Lot and on each occasion that print or design (or both) services are required, a mini-competition is run between the suppliers to select the most economically advantageous bid on the basis of both quality and value. A significant number of these suppliers are SMEs and provide a personalised, responsive, high-quality service to the council that an alternative provider would be required to replicate.

The council is now required to re-tender for print and design services under Public Contract Regulations and is seeking to establish another framework split into two Lots:

1. Design Services

2. Print services

The anticipated value of the services to be called-off under the framework agreement is approximately **£240,000** over four (4) years.

The council's spend on print and design is around £60,000 per annum with approximately 15-20 print and/or design requests made each month of which around a third include a design element or are design requests.

The production, print and postage of a resident's magazine accounts for approximately £30k of the annual spend.

2. Award of framework

This contract will be divided into two distinct Lots:

Lot 1 - Design Services

Lot 2 - Print Services

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Suppliers are able to bid for one, two or both Lots.

Suppliers who submit bids for more than one Lot are advised that the Lots will be evaluated separately, and it may be that they are successful in bidding for one Lot, but not the other.

The framework will be awarded under the Open Procedure. A minimum of three and a maximum of five suppliers will be awarded to each Lot of the framework. The basis for award will be the three suppliers for each Lot whose bids receive the highest overall score for quality and price (those who submit the most economically advantageous tender – MEAT). The council reserves the right to award the framework to more than three suppliers for each Lot.

Tenders will be evaluated in accordance with the process set out in the Invitation to Tender.

3. Operation of framework

The framework will operate under the following terms:

1. It is anticipated that five suppliers will be awarded to Lot 1 (Design Services) and 5 suppliers will be awarded to Lot 2 (Print Services).
2. Each Lot will be operated on a mini-competition basis. This means that the council will conduct a mini competition between suppliers for each job required. The mini competition will include a brief and timescales for return of quotes and completion of the job.
3. Mini competitions may be operated on the basis of lowest price or on the basis of Most Economically Advantageous Tender (MEAT) if there are specific quality considerations over and above those already stated and met by the supplier through their successful response to this Invitation to Tender. When a mini competition is invited, the council will make it clear whether the competition will be awarded on a lowest price or MEAT basis.
4. Where Mini competitions are operated on the basis MEAT, the following weightings will apply:

Price: 60%

Quality (response to brief): 40%

5. Mini competitions will take the form of an emailed request to companies on the framework Lot which provides the service required. The council reserves the right to change the way in which mini competitions are administered, e.g, suppliers may be required to respond to mini competitions using the council's e-tendering portal.
6. In the event that the authority requires the services of more than one Lot; suppliers may be required to work with each other to deliver a full solution to

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the authority's requirement. Where suppliers work together to complete a job for the council, they should invoice the council separately on completion of their part of the process to avoid issues around liability.

7. In the event that a designer has previously provided a Lot 1 service or a printer has previously provided a Lot 2 service and the authority requires use or further development of that artwork or further copies of printed materials, the council shall be free to approach that supplier directly to commission further work from them, rather than run a mini competition.

4. Scope of your Requirements (For all contracts)

The services to be provided under each Lot are detailed below.

Services must be provided in line with the council's style guide and any other relevant documents which relate to design and print services. The council will make these documents and requirements known to successful tenderers.

Lot 1 - Design Services

Development of micro-sites and graphics for the web that integrate with the council's content management system - Jadu.

- Other technological solutions will be considered on a job-by-job basis.
- Ongoing support must be provided for any micro-site developed for the council.

Digital banner advertising.

App development that integrates with the council's content management system.

- Other technological solutions will be considered on a job-by-job basis.

Social media and email marketing campaigns.

Graphic design for print output

Creative concept and brand development.

Creative page layout, typesetting and text layout.

Lot 2 - Print Services

Printing of leaflets, publications, flyers, magazines, pamphlets, newsletters, posters, display boards, pull up banners, reports, forms and similar services as required by the council. Postage of printed material as and when required.

Printing onto paper, corex, foamex, card and vinyl banners.

Finishing requirements to include perfect binding, saddle stitching, wire stitching, drilling, die cutting, folding, laminating, trimming, creasing and perforation.

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5. Requirements Part 2: Technical Requirements (where necessary)

Environmental requirements:

1. Lot 2 suppliers must comply with the following requirements:
 - a) Ink used in printing to be free of VOCs (Volatile Organic Compounds) and toxic materials where possible.
 - b) All timber and wood-derived sources to be independently verifiable and from a legal and sustainable source (FSC certified wherever possible).
 - c) Any virgin fibre must be sourced from a sustainable managed forest.
 - d) Paper must be made from at least 50% recycled content (excluding mill broke stock).
 - e) Paper must be Elemental Chlorine Free (ECF) or preferably Totally Chlorine Free (TCF).
 - f) When planning scheduled delivery routes, the supplier must plan to do so taking into account the most environmentally effective option that minimises air pollution and carbon dioxide emissions.

Health and Safety requirements:

2. All suppliers will be required to cooperate with RBK arrangements for H&S and fire safety while working in Council premises.
3. All suppliers must meet all relevant Health and Safety legislation in discharging their duties under the terms of this Framework Agreement.
4. Where organisations appointed to the framework operate from an office; workstation assessments and display screen checks must be completed and the appropriate office safety training provided.
5. Where organisations appointed to the framework employ home workers, workstation assessments and display screen checks must be completed and appropriate training provided.
6. Lot 2 suppliers must provide employees with workstation assessments where required as well as regular training on moving and handling, handling of machinery and equipment and prevention of slips, trips and falls.
7. Lot 2 suppliers must have CE marked machinery or equivalent and operate it in accordance with H&SE and Printing Industry Advisory Committee guidelines.
8. Lot 2 suppliers must have measures to control exposure of employees to noise.

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9. Lot 2 suppliers to ensure large deliveries are packaged appropriately to minimise manual handling risks.

10. Lot 2 suppliers must maintain and operate health surveillance processes and procedures for employees who come into contact with UV-curable inks, isocyanates and other chemicals and provide appropriate PPE and training in its correct usage. Lot 2 suppliers must also comply with COSHH and REACH regulations.

Equality requirements:

11. All suppliers must support the authority to meet the requirements of the Equality Act, 2010 in providing and producing design and print services and materials. The Equality Act requires that 'reasonable adjustments' should be made to ensure customers do not experience any barriers to accessing information or services.

12. Suppliers should have the capability to deliver design and print services and materials that meet these requirements. For example, ensuring any webpages or email communications produced for the council are accessible and producing wide format, large print and easy read materials. This requirement also extends to positive representation of the protected characteristics in design and printed materials.

Timescales (Lot 1):

13. The supplier must be able to work to tight timescales and deadlines, including for next day delivery on some occasions, as advised by the authority.

14. Suppliers will be required to acknowledge requests for quotes the same day or the following working day if received after 3pm.

15. Quotes for services across all Lots must be provided within 2-3 working days; including where the service requirement relates to more than one Lot.

Deliveries:

16. Lot 1:

- a) The authority requires that 'scamps' or their equivalent are provided with two non-chargeable reviews/changes made where required.
- b) Designs must be provided in the format requested by the authority, which will be appropriate for the Lot concerned.

17. Lot 2:

- a) Should the printed material fail to meet the job specification requirement, the authority will be entitled to a non-chargeable re-print.
- b) All deliveries must be in sound condition, securely packaged and distinctly marked with the supplier's identification and the full address of the recipient of the order.
- c) For all orders, the supplier shall obtain a signature at the point of delivery to acknowledge goods received.
- d) The supplier shall minimise the amount of packaging required for safe delivery of goods.

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- e) Delivery may be required to point of use.
- f) A delivery advice note must be supplied by the supplier.

Customer Liaison

- 18. The supplier will provide a single point of contact to handle and respond to customer enquiries but will provide details of at least one alternative contact.
- 19. Please refer to timescales for further information on customer liaison requirements.

Complaints Procedure

- 20. The supplier will be required to implement and operate a complaints procedure, through which the customer is able to complain to the supplier about any aspect of the service provided under this framework.
- 21. The complaints procedure must ensure that complaints are logged and acknowledged within two working days and inform customers of the progress of the complaint until it is resolved.

Data Protection & Integrity

- 22. The supplier must comply with the requirements of the Data Protection Act 2018

6. Social Value elements to the contract

All suppliers will be required to demonstrate a positive impact on the community of Kingston-upon-Thames as far as reasonably practicable. For example, where it is reasonably practicable to use local supply chains, suppliers should do so. Where it is possible and economically viable to provide local work experience/job opportunities, suppliers should also do so.

RBK Social Value Objectives

1. Environment: Protecting and Improving Our Environment

Better place to live by minimising waste and pollution, supporting carbon reduction initiatives, furthering energy efficiency and other sustainability programmes

2. Social - Healthier, Safer and more Resilient Communities

Crime reduction initiatives; tackling homelessness and promoting health prevention and wellbeing initiatives; Promoting fair employment practices. Ensuring workforce equality and diversity within supply chains; Ethical sourcing practices - promoting fair trade and fair pricing policies, tackling corruption, child labour and modern slavery

3. Growth - Supporting Growth of Responsible Regional Business

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Maximising opportunities for Kingston organisations to participate in the council's supply chains and encouraging suppliers to make a social contribution to the local area.

Encouraging a diverse base of suppliers.

Promoting supplier diversity; including the participation of small and medium sized enterprises (SME's) and 3rd sector organisations, and local suppliers in general;

4. Jobs - Promote Local Skills and Employment

Improved skills for local people and increase employability for young people, more opportunities for disadvantaged people. Offering a range of apprenticeship, training and skills development opportunities as well as employment opportunities; Raising standards for local residents

5. Innovation

Promoting Social Innovation - to promote new ideas and find innovative solutions

7. Performance requirements and how Key Performance Indicators will be monitored (For all contracts)

1. KPIs may be developed for this contract with the successful suppliers and will be discussed once evaluations have been completed and successful suppliers identified. The supplier's achievements against KPIs will be monitored through quarterly reviews and review meetings as appropriate.

2. The authority will keep an 'issues log' of any concerns raised in relation to the performance of suppliers on the framework and seek feedback from staff who have used the framework. This will be monitored and issues taken up with the suppliers.