



# **Specification**

**for**

**Residents' Magazine Publication for Dorset Council**

**Reference DN555598**

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## 1. Introduction

- 1.1 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.
- 1.2 The publication shall complement and cross-promote other communication channels, e.g. e-newsletters, social media, website, etc

## 2. Scope of the Requirement

- 2.1 The Council requires three magazines to be produced per year, for a period of three years, from July 2021 until May 2024. This totals 9 magazines over this period.
- 2.2 Pending approval, a further one issue is to be produced for July 2024.
- 2.3 The magazines must be A4 sized (within +/- 10%) and printed full-colour. This includes the provision of graphic design, advertising sales, print and distribution.
- 2.4 To be distributed to approximately 183,000\* households in the Dorset Council area and 700 copies of the magazine to libraries and Council offices in the Dorset Council area in Autumn (November), Spring (March) and Summer (July).

\*Distribution total is based on past activity therefore indicative for purposes of this tender and may be subject to change.

## 3. Background

- 1.1 Dorset Council formed on 1 April 2019, covering the areas previously covered by the councils of North, East, Purbeck, West, Weymouth & Portland and Dorset County.
- 1.2 So that residents could be kept informed of the Council's services and how they can access them, it was decided in 2019 that the Council would provide a regular printed magazine, at least for the first year of the Council. 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.

- 1.3 The publication complements and cross-promotes other communication channels e.g. e-newsletters, social media, website, etc.

[See previous editions of the magazine](#)

## 4. The Requirements

### Production

The Contractor shall:

- produce a full-colour magazine in an A4 format, printed on 60gsm silk paper
- ensure that the paper used for the magazine is printed on FSC (Forestry Stewardship Council) accredited stock from renewable sources
- produce the magazine three times a year in June, November and March, or at a date specified by the Council
- at the Contractor's discretion, produce between one and four versions of the magazine dependent on whether local advertising is sourced for each area. See map attached (Appendix D) for breakdown of areas
- publish on the agreed dates

### Design

The Contractor shall:

- ensure all graphic design is in line with the Dorset Council brand guidelines (Appendix C)

### Advertising

The Contractor shall:

- Pursue revenue through advertising and consider the revenue that can be generated through advertising
- sell the advertising space within the magazine
- ensure all advertisers will meet the advertising criteria set by the Council. (Appendix B)

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### Reference

## Distribution

The Contractor shall:

- ensure the distribution of the magazine to all households and libraries in the Dorset Council area
- ensure delivery of each edition will take place in a 3-week window agreed in advance with the Council.

The Council shall:

- provide to the Contractor the initial artwork for the magazine following the Dorset branding guidelines,
- provide all copies to the Contractor by the agreed deadlines for each edition, based on the example timeframe below,
- supply to the Contractor at least 16 pages (including cover image/text) of Council editorial content and images for the publication.

Example timeframe based on the Autumn edition:

<b>Task</b>	<b>Autumn/winter edition</b>	<b>Who is responsible for this task?</b>
All content to Contractor	1 Oct	Dorset Council
1 <sup>st</sup> proof to Council	11 Oct	Contractor
1 <sup>st</sup> proof back to Contractor	16 Oct	Dorset Council
2 <sup>nd</sup> proof to Council	21 Oct	Contractor
2 <sup>nd</sup> proof back to Contractor	23 Oct	Dorset Council
Final proof to Council (including	25 Oct	Contractor

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## Reference

<b>Task</b>	<b>Autumn/winter edition</b>	<b>Who is responsible for this task?</b>
artworked advertising)		
Sign off	28 Oct	Dorset Council
Goes to print	2 Nov	Contractor
Delivery to Council / distribution company	9 Nov	Contractor
Distribution starts	12 Nov	Contractor
Distribution ends	26 Nov	Contractor

## 5. Performance Requirements

### 4.1 The Contractor shall

- be responsible for the delivery of the magazine to every household in Dorset Council area,
- provide to the Council weekly management information reports, which may include, but not be limited to, the following performance measures
  - Number of pages of advertising sold
  - Quality of printed documents, with file copies posted to the Council
  - Delivery areas completed
  - Delivery completion dates
  - Agreed timescales achieved/failed, including design, print and completion of delivery
  - Breakdown of production and distribution costs
  - Breakdown of advertising revenue

- 4.2 Management information and KPIs 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

- 5.1 The Contractor shall comply with the advertising criteria set by the Council (Appendix B) and the timescales set out in the delivery deadlines as agreed in advance with the Council.

## 7. Contract / Service Management Requirements

- 6.1 The Contractor shall:

- attend regular contract review meetings with the Council as agreed during the implementation meeting,
- 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, text amends, advertising sales and distribution
  - ensuring 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
  - providing the Council with advertisement proofs for sign off by the Council
  - keeping the Council updated with distribution progress, including arrangements to catch up missed deliveries
  - managing any business contingency plans
  - keeping the Council informed of advertising sales progress against the pricing schedule