



Midlands Engine: Specification for Design and Production Services - 2023

Midlands Engine is looking to engage an appropriately qualified and experienced supplier(s) for the delivery of graphic design work on all types of projects including brochures, twitter cards, and gifs etc and to provide full production. We will also require, on a case-by-case basis, arrangements for delivery to our offices at Trent Bridge House, West Bridgford, Nottingham NG1 6BJ or to other venues in the Midlands or nationally.

This will include a highly reactive service on the interpretation of design concepts into a full design service for document publication, pop up banner stands, exhibition stand graphics e.g. political party conferences, merchandise and web-based publications to the highest quality with absolute accuracy and reliability.

The successful supplier(s) will ensure usage of active brand recognition and appropriate brand application and build on work already completed to evolve the Midlands Engine brand, core narratives and brand recognition, contributing to high levels of visibility and confidence in the Midlands Engine.

The appointed supplier(s) will be expected to provide the appropriate resources reliably at short notice.

Payment for the contract will be paid subject to satisfactory completion of agreed works and satisfaction of delivery by the Senior Executive or nominated representative.

This is not a fixed price contract – we require a supplier(s) who can pick up work as it is required by the Midlands Engine to design and deliver collateral up to the value of £49,000:

- Capacity to pick up new work at short notice which may include same day response
- Have both senior and junior designers available at short notice
- Ability to both design from scratch and comfortable working with existing assets
- Right first-time attitude
- Work to tight deadlines
- Ensure all assets are made available in useable formats (PNG, JPG etc) upon delivery
- Provide copies of all design files to Midlands Engine upon completion of the project

Service deliverables:

1. **Specialist design and production skills:** The successful organisation will provide the highest quality specialist design and production skills to deliver a broad range of design and production services responding flexibly, including but not limited to:

- a) Designing publications and reports on behalf of the Midlands Engine Executive for a diverse range of meetings and high-profile events.
- b) Source relevant material information from colleagues or external partners of a quality and in a format that is compliant with copyright.
- c) Produce items
 - Concept work
 - Brochures
 - Banners
 - Visuals / Decals
 - Templates – minutes, invitations, place name holders etc

This is not an exhaustive list

2. **Highly responsive and reactive service:** We require a highly responsive and reactive service that can work on an ad hoc basis as and when required, this will be dependent on business need. The service must be



available at short notice. Allocated resources must be rapidly available, flexible and adaptable to meet the varying demands as required.

Response structure

If you are interested in providing a quotation for this work, please provide a response to include:

1. Your approach to achieve each of the deliverables and the added value your company will bring
2. Your company expertise and resources you would commit (including the team proposed)
3. Day and hourly rates for key personnel
4. Likely third-party costs for items that you cannot produce/complete in-house.
5. Provide a costing for
 - a. an eight-page multi colour A4 brochure with centre staples to cover design and printing costs for 100 copies. Please advise if any additional services are bought in to deliver this item.
 - b. A standard 800mm x 2m pop up banner stand including design and production costs. Please advise if any additional services are bought in to deliver this item.
6. Your response should include any key areas where you believe your company can offer added value to Midlands Engine
7. Confirmation that all invoices will be accompanied by a detailed breakdown of work undertaken and hours and third party costs

Services timeline: Commencing 01 January 2023 to conclude on 31 December 2023. Midlands Engine reserves the right to not provide any call out to the selected supplier(s). The framework will be awarded to up to three suppliers for a duration of 12-months, plus an addition 12-months, subject to funding from government and successful contract delivery and performance. The Midlands Engine will approach framework suppliers for quotes. A full specification of requirements, timescales and budget, will be provided on a case-by-case basis.

Indicative budget up to £49,000 per annum excluding VAT (total for contract for 12-months). There is no guarantee of work for any of the successful suppliers placed on the framework.

Deadline for tenders: Midday on 07th December 2023

Evaluation basis: Responses received will be evaluated on a qualitative and quantitative basis at a ratio of 70:30.

Please send submissions to: info@midlandengine.org