



## Tender Document for the Provision of Creation and Production Services for a Promotional Brochure to describe the Trust's activities.

### **1. The Scottish Forestry Trust**

The Scottish Forestry Trust (SFT) is the leading UK Charitable Trust providing private sector funds for research, education and training in support of British Forestry. Established in 1983 by a gifting of share capital, the Trust is a registered charity. Since 1983, the Trust has provided in excess of £1.8m to over 120 projects ranging from supporting post graduate education through to contributing towards industry applied research and assisting policy formulation. The SFT is supported by a part-time Director and has a board of ten Trustees who serve up to ten years each. Further information on the SFT can be found at [www.scottishforestrytrust.org.uk](http://www.scottishforestrytrust.org.uk).

### **2. Background to this Tender**

The SFT generates its annual income, mainly from the investment of its original share capital but the Trustees are keen to see a greater diversification of income sources so that they can increase their influence and support for research, education and training in forestry throughout Britain.

The Trustees believe that one way of encouraging increased financial support for their work by other organisations is to explain more about the Trust's activities by providing a "compelling story" about the importance of the SFT and specifically, to give examples of a range of projects the Trust has supported that give an insight into the outcomes we have helped to achieve; the importance of the support from the SFT to that project and, where possible, to demonstrate a human dimension to our story which describes the career path of the supported student; some useful quotes from funding recipients and so forth. In addition, we propose to describe our broad targets and aspirations for the future so that prospective funders can see clearly why they should feel committed to supporting the Trust financially so that it can extend the work that it does.

Our key target groups include the CSR managers of the FTSE 300 businesses in Scotland primarily, but also throughout the UK. These businesses are likely to be less aware of the technical aspects of forestry and so a significant part of the challenge of this work is to take information of a generally technical nature, and make it compelling and sufficiently interesting to the lay reader to encourage them to wish to find out more and to directly support the work of the SFT.

### **3. Objectives and Key Tasks**

Our initial thoughts on the layout of the brochure are that it will consist of a folder with front and rear cover and up to two sides of A4 narrative and photographs describing the history of the Trust, its objectives and outcomes and plans for the future. Within the folder would be more detailed

project inserts that follow a common format. These will describe a number of projects giving details of outcomes, testimonials, any particular human dimensions of the project and how that project may have influenced wider policy or pioneered some new type of technology. We envisage starting with up to 10 of these project inserts. It is the intention that the inserts will be used to tailor the brochure to the interests of particular businesses. It is therefore anticipated that they will be added to over the years as new projects are approved and completed. The content and messaging of the cover should be designed to have a longer shelf life in order to accommodate this.

We would not wish to constrain the thinking of the successful supplier as to the design and layout of the brochure and are totally receptive to ideas that would create impact and improve on the effectiveness of how we present our message to our target audience.

The successful supplier will be expected to provide the following services.

- The concept design and development using information provided by the SFT
- In liaison with the SFT, conversion of technical project information into more user friendly language suitable for the target audience
- Photography using a range of supplied material of variable quality and from library material sourced by the supplier
- All artwork associated with the brochure
- Reproduction and printing of 500 copies with a cost option for 1,000 copies

In addition, suppliers are asked to provide optional “bolt-on” services, which would enhance the presentation of the material to targeted client groups. This might include, but is not restricted to, for example, a PowerPoint presentation framework, which is editable by the SFT.

All materials used in the production of the brochure must be good quality and sourced from environmentally friendly paper.

#### **4. Format of the Tender**

The tender should be no longer than 8 sides of A4 and should include the following sections

- An introduction to your business not exceeding one side of A4
- Details of your approach to this assignment, the methodology to be employed and how the key tasks will be delivered and managed
- Details of your project team and who would be tasked with the various elements of the project
- Details of up to 2 similar recent assignments
- An assessment of any risks and challenges presented by the project
- A total fixed price for the contract including a breakdown of fees and any associated costs

#### **5. Tender Evaluation Criteria**

Tenders will be evaluated on the basis of quality and cost in the ratio 80% and 20% respectively and will be evaluated solely on the information provided. Bidders may provide hard copies of example materials of a similar nature to that proposed for this bid. These should be sent by post to arrive no later than the closing time for bid submissions as outlined in section 7.

	<b>Criteria</b>	<b>Weighting</b>
<b>Quality</b>		
	Clarity of approach	15%
	Methodology employed in completing the tasks set	20%
	Innovation in brochure design and “bolt-on”	30%
	Previous examples of similar work	15%
<b>Cost</b>	Price submitted	20%
	Total	100%

## **6. Submission of Tenders**

Tenders should be submitted to the Director of the Scottish Forestry Trust by email in accordance with the deadline set out in the table in section 7.

Any clarifications prior to the tender deadline will be dealt with initially by e-mail exchange. Should clarifications be requested that have relevance to other prospective bidders, they too will be notified of the query and the response. Tenders are welcome from individual businesses or from joint submissions with other partners.

E-mails should be sent to [director@scottishforestrytrust.org.uk](mailto:director@scottishforestrytrust.org.uk). Printed material should be sent to The Director, The Scottish Forestry Trust, 59, George Street, Edinburgh, EH2 2JG.

## **7. Timescale**

The contract is being let on a single stage competitive bidding process.

Candidates should note that as part of the evaluation process, bidders may be asked to respond to clarification questions regarding their bid, by e-mail. Candidates must ensure that they are able to respond to such requests.

	<b>Description</b>	<b>Date</b>	<b>Time</b>
<b>1</b>	Tender issued	17/01/12	
<b>2</b>	Latest date to request tender clarifications	07/02/12	
<b>3</b>	Tender Deadline	24/02/12	17:00:00
<b>4</b>	Consideration of submissions and shortlisting	08/03/12	
<b>5</b>	Supplier tender clarifications (if required)	13/03/12	
<b>6</b>	Selection of the successful bidder	19/04/12	
<b>7</b>	Contract Awarded	23/04/12	
<b>8</b>	Draft layout completed	01/06/12	
<b>9</b>	SFT Comments on draft layout	15/06/12	
<b>10</b>	Final draft mock up copies available	27/07/12	
<b>11</b>	Sign off of final designs	13/08/12	
<b>12</b>	Delivery of final printed copies	31/08/12	

## **8. Terms and Conditions**

The SFT is not bound to accept the lowest or any offer. All tender bids are valid for a minimum of four months.

Any interested parties are liable for all costs in relation to the tender process.

The supplier will be paid in arrears after the completion of the work and on submission of an appropriate invoice. Our payment terms are 30 days net.