

**REQUEST FOR PROPOSAL:**

***CHAMBER QUARTERLY BUSINESS MAGAZINE***

**JANUARY 2019**

**BLACK COUNTRY CHAMBER OF COMMERCE**

**CREATIVE INDUSTRIES CENTRE, UNIVERSITY OF WOLVERHAMPTON SCIENCE PARK, GLAISHER DRIVE,  
WOLVERHAMPTON, WV10 9TG**

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## BACKGROUND

The Black Country Chamber of Commerce (CHAMBER) is accepting proposals for the management of publishing, printing, advertising sales and distribution of its quarterly business magazine – known as ‘Prosper’.

Prosper is currently circulated directly to all Chamber members (approximately 1,200) with additional copies (approximately 1,000) distributed to other key addresses and the Chamber offices for distribution at events, meetings and local partners.

The contract will be in place for a three-year period and subject to regular reviews in line with the Chambers service level monitoring processes. The first issue for the new contract is required for Autumn 2019 (October). Applicants must ensure that they are set-up and ready to meet this timeline.

This opportunity has arisen as a result of Chamber policy for major contracts being tendered at scheduled intervals in order to ensure best value and service is maintained.

## REQUIREMENTS

Our ambition is that Prosper:

- becomes a highly valued, anticipated and respected business magazine which has something meaningful to say about the state, prospects and opportunities of the Black Country Business Sector.
- showcases and celebrates the best of our membership
- highlights the Chamber’s achievements and work – encouraging further interaction and a sustained relationship with our products and services
- is the embodiment of our objective to be seen as a modern, forward-thinking Chamber
- returns a profit to the Chamber

## SERVICES REQUIRED

- Design and page setting,
- Selling of advertising space, collation of copy
- Proof reading
- Printing
- Distribution

We are looking for one supplier to work with on this. It might be that a supplier wishes to outsource or work with third parties to deliver the contract and, in this instance; applicants are directed to the ‘subcontracting’ criteria outlined in this document.

## OTHER REQUIREMENTS

- a) We wish to retain a standard magazine size comparable with other industry titles
- b) Number of pages can vary from issue to issue from approximately 48 to 62 depending on content

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- c) We anticipate that there will be a % editorial / advertising split per issue
- d) The Chamber will have final editorial control over content, priority of insertion and will provide this to the successful supplier in line with agreed timescales
- e) Our objective is that the contract ultimately becomes revenue-generating for the Chamber
- f) Within each issue, the Chamber to have a free of charge advert (no smaller than a quarter of a page) to promote services, products or offer
- g) That the contract is delivering value for the Chamber and the successful applicant (regular review of each quarterly delivery followed by a formal review each year)

## PROPOSAL CRITERIA

Three hard copies are required by the deadline date set out in these pages.

Submissions should limit themselves to no more than 5 sides of A4 and respond to the below:

### 1. APPLICANT OVERVIEW

- a) Applicants must be a limited company or partnership with public liability, employer's liability and indemnity insurance. We require the full trading name of the applicant and details of how long the business has been trading
- b) An outline of the types of services the applicant provides
- c) Details of similar size contracts currently being delivered and evidence of the applicant's portfolio (evidence can be submitted as examples of previously printed work, magazines, publications, titles, design outputs etc.)

### 2. CONTRACT DELIVERY AND RELATIONSHIP MANAGEMENT

- a) Details of how the contract will be delivered and which services will be delivered by the applicant and any which are to be outsourced
- b) Details of who will be managing the contract and contact management expectations

### 3. PRODUCTION SPECIFICATION

- a) How the applicant responds to the specification details outlined in this document. (We will require some samples / examples of proposed paper and print finished products)
- b) A Mock-Up front page, editorial insert and a treatment of advertising / commercial feature is required alongside the submission

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#### 4. COMMERCIAL

- a) Details of how advertising will be approached, tactics to be applied and what information is required from the Chamber (subject to GDPR and time-limited data-agreements)
- b) Applicants must provide revenue projections with their submission and details of what percentage per issue the Chamber will receive from this based upon each issue containing a % of commercial features / adverts

#### 5. REACH

- a) Methods for receiving distribution contacts from the Chamber and how these will be managed and handled ensuring compliance with necessary legislation and commercially-sensitive data
- b) Channels for distribution beyond the Chamber database to ensure maximum and impactful coverage

### CHAMBER COMMITMENT

In line with a data sharing agreement to be signed with the successful applicant, the Chamber will provide up to date distribution details of its members for each issue.

The Chamber will provide required copy in line with agreed deadlines.

### OUT OF SCOPE

The Chamber will be refreshing its brand in Spring 2019. Whilst Prosper needs to be visibly associated with the Chamber, the magazine can have its own visual identity. Details of refreshed branding guidelines (for reference) will be provided to the successful applicant.

It is envisaged that the 'news' section of the current Chamber website evolves into a 'Prosper Online' website. This will be linked to existing CRM and website solutions. Visual signifiers from the magazine may be brought into the online solution at a later stage.

### HOW YOUR PROPOSAL WILL BE EVALUATED...

The evaluation process will be open, fair and competitive.

**We will be evaluating all applications based on the same aspects, so please supply detailed plans and examples of the following criteria:** Each of the criteria defined will be then evaluated by importance and split into sub criteria,

The weighting for each of these is listed below:

1. **PROPOSED CREATIVITY OF DESIGN AND QUALITY OF PUBLICATION (50%)**
2. **RESPONSE TO COMMERCIAL REQUIREMENTS (35%)**
3. **EVIDENCE OF CONTRACT DELIVERY (15%)**

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The criteria will be marked by the decision board based upon an evaluation of the above criteria, the evaluation panel will consist of a minimum of two members of the CHAMBER senior management team.

This decision board will evaluate each bidder's response and award the contract to the supplier that offers the most economically and operationally advantageous proposal based upon the Chamber's overriding requirements.

Each of the areas noted above will be evaluated using scores that reflect the extent to which the responses have addressed the published criteria.

These scores will then have the published weightings applied to them and will be added together to give an overall Score. Candidates must answer all the requirements in full and avoid making unsubstantiated reference to company policies, statements or other documents.

### **Sub-Contractors**

Where applicable, If the work requires the use of subcontractors, this must be stated clearly in the proposal. The CHAMBER will not refuse a proposal on the basis of using subcontractors however the sub-contractors must be identified and the work they perform clearly defined. Any subcontractor must be a limited company or partnership with public liability, employer's liability and indemnity insurance

**The rates and prices inserted by the candidate will be inclusive of ALL disbursements and exclusive of VAT**

### **SCORING CRITERIA...**

Each criteria will be scored to establish the quality score (0 to 5), which will be weighted to reflect level of importance.

<b>SCORE</b>	<b>CRITERIA</b>
0	No response provided/ response does not address any of the issues
1	Very poor response with minimal issues addressed
2	Poor response with few issues addressed
3	Satisfactory response with the majority of issues addressed
4	Good response with all the issues satisfactorily addressed
5	Outstanding and/or innovative response

Your responses to the criteria will be incorporated into the agreement should your submission be successful.

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## PROJECT TIMELINE AND REQUIREMENTS

The timeline for the tender process is as follows. Proposals received after 15<sup>th</sup> February will not be considered.

EVENT	DETAILS
RFP Released	Released January 28 <sup>th</sup> 2019
Questions to Buyer	Open from January 28 <sup>th</sup> 2019
Final date for submission of RFP	End of February 15 <sup>th</sup> 2019
Chamber Senior Management Team review of Proposals and Materials	W/C February 18 <sup>th</sup> 2019
Decision	W/C February 25 <sup>th</sup> 2019
Contract Negotiation & Award	W/C March 1 <sup>st</sup> 2019
Contract Start	April 1 <sup>st</sup> 2019

Submissions are to be made in electronic format only; this should consist of one PDF file which can be authored in the candidate's preferred application.

The proposal must include a cover page that includes:

- Company name
- Address
- Primary contact with email
- Direct telephone line and mobile.
- Responses to the questions above (proposal criteria)

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Your responses to the criteria listed above are restricted to a maximum number of 5 pages of A4 in addition to your cover page and any sample publications.

The candidate's terms and conditions must be included alongside the proposal. (These will also fall outside of the above page allowance)

Please note the submission should answer all the questions below specifically in the response. The use of visuals is encouraged.

Completed proposals should be emailed to [tenders@blackcountrychamber.co.uk](mailto:tenders@blackcountrychamber.co.uk)

## CONTRACT TERMS...

The CHAMBER will enter into a contract negotiation and final pricing on selection of the preferred candidate. All contracts are subject to review by the CHAMBER legal counsel and the Board of Directors.

The project will be awarded on signing of a contract or agreement, which outlines the terms, scope, budget deliverables, timeline and other necessary items.

The initial contract award will be for a period of 2 years, subject to the following;

- A full review meeting will take place at the end year 1, in order to measure the results of the partnership and objectives for year 2
- At the end of year 2, the Chamber reserves the right to extend the contract for a further 12 months, subject to review
- At the end of year 3 (or indeed year 2, if the above extension is not undertaken) the RFP process will be repeated, and the contract put out for public tender

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**CONTACT INFORMATION...**

The Principal Point of Contact (PPC) for the project is an internal Manager; **David Hadley – Director of Commercial Development**

The invitation to respond and any questions regarding the proposal are to be sent to

PPC	Contact Details
Tender Submission & questions	<a href="mailto:tenders@blackcountrychamber.co.uk">tenders@blackcountrychamber.co.uk</a>
PPC	David Hadley (Director of Commercial Development) <a href="mailto:davidhadley@blackcountrychamber.co.uk">davidhadley@blackcountrychamber.co.uk</a> 07810 377793

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