3 September 2024

**An Invitation to Quote (ITQ) for the provision of graphic design services for the Scottish Human Rights Commission.**

**QUOTE Reference:**  **SHRC/DesignServices/2024/09**

You are invited by **the Scottish Human Rights Commission (the Commission)** to quote for the provision of the services detailed in the attached Invitation to Quote (ITQ). Your quotation must be received by no later than **noon on Tuesday 17th September 2024.** It is the responsibility of all suppliers to ensure that their quotation response is received no later than the appointed time. The Commissionmay undertake not to consider quotations received after that time.

The Commissionis not bound to accept the lowest price or any quote and shall not be bound to accept the supplier as sole supplier. Prices quoted shall remain firm for 60 days from the submission date. Value Added Tax (VAT) should be shown separately, and the VAT registration number given.

The quotation will be evaluated using the following criteria and weightings:

|  |  |
| --- | --- |
| **Evaluation Criteria** | **Weighting** |
| Quality | 80% |
| Price | 20% |

By providing us with a quotation you agree to be bound by the Commission’s Terms and Conditions which will apply to any contract awarded to you after you have provided us with our quotation.

Enquiries regarding this ITQ should be submitted via email to finance@scottishhumanrights.com.

Completed responses to this ITQ should be submitted by email to [finance@scottishhumanrights.com](mailto:finance@scottishhumanrights.com) by the deadline of midday on Tuesday 17 September 2024.

All [correspondence](https://scotsconnect-my.sharepoint.com/personal/oonagh_brown_scottishhumanrights_com/Documents/itq%20gt%20v1.docx?web=1) should include the Quote reference in the subject heading.

Shape

Description automatically generated with low confidence

**David Lees**

**Head of Commission Secretariat & Business Support**

# Invitation to Quote for the provision of graphic design services for the Scottish Human Rights Commission

September 2024

1. Introduction

This is an Invitation to Quote for the provision of graphic design services to the Scottish Human Rights Commission (The Commission).

Design work may include themed reports of varying lengths, corporate publications such as the Annual Report, digital assets, brand graphics, corporate templates and promotional materials for the Commission.

The provider will work closely with the Commission’s communications team to meet the requirements of a brief for each project; to ensure branded products such as PDFs meet accessibility standards; and to help the Commission achieve impact and brand recognition for its work.

The Commission is an independent public body, with a mandate to promote and protect human rights in Scotland. You can read more about the Commission on its website [www.scottishhumanrights.com](http://www.scottishhumanrights.com).

Examples of recent work include:

[Annual Report 2022-23](https://www.scottishhumanrights.com/media/2563/shrc-annual-report-2022-23.pdf)

[Strategic Plan 2024-28](https://www.scottishhumanrights.com/media/2637/scottish-human-rights-commission-strategic-plan-2024-28.pdf)

[Attitudes to Human Rights](https://www.scottishhumanrights.com/media/2571/attitudes-to-human-rights-in-scotland.pdf)

[Examples of digital assets [Instagram]](https://www.instagram.com/scothumanrights/)

1. Delivery Timescale

The Commission wishes to appoint a supplier to provide design services for a period of 12 months from the time of appointment, with the option to extend annually for a further two years.

Projects will be delivered against a range of timescales, dependent on business requirements. Content deadlines will be discussed and agreed with the supplier in advance, on a project-by-project basis.

1. Terms of Reference (ToR) and summary of requirement of response

The ToR attached at Appendix 1 contain the full scope of the requirement relating to this Invitation to Quote.

The ToR include context setting and background information that are the basis for the decision to conduct this project.

The core requirements for the written response are contained in two key sections of the ToR which are as follows: **Section 2. Objectives** and **Section 3. Deliverables**. Each element within these sections should be addressed in your response.

In addition to this, the Commission needs to understand and assess the relevant knowledge and experience of prospective providers.

Please include evidence of similar or comparable provisions to provide assurance of capability and capacity to carry out design work on deadline for a public body.

Bidders should include narrative around their approach to completing the work including, where necessary, any expected inputs from the Commission.

The format for submitting proposals to deliver the requirement is detailed below in Section 6 and the process and criteria for evaluation is contained in Section 8 of this ITQ.

1. Proposal Timetable

The key dates for the process are as follows**:**

1. Issue ITQ Tuesday 4 September 2024.
2. Closing date for submission noon Tuesday 17 September 2024.
3. Evaluation of submissions commencing Wednesday 18 September 2024.
4. Award of contract week commencing Monday 23 September 2024.
5. Initial meeting to discuss first project, week commencing Monday 30 September 2024.

Note: Timescales may be subject to change.

1. Submission of Proposals

Proposals should be submitted by email to finance[@scottishhumanrights.com](mailto:david.lees@scottishhumanrights.com) by no later than 12 noon on Tuesday 17 September 2024.

We will email confirmation of receipt of your proposal. Late submissions will not be considered.

We will review all the proposals we receive against our Terms of Reference, attached, and evaluation criteria, highlighted below in Section 8. We may contact you with follow up questions to clarify anything we need to confirm before we make our decision.

We will make a final decision by week commencing Monday 23 September and a contract will be awarded, subject to final agreement of T&Cs.

1. Format of Submission

To quote for this provision, please send us a written report (5 pages maximum) setting out as a minimum:

1. Your relevant skills, experience and qualification, including evidence of carrying out similar design work. Experience working with public sector organisations or clients with a focus on human rights issues would be of particular interest.
2. Your proposed plan to carry out and deliver as necessary;

* each aspect of the objectives of the project, described in Section 2 of the Terms of Reference.
* the deliverables, as described in Section 3 of the Terms of Reference.

1. Your proposed approach to completing the work including any input you would require from us.

Your proposed price for this work (See section 7 below), quoting a fixed hourly rate for services, to be fixed for the duration of the contract.

1. Price

As noted above, please include your proposed price for this work, quoting a fixed hourly rate for services. VAT should be listed separately. It is anticipated that the work will be conducted at the Provider’s own premises. Therefore, expenses will not be applicable for this work. Rates should be fixed for the duration of the contract.

In addition to the rates requested above, please provide a breakdown of likely hours and price required for the provision of two typical examples of standard projects. For example:

Design of a 20 page report: xx hours

Design of an email signature: xx hours

Please provide a full breakdown of any other costs indicating clearly whether these are inclusive or exclusive of VAT.

Please note it is anticipated that the work will be conducted at the provider’s own premises. Therefore, expenses will not be applicable for this work.

Prices quoted should be in Pounds Sterling (£) and must be held firm for 60 days from the submission date.

1. Evaluation of Submissions

Submissions will be evaluated based on with Most Economically Advantageous Tender (MEAT) method, to maximise the opportunity to deliver Value for Money (VfM).

The overall award criteria weightings are;

Quality – 80%

Price – 20%

*Proposals will be evaluated using the following weighted criteria*:

## MEAT: Quality

Quality will be given an overall weighting of 80 per cent.

The criteria will include:

* Relevant skills and experience (20 per cent category weighting)
* Response to the Objectives of the Project (40 per cent category weighting)
* Plan and/or approach for Deliverables (20 per cent category weighting)

## MEAT: Price

Price will be given an overall weighting of 20 per cent.

The criteria will be price/competitiveness (20 per cent)

*The Quality elements of the submissions will be evaluated against the scoring structure below*:

**Assessment**: Excellent (Score 10)

**Standard Measure**: Response is completely relevant and excellent overall. The response is comprehensive, unambiguous and demonstrates a thorough understanding of the requirements and provides details of how the requirements will be met in full.

**Assessment**: Good (Score 8)

**Standard Measure**: Good Response is relevant and good. The response is sufficiently detailed to demonstrate a good understanding and provides details on how the requirements will be fulfilled.

**Assessment**: Acceptable (Score 6)

**Standard Measure**: Acceptable Response is relevant and acceptable. The response addresses a broad understanding of the requirements but may lack details on how the requirements will be fulfilled in certain areas.

**Assessment**: Limited (Score 4)

**Standard Measure**: Limited Response is partially relevant. The response addresses some elements of the requirement with partial detail. There are a few concerns about whether or not the requirements can be met.

**Assessment**: Poor (Score 2)

**Standard Measure**: Response is generally poor. The response contains insufficient/limited detail or explanation to demonstrate how the requirements will be fulfilled.

**Assessment**: Unacceptable (Score 0)

**Standard Measure**: Unacceptable Nil or inadequate response. Fails to demonstrate an ability to meet the requirements.

*Each written submission will be evaluated as follows*:

Each quality criteria will be awarded a score.

These scores are then weighted against the predetermined % weightings

A weighted score is then calculated by multiplying the weight by the score and dividing by 10.

This is illustrated in the worked example that follows:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Proposal 1** | | **Proposal 2** | | **Proposal 3** | |
| **Quality Criteria** | **Weight (80%)** | **Score (0-10)** | **Weighted Score** | **Score (0-10)** | **Weighted Score** | **Score (0-10)** | **Weighted Score** |
| **1** | *40* | 8 | 32 | 6 | 24 | 8 | 32 |
| **2** | *40* | 6 | 24 | 6 | 24 | 6 | 24 |
| **3** | *20* | 8 | 16 | 10 | 20 | 6 | 12 |
| **Total** |  |  | **72** |  | **68** |  | **68** |

The Price criteria will be based on;

* The lowest priced compliant bid will be awarded maximum points (20).

The points for the other proposals will be scored relative to the lowest priced compliant proposal.

Thereafter the price weighting detailed in Table 4 will be applied to obtain the final weighted price score.

The calculation is as follows:

*Lowest bid divided by each bid multiplied by price weighting factor (20%)*

*multiplied by 100*

Table 4 Price criteria scoring - worked example for illustration.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Proposal 1** | | **Proposal 2** | | **Proposal 3** | |
| **Criteria** | **Weight (20%)** | **Quoted £** | **Weighted Score** | **Quoted £** | **Weighted Score** | **Quoted £** | **Weighted Score** |
| **4** |  | £5,000 | 18 | £5,500 | 16.36 | £4,500 | 20 |

The total weighted scores for Quality and Price will be added together to determine the Most Economically Advantageous Tender, illustrated in the worked example below.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Proposal 1** | **Proposal 2** | **Proposal 3** |
| **Quality Score** | 72 | 68 | 68 |
| **Price Score** | 18 | 16.36 | 20 |
| **Total** | **90** | 84.36 | 88 |

1. Freedom of Information

In accordance with the obligations and duties placed upon public authorities by the Freedom of Information (Scotland) Act 2002 (FOISA) and the Environmental Information (Scotland) Regulations 2004 (EIRs), all information submitted to the Contracting Authority (the Commission) may be disclosed in response to a request for information made pursuant to FOISA and/or the EIRs.

In submitting a proposal, bidders must understand and accept that information disclosed by the Commission in response to a FOISA or EIR request may include, but not be limited to, disclosure of their proposal or any part thereof or any information contained therein and/or any score or other details concerning evaluation of their proposal.

If a Bidder considers any information in their proposal is confidential and/or commercially sensitive, they shall clearly identify which information they consider to be confidential and/or commercially sensitive, explain the potential implications of its disclosure and provide an estimate of the period of time during which they believe the information is likely to remain confidential and/or commercially sensitive.

If a Bidder identifies any information in their proposal as confidential and/commercially sensitive, the Commission will consider in its sole discretion withholding it from disclosure or publication however Bidders shall note that, even where they have identified information as confidential or commercially sensitive, the Commission may nonetheless be required to disclose or publish such information in accordance with FOISA or the EIRs, without consulting with, or obtaining consent from, the Bidder.

Bidders shall note that the Commission is required to form an independent judgement upon whether the information is exempt from disclosure under FOISA or the EIRs and whether the public interest favours disclosure or not and offers no guarantee that information identified as confidential and/or commercially sensitive will be withheld from disclosure or publication.

If a Bidder receives a request for information under FOISA or the EIRs during the course of the competition, they must immediately refer such a request to the Commission.

The Commission may publish the names of Bidders on its website.

1. Data Protection / Security Requirements (for suppliers with no access to our internal network)

Bidders should provide confirmation of compliance with our requirements in relation to data and information security.

Data Protection – the SHRC would prefer that all data be resident within the UK (failure to meet this point requires additional processes to be completed by the supplier and the SHRC).

You should confirm compliance with all UK data protection laws, and you should be certified with Cyber Essentials or the equivalent.

1. Confidentiality in Respect of the ITT Process

This ITT and all additional information concerning the SHRC are made available to Bidders on a confidential basis for the purpose of this process only. Information gained during the ITQ process must not be communicated to any other party, during or after the process.

Bidders may disclose, distribute, or pass the ITQ to their advisers, subcontractors, consortium members or other persons provided:

* this is done for the sole purpose of enabling them to submit a proposal and the person receiving it undertakes in writing to keep it confidential on the same terms as the bidder.
* the bidder obtains the Commission’s prior written consent in relation to the disclosure, distribution or passing of an ITQ.
* the Bidder is legally required to make a disclosure or the ITQ has been published in accordance with the conditions relating to the Commission’s obligations in relation to transparency.

The Commission may disclose information submitted by Bidders during the Procurement to its officers, employees, agents, or advisers who are stakeholders in the Procurement.

The Commission may disseminate information provided by Bidders that is materially relevant to the Procurement, to other Bidders subject to any:

* procedures described in the ITQ for raising questions and/or clarifications;
* duty to protect commercial confidentiality in relation to the information contained within a proposal (unless such duty is overridden by a requirement for disclosure under FOISA).

1. Canvassing

This procurement is being carried out by ITQ and all questions relating to the ITQ should in the first instance be directed through [finance@scottishhumnarights.com](mailto:finance@scottishhumnarights.com)

Responses to all clarification questions will be sent to all Bidders.

1. Tender Decision Notification

SHRC is not bound to accept any quote or pursue this ITQ process.

All those who have been involved in the process will be informed in writing or by telephone. Feedback can be provided to unsuccessful applicants at this point on request.

1. The Briefing Meeting

Prior to the provision of a signed contract, a briefing meeting will be held between the successful provider and the Commission’s representative in order to:

* Clarify the roles and responsibilities and establish a working relationship.
* Confirm a common understanding of the service/provision
* Clarify the aims and objectives and discuss any proposed changes to the requirement.
* Clarify the methodology, approach, quality standards to be utilised.
* Provide the researcher/s with any additional information required.
* Reach a consensus regarding quality standards and expected outcomes
* Agree the terms of a contract.
* Discuss and finalise an agreed timetable for the research and required outcomes.

1. The Contract

The contract will contain information regarding the terms and conditions for the provision of services.

The contract will cover:

* General Terms and Conditions
* The agreed proposal and any subsequent correspondence, amendments etc
* The agreed scope of the provision/service.
* Agreed timetable for the provision and payment schedule where applicable.
* The law applicable to the contract.

# APPENDIX 1

# Terms of Reference for the Provision of graphic design services for the Scottish Human Rights Commission

1. ****Context****

The Commission is a public body with a mandate to promote and protect human rights in Scotland. It has recently launched a new, four-year Strategic Plan which includes a number of commitments to publish new research; to engage with communities across Scotland and to raise the profile and awareness of the Commission and its work.

Key to achieving these goals will be the production of engaging, high-impact and accessible digital and printed materials, which powerfully reflect the Commission’s brand identity.

Read the [Strategic Plan 2024-28](https://www.scottishhumanrights.com/media/2637/scottish-human-rights-commission-strategic-plan-2024-28.pdf) on our website.

Design work will involve regular collaboration with the Commission’s communications team and the provider should be available for telephone/online meetings when necessary, within regular business hours, to discuss design work.

The pace of work is likely to be regular and consistent, with a busy schedule of reports of varying size to publish and graphic assets to create.

1. Objectives
2. Produce professional, visually-appealing and engaging designed products (such as PDF/printed reports and digital assets) across a range of projects, working to briefs provided by Commission communications team.
3. Maintain consistency of the Commission’s brand guidelines across different products, incorporating existing logo, colours and other brand elements.
4. Provide timely, accurate estimate of hours required for each project, on a case-by-case basis.
5. Provide creative input and ideas for design work and project outcomes, using experience and skills. Offer and discuss a design concept with the Commission for each project before full work begins.
6. Offer advice to Commission to ensure designed products such as PDFs and graphics meet accessibility guidelines to WCAG 2.2 standards.
7. Deliver work to agreed deadlines, allowing time to make corrections where necessary.
8. Content is likely to include design for the following, although this is subject to change:

* Annual Report and Accounts
* Annual State of the Nation report
* Four ‘Spotlight’ reports on a themed issues, for example, economic and social rights in the Highlands & Islands; access to justice for human rights in Scotland.
* Information booklets/leaflets
* Corporate email signature and templates, for example, letterheads
* Event materials such as programmes and presentations
* Short animated graphics or similar digital content
* Infographics (as part of reports or standalone)

1. Deliverables
2. **Providers should demonstrate the following skills, knowledge and experience**:

* A qualification or comparable experience in graphic design.
* Examples of similar design work for a range of clients, including public bodies where appropriate. For example, reports, corporate publications, digital assets.
* Demonstrable experience producing clear, easy to read reports with interesting graphic content.
* Examples of digital assets and/or animations created by the provider.
* Demonstrable knowledge of WCAG accessibility standards and how to apply them to design work.
* Evidence of innovative, original and creative work, within brand guidelines, to support the strategic goals of an organisation.
* Details of standard production times for the types of the sample materials listed at Section 2 ‘Objectives’, point 7.

In addition, you should provide in your response the following;

* Details of three referees.
* Confirmation that we will be dealing with one company throughout the duration of the contract. Resource should not be substituted without prior written consent from the Commission.
* Details of any conflict of interest that might arise if you were to provide services to the Commission.
* A description of what assurance or processes you could provide that would respect the requirement to keep any information encountered during the provision of service protected from loss or unauthorised access and exploitation.
* Confirmation of the level of Professional Indemnity Insurance and Public Liability Insurance cover you / your company has in place.
* Evidence of Living Wage Employer status, where additional staff are employed.

ends