



## **Terms of Reference for the Supply of Design and Advertising Services**

### **1. Background**

The Special EU Programmes Body is one of the six cross border Bodies set up under the “Agreement between the Government of Ireland and the Government of the United Kingdom of Great Britain and Northern Ireland establishing implementing bodies” signed on 8 March 1999 (the British-Irish Agreement of 8 March 1999).

A North/South Implementation Body the SEUPB is sponsored by the Department of Finance and Personnel in Northern Ireland and the Department of Finance in Ireland. For the European Union’s programming period, 2007-2013, it manages the EU Programme for Peace and Reconciliation (PEACE III), worth €333 million, and the €256 million INTERREG IVA Programme.

The Programmes are designed to enhance cross-border co-operation, promote reconciliation and create a more peaceful and prosperous society. They operate within a clearly defined area including Northern Ireland, the Border Region of Ireland and Western Scotland.

The SEUPB has three offices throughout Northern Ireland and the Border Region of Ireland. Its headquarters are based in Belfast, with a further two offices in Omagh and Monaghan.

Additional information on the work of the SEUPB is available on-line at [www.seupb.eu](http://www.seupb.eu) or by contacting John McCandless, Communications Manager on Tel: + 44 (0)28 9026 6691.

### **2. Introduction**

The SEUPB wishes to engage a provider of design, advertising and media buying services to help it meet the statutory information and publicity obligations as set by the European Commission. This will be achieved through a number of different initiatives including the:

- design of statutory documentation and publications



- design and production of a wide-range of Corporate Publications
- design and production of all internal and external signage
- design and creation of promotional items/materials
- design and creation of marketing collaterals
- creation of a wide range of corporate communication initiatives and display stands
- production and placement of advertisements
- on-going improvement of SEUPB's corporate identity and brand guidelines.

## **2.1 Target Audiences**

Design and advertising activities undertaken on behalf of the SEUPB under this contract will be targeted at a diverse and extensive group of key audiences including:

- General public (within the SEUPB's eligible area of Northern Ireland, border region of Ireland and western Scotland).
- Potential project beneficiaries
- Actual project beneficiaries
- Beneficiaries of previous projects
- Political institutions and government officials in the three member states of the eligible regions, as well as in the European Commission and Parliament
- Representatives from other member states in the European Union
- SEUPB staff
- Media (print and broadcast)

## **3. Contract Requirement**

The successful service provider must design and produce the full range of design and advertising services that will allow the SEUPB to:

- meet its statutory information and publicity requirements
- enhance awareness and understanding of the PEACE III and INTERREG IVA Programmes (as stipulated by Implementing Regulation EC 1828/2006)
- reinforce SEUPB's role and remit within its target audiences



#### 4. Design and Advertising Requirements

In line with the SEUPB's Communication Plan the successful service provider must undertake the:

- design of statutory documentation and publications inclusive of the SEUPB's Annual Report and Business and Corporate plans, in both print and digital formats (incorporating Irish language versions)
- design and production of a wide-range of Corporate Publications, in both print and digital formats (inclusive of an e-zine, two to three information leaflets and ad hoc reports, as required etc)
- creation of a wide range of corporate communication initiatives and display stands (such as nomadics, pop-ups, conference sets etc)
- production and placement of advertisements usually, although not exclusively, public notices. (All copy for advertisements placed in Ireland must also be translated into Irish)
- on-going improvement/amendment of the SEUPB's corporate identity and brand guidelines.
- possible presentation to EU-funded projects on best practice in designing and developing communications materials at SEUPB's annual Communications Workshops
- possible updates to the design and production of internal and external site signage in the SEUPB's three offices based in Belfast, Omagh and Monaghan.

As part of the tender evaluation process the successful service provider must demonstrate how they would produce the following, to include the:

- Design of an A4 annual report (app. 80 pages).
- Design of a Corporate Information booklet (app. 26 pages) for print and electronic distribution.



- Design and placement of public notice/funding call adverts within the Belfast Telegraph, Irish Independent and Glasgow Herald (advertising template provided).

Within the tender response document the successful service provider must include details on the methodology used; all associated design costs and provide samples of previous work relating to the three products detailed above.

Each product will be evaluated as below:

<b>Criteria</b>	<b>Weighting</b>
Methodology – please outline the steps involved in the creation of the product to include management of sub-contractors, as appropriate.	30%
Creativity – please provide a maximum of two previous examples for each product.	35%
Cost – please provide estimated design costs for each product detailed above as well as associated agency fees. (Please refer to the tender response documents for a full break down of all cost elements required for this contract).	35%



**European Union**  
European Regional  
Development Fund  
Investing in your future



Special EU Programmes Body  
Foras Um Chláir Speisialta An AE  
Boord O Owre Ocht UE Projects

**Public notice/funding call advert sample:**

Size: 16cms x 2 columns

Media outlets: Belfast Telegraph, Irish Independent and Glasgow Herald



Special EU Programmes Body  
Foras Um Chláir Speisialta An AE  
Boord O Owre Ocht UE Projects



**European Union**  
European Regional  
Development Fund  
Investing in your future

**Cross-border European Territorial  
Co-operation Programme  
INTERREG IVA**

**Eligible area: Northern Ireland,  
the Border Region of Ireland  
and Western Scotland**

**Open call for applications**

The Special EU Programmes Body (SEUPB) is issuing a call for applications across all themes of the European Union's INTERREG IVA Programme.

The overall aim of the INTERREG IVA programme is to support strategic cross border co-operation for a more prosperous and sustainable region.

Given the current economic crisis and the need for the INTERREG IVA programme to respond to current challenges, applications are only sought from those organisations that can demonstrate that a project will contribute to one or both of the following:

- More efficient delivery of public services
- Clear and measurable economic impact

Full details of the call and application procedure are available to download at [www.seupb.eu/programmes.htm](http://www.seupb.eu/programmes.htm).

To register your details and to download an application form, please visit [www.eugrants.org](http://www.eugrants.org).

For general enquiries about this call please contact the SEUPB on: +353 (0)4777003.

Applications to this call must be received no later than 5:00pm on Friday, 17 February 2012.

Applications received after this date will not be accepted.



**Northern Ireland  
Executive**  
[www.northernireland.gov.uk](http://www.northernireland.gov.uk)



Ireland's EU Structural Funds  
Programmes 2007 - 2013

Co-funded by the Irish Government  
and the European Union



**The Scottish  
Government**

The Special EU Programmes Body is a North/South Implementation Body sponsored by the Department of Finance and Personnel in Northern Ireland and the Department of Finance in Ireland. The Body reports to the North South Ministerial Council. Its principal functions are to manage the European Union's PEACE and INTERREG Programmes under the European Regional Development Fund.



## **5. Contract Period**

The successful service provider will be appointed for a year, commencing in February 2012.

All costings must detail every element of the project from design to finished artwork and print/production. All handling fees and/or third party mark-up rates applied to each aspect of the service delivery must be disclosed. Assumptions made in respect to the costs provided must also be specified.

The successful service provider must participate in an annual expenditure review of key projects, including the provision of third party invoices, at no extra cost to the SEUPB.

## **6. Contract Value**

The anticipated value of the contract will be approximately £25,000, exclusive of VAT. (Standard UK and Irish civil service rates will be used for all mileage charged).

## **7. Performance requirements**

- Deliver a comprehensive Graphic Design service adhering to the SEUPB's brand guidelines and equality legislation. Copyright in all work provided by the Contractor will remain with the SEUPB.
- Provide estimated costs and timelines for all work to the SEUPB Communications Manager and Communications Officer. Timescales and all deadlines will be agreed at the initial briefing stage. There will however be occasions when SEUPB requires design services to be carried out urgently. The service provider will be responsible for the completion of the work within the agreed turnaround period with the SEUPB.
- Provide other related services complementary to those identified in the course of the contract. These may include but are not limited to arranging for the distribution of publications; arranging alternative formats and including language translations.



- The contractor must, at all times have access to the most competitive rates and otherwise ensure best value for money for the client by obtaining the requisite number of quotes for these related services, please view the SEUPB's Guidance Note on Tendering and Procurement [www.seupb.eu/Libraries/PEACE\\_III\\_Reports\\_Pubs/PEACE\\_III\\_Guidance\\_Note\\_4\\_-\\_Procurement\\_and\\_Tendering.sflb.ashx](http://www.seupb.eu/Libraries/PEACE_III_Reports_Pubs/PEACE_III_Guidance_Note_4_-_Procurement_and_Tendering.sflb.ashx) (Evidence of the quotations obtained must be included within any subsequent invoice to the SEUPB).
- Facilitate the management of printing of SEUPB's documents. The contractor will be responsible for appointing a suitable printer with the most competitive rates and ensure best value for money for the client, by obtaining the requisite number of quotes for these related services, please view the SEUPB's Guidance Note on Tendering and Procurement [www.seupb.eu/Libraries/PEACE\\_III\\_Reports\\_Pubs/PEACE\\_III\\_Guidance\\_Note\\_4\\_-\\_Procurement\\_and\\_Tendering.sflb.ashx](http://www.seupb.eu/Libraries/PEACE_III_Reports_Pubs/PEACE_III_Guidance_Note_4_-_Procurement_and_Tendering.sflb.ashx) (Evidence of the quotations obtained must be included within any subsequent invoice to the SEUPB).
- Good quality recycled or part-recycled paper (minimum 75% recycled or post consumer waste content) must be used where feasible. If the cost of good quality recycled or part-recycled paper is far in excess of standard paper, a competitive quote must be given to ensure value for money.
- Confirm that they understand individual briefs by discussing them with the SEUPB's Communications Manager or Communications Officer and ensure that they have all the information they require to undertake the work.
- Provide advice and guidance on the most appropriate creative design & print solution(s) and confirm that the proposed approach meets the requirements of the Communications Manager or Communications Officer.
- Respond to briefs within the timescale agreed with the appropriate member of the SEUPB's Communication Team.
- Work closely with the SEUPB to ensure design requirements are being satisfied continuously throughout the period of the contract.



- Supply artwork and other materials to the SEUPB and its service providers in requested formats (i.e. eps, jpeg etc).
- Check artwork and other related material before sending it to the appropriate member of the SEUPB's Communication Team. This will include a check to ensure that the brief has been addressed; that the SEUPB's brand guidelines have been adhered to; all typographical errors corrected and that the right logos have been used etc.
- Ensure that the SEUPB is invoiced for work no later than one month after the work is completed and provide a detailed activity breakdown in line with the original brief.
- No expenditure must be incurred on behalf of the Special EU Programmes Body without prior approval from SEUPB.
- On completion of a job, an invoice and supporting documentation must be submitted by post to Accounts Payable, Corporate Finance, SEUPB, 7th Floor, The Clarence West Building, 2 Clarence Street West, Belfast, Northern Ireland, BT2 7GP. This must be completed upon completion of all individual assignments/projects.

## **8. Ongoing Evaluation, Monitoring and Management**

SEUPB expects the successful service provider to satisfy all of the requirements outlined and to deliver a professional, creative and value for money service. The successful service provider must also:

- Attend regular meetings with the Communications Manager/Officer and produce a contact report detailing actions and deadlines for all meetings with SEUPB staff.
- Provide an update to the Communications Manager/Officer outlining the status of all 'live' jobs, as and when requested.
- SEUPB would expect the service provider to produce a production schedule and indicative costs, agreed by both parties, for each job. Critical path and regular contact reports will also be required for each project.



- Notify the SEUPB's Communications Manager and Officer before commencing any work and seek written sign-off before going into production.
- Rework any errors/unacceptable work at no cost to the SEUPB and within the timescales agreed. Where the SEUPB requires changes to be made the service provider shall submit a quotation for approval before any work being carried out.
- Adhere to the SEUPB's financial procedures when subcontracting work to other parties. This includes seeking an appropriate number of quotes, as determined by SEUPB's procurement guidelines, please see below link:  
[www.seupb.eu/Libraries/PEACE\\_III\\_Reports\\_Pubs/PEACE\\_III\\_Guidance\\_Note\\_4\\_-\\_Procurement\\_and\\_Tendering.sflb.ashx](http://www.seupb.eu/Libraries/PEACE_III_Reports_Pubs/PEACE_III_Guidance_Note_4_-_Procurement_and_Tendering.sflb.ashx)
- Treat information provided by the SEUPB as being private and confidential and resolve any issues expeditiously and to the satisfaction of both parties.

## 9. Freedom of Information

In common with the other North South Implementation Bodies, we are not subject to the Freedom of Information Acts 1997 and 2003 in Ireland and to the Freedom of Information Act 2000. Instead, under the Implementation Bodies Agreement made between the British and Irish Governments on 8 March 1999, by which the Bodies were established, a Code of Practice on access to information held by the Bodies was drawn up by the Irish and Northern Ireland Ministers with responsibility for Freedom of Information, and approved by the North South Ministerial Council.

Further information can be found on our website

<http://www.seupb.eu/AboutUs/FreedomOfInformation.aspx>

## 10. Conflicts of Interest

Please make sure that you state in your Tender Response Document that you declare any possible of interest.



## 11. Further information

You can contact John McCandless, SEUPB Communications Manager via e-mail:  
[john.mccandless@seupb.eu](mailto:john.mccandless@seupb.eu) for any queries relating to this tender.

### **Submission of Tenders**

All completed tender response documents should be submitted to:

**Louise Buckley**  
**Communications Assistant**  
**Special EU Programmes Body**  
**7<sup>th</sup> Floor**  
**The Clarence West Building**  
**2 Clarence Street West, Belfast**  
**BT2 7GP**

and to

[louise.buckley@seupb.eu](mailto:louise.buckley@seupb.eu)

Please note that tenders will only be accepted in the format of the SEUPB's tender response document.

A tender submission shall comprise an **electronic copy** and **three** bound copies of the completed tender response document. **All copies of the tender response document must be received by the closing date.**

The closing date for submission of tender response documents to the SEUPB is **3pm on Wednesday, 15 February 2012.**