

Invitation to tender for publications of Chartered Trading Standards Institute

**The Chartered Trading Standards Institute (CTSI) is seeking a new partner to provide publications on our behalf. This invitation contains information to help support your submission and we’d like to personally thank you for taking the time to consider our requirements. We look forward to receiving your submission.**

**Regards**

**Leon Livermore**

**Chief Executive**

**Introduction to CTSI**

The Chartered Trading Standards Institute (CTSI) is a not-for-profit membership organisation which was founded in 1881 and was granted chartered status in 2015. CTSI supports trading standards professional in the UK and abroad while simultaneously advising government, companies and organisations on consumer protection issues. The organisation also delivers a wide range of consultancy and business support services both in the UK and internationally.

Our strategic aims, which support our [vision](Publication%20tender%202017%20final.docx) are:

* To deliver competency pathways that support profession aims
* Deliver income that enables us to invest in our charter aims
* To lead debates that shape and promote our profession
* To support members so that they are proud to be part of the Institute

CTSI’s key messages are:

* We are consumer protection experts and will continue to work with governments and our partners to deliver our vision for larger, more strategic and sustainable trading standards services.
* One point of contact within the UK government to represent and be accountable for trading standards.
* Trading standards services within local government are chronically underfunded, leaving too many consumers and businesses exposed to criminals and unsafe products.
* Making the most with the limited resource allocated, trading standards protects society’s most vulnerable people and creates level and fair trading conditions for honest businesses to thrive.
* CTSI continues to deliver the leading education, career development and professional qualifications for trading standards, consumer protection and regulatory activities.
* In delivering these aims CTSI will exploit appropriate commercial opportunities to support its charter aims.

We see communications and our publications as key tools in delivering our strategic aims and messages. To give prospective partners a better understanding of what we do in practice below are some of our key activities

* A set of publications including TS Review, currently a quarterly printed publication, a digital-monthly TS Today; a monthly e-newsletter- TS Update; and a fortnightly jobs bulletin called TS Appointments (CTSI production)
* Training and qualifications for the trading standards profession
* Policy work: Responding to consultations, attending relevant forums, proposing and sharing ideas with government, stakeholders and businesses.
* Lobby to ensure that policy makers understand the value of trading standards.
* Commercial products and services
* Bespoke online websites and products that help local authorities deliver their trading standards regulatory services such as the government backed [Business Companion website](https://www.businesscompanion.info/).
* Liaison with the media to promote consumer safety messages and business understanding of compliance
* Networking and training events including the annual symposium (previously Consumer Affairs and Trading Standards Conference and Exhibition)
* Websites:

<https://www.tradingstandards.uk/>

<http://www.brs.uk/>

<https://www.businesscompanion.info/>

<http://www.ukecc.net/>

**Governance**

CTSI and its group of companies are governed by our council, board and executive. It was granted its Royal Charter on the 1 April 2015, by Her Majesty Queen Elizabeth II.

CTSI is headquartered at 1 Sylvan Court Sylvan Way, Southfields Business Park, Basildon, Essex, SS15 6TH. This is also the home of the [European Consumer Centre](http://www.ukecc.net/) and the [Consumer Codes Approval Scheme](https://www.tradingstandards.uk/commercial-services/approval-and-accreditation/approved-traders).

CTSI’s Chief Executive Officer is Leon Livermore.

The main point of contact for the publisher will be the director of communications, Eleni Chalkidou, and the extended communications team. The current CTSI group structure is available upon request.

**Ethics**

Our brand and reputation are one of our most valued possessions. Our members are particularly keen to ensure we do nothing to undermine that. To that end we have guidance on who we can do business with and an ethics committee of members who ensure that we place our professional values at the heart of everything we do. We would expect any partner to uphold these values.

**Current contract**

CTSI publish a quarterly journal-style magazine called TS Review and a monthly digital publication, TS Today. We envisage a wider distribution for both publications including to influential stakeholders and partners, businesses, relevant events, social media platforms and national press.

A typical edition of TS Review is made up of 50 pages and includes news, academic content, analysis, spotlight interviews, infographics, a quiz for professional and personal development (CPPD). **(A copy of October TS Review is available upon request.)**

About eight pages are currently taken up with advertising and sponsorship which are predominantly supplied by CTSI.

Presently, topics which featured in TS Today at times feature in TS Review in greater depth and more detail.

The magazine is currently delivered to CTSI’s members, about 220 chief executives of local authorities, all MPs and Lords in a print run of around 4000. The distribution list is currently maintained and updated by CTSI.

**Current style and printing specifications**

TS Review is currently produced with guidance from an art director and bidders must provide expertise and professionalism of a similar standing. CTSI is not wedded to the current printing specifications which are:

Size: Cover flat 260 x 425mm, finished 260 x 210mm

Extent: Cover 4pp, text 48pp

Material: Cover 350gm silk, text 140gm offset

Printing: Cover four colours process plus sealer both sides, four colours process throughout.

Finishing: Cover creased. Text fold gather and perfect bind. Inkjet poly simplex with name and address. Enclose one brochure into white postal polybag, bag and mail.

Delivery: TS Review: Currently copies to CTSI 120. Current provider send the rest to mailing house Mail Options. Mail Options (£500 cost + plus once a year extra cost for inserts) send it to CTSI members (around 2100) and an additional 1625 copies are delivered to the House of Commons and the House of Lords postal rooms (one address but with specific instructions).

Postage: Currently covered by CTSI: Royal Mail postage based on weight of 230gms per issue, 2nd class, 96p each (total cost of £1300 for postage and admin charge based on the cost of the last quarter). Postage is to be included in the bid by bidders.

**Objectives**

**Generally**

The aim of the Institute is to develop, in partnership, a publication that has a string web presence that builds on our reputation and existing quality publications. We also wish to utilise content across all our communications platforms to maximise the impact.

**TS Today**

Replace the current, monthly TS Today publication with a new digital platform (please provide completion time in addition to costings). This platform should also house a digital version of the print issue (TS Review).

* Focus to be less policy than TS Review and more informative, news driven and fluid.
* Consider existing CTSI website
* Platform needs to be accessible and searchable on search engine searches (SEO)
* Marketing both the online platform and the online version of the print magazine to a wider, appropriate audience
* Advertising space sales (please provide separate costings for such service)
* Event marketing to be included and placed prominently when needed
* Live streaming of Social media platforms to be incorporated
* Design to be optimised for multiple mobile devices

**TS Review (Print)**

Our aspirations are to move the printed magazine to a position where it is self-funding. Ideas include generating more income through sponsorship, inserts and advertising. In order to help us understand the financial implications of all options we require the bidder to include prices for 4 editions per year, 2 editions per year and no printed magazine.

* Publish TS Review to a high standard, in line with the agreed publications schedule.
* Issue TS Review to all those on the distribution list and provide both a full and a page-by-page electronic copy to CTSI.
* Ensure TS Review has the right balance of CTSI-news and policy, analysis, legal, academic content, opinion and commercial opportunities.
* Ensure TS Review is technically accurate and appealing to its core audience of trading standards professionals.
* Marketing: Broaden its appeal and market to a wider audience. This is to include marketing relevant to our events, commercial activities and our qualifications.
* Ensure TS Review remains relevant and accessible to its audience of decision makers and influencers – notably CEO’s, Government and government bodies and a wider audience to be discussed with successful bidder. (Ideas will be welcomed in the tender)
* Advertising space sales (Please provide separate costings for such service)
* Videos, animations and infographics for special reports/features to be included.
* Manage subscribers and unsubscribers outside of CTSI’s membership
* The creation of logos and branding for two special feature projects per year to be included (e.g. CTSI Brexit campaign)
* Consider and work with CTSI staff to produce content features for its annual Conference/Symposium guides etc.

**Working relationship**

CTSI is seeking a flexible publishing and communications partner. The publisher must work with CTSI’s in-house communications, marketing and commercial teams to ensure that TS Review and TS Today messaging support CTSI’s strategic aims.

There is also a requirement for a higher level of collaboration and some degree of copy swapping before publication. This is aimed at ensuring CTSI’s messages have maximum impact in the mainstream media without sacrificing exclusivity.

We also require a partner who can work in partnership with us to fully exploit commercial opportunities offered by our partnership and publications. The preferred partner will have an excellent understanding of business and will possess the ability to recognise commercial business opportunities on behalf of CTSI. The partner will also need to be keen and quick in understanding and dealing with both, opportunities and risks surrounding new and existing business partners and stakeholders. It will be essential for the service provider to be able to recognise how key drivers of the organisation relate to each other and to work closely with CTSI to produce profitable opportunities.

**Requirements**

We need a supplier with:

* Experience of editing and publishing professional magazines with the required knowledge and technical skills.
* An innovative, flexible and collaborative approach and a willingness to work closely with CTSI.
* Experience working with online platforms
* A good understanding of CTSI’s work and the wider consumer protection landscape.
* A track record of producing compelling content online and in print
* Journalists who can attend key events and conferences UK wide for filming purposes.
* Detail orientated with the ability to carry out obligations with due care and diligence.
* A willingness to work closely and develop relationships with staff and senior figures within CTSI.
* Recommendations on how we might make changes and improvements to both TS Today and TS Review to meet our objectives.
* An ability to identify commercial opportunities for the CTSI publications.
* Be commercially savvy in line with working relationships

**Timetable for procurement**

|  |  |
| --- | --- |
| **Action** | **Deadline** |
| Send out Tender document | 1st December |
| **Stage two** – Return applications to CTSI | 12 noon 5th January 2018 |
| Shortlisted bidders notified | 8th January 2018 |
| **\*Stage three** - shortlisted bidders to present | 15th January 2018 |
| Successful bidder to be notified | Friday 19th January |
| Contract to be finalised | TBC |
| TS Today (online) | End March |
| First edition TS Review to be published | Summer 2018 |

**\* Final presentations to take place in CTSI’s head office**

Should you be invited to present, presentations will be a maximum of 20 minutes with a further 45 minutes for questions

The contract is for an initial period of three years, renewable subject to performance for another three years.

**Application and selection criteria**

The following criteria will be used to assess bids:

|  |  |
| --- | --- |
| Cost | 40% |
| Quality of writing and production | 30% |
| Experience of bidder and staff working on the project | 15% |
| Approaches to innovation and collaboration | 15% |

Whilst not formally scored a knowledge of CTSI and the consumer protection landscape is desirable and may be used as a differentiating factor should scores be close.

**Additional points**

In responding to this tender bidders accept that:

* They will bear all costs for preparation of the response.
* No contract or obligation is expressly created or implied by this invitation to tender.
* CTSI has the discretion to cease the tender process at any stage and no liabilities will be incurred by virtue of such cessation.
* CTSI reserves the right to consider or not any submissions received after the closing date

**Summary**

**First stage application requirements:**

* The completed application form at appendix A
* A guide contract, with costs and service level agreements
* Examples of previous work
* A supporting statement of about two pages of A4

The supporting statement should include:

* An understanding of CTSI’s requirements in this tender
* Assumptions and requirements of CTSI in fulfilling the contract
* Issues and risks
* The proposed approach
* Deliverables
* Proposals for improving the TS Today platform, increasing distribution for both TS Today and TS Review, adding commercial value to both publications, adding value to members

**Please submit all bids to** [**pressoffice@tsi.org.uk**](mailto:pressoffice@tsi.org.uk)

**Shortlisted bidders will be provided with a more detailed briefing on the second stage of the selection process.**

Appendix A: Invitation to tender application form (please expand boxes if necessary):

General information

|  |  |
| --- | --- |
| Name of business |  |
| Address |  |
| Primary contact |  |
| Contact’s job title |  |
| Contact’s phone number |  |
| Contact’s email address |  |

Please provide details of your organisation’s insurance and professional indemnity cover:

|  |  |
| --- | --- |
| Professional indemnity cover |  |
| Public liability |  |
| Employers’ liability |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Please provide extracts from your audited company accounts for the last three years | Year ending | | |
| 2016 | 2015 | 2014 |
| Turnover for the last three years | £ | £ | £ |
| Profit/loss (gross) | £ | £ | £ |
| Net profit (before tax) | £ | £ | £ |
| Net asset value | £ | £ | £ |
| Contract value as % of turnover | % | % | % |

**Note:** If your business was established less than two years ago please provide a reference that can vouch for your financial viability

**Staff and contractors**

**Personnel**

|  |
| --- |
| Please name the key staff who will work on the publication and provide a short summary of their role, qualifications, previous experience and work they have done for your organisation: |
|  |

Sub-contractors

|  |
| --- |
| Please advise if you are likely to subcontract any work and give details of the subcontractors: |
|  |

Past performance and references

How does your organisation access the suitability of employees and contractors?

|  |  |
| --- | --- |
| Application forms |  |
| References |  |
| Qualifications |  |
| Inspection of previous work |  |
| Trial periods |  |
| Personal recommendations |  |
| Other |  |

10.2 Please provide answers for the following with details on any sections where the answer is yes.

|  |  |
| --- | --- |
| Has your organisation ever operated under a contract in which financial penalties were incurred? |  |
| Has your organisation eve been asked to pay financial penalties in respect of failure to discharge a contract? |  |
| Has your organisation ever had a contract terminated? |  |
| Has your organisation ever been refused renewal of a contract for failure to meet the terms? |  |
| Has your organisation ever withdrawn from a contract before the end of the term? |  |
| Details: | |

10.3 Please provide contact names and details of two clients as a reference:

|  |  |  |
| --- | --- | --- |
| Name |  |  |
| Organisation |  |  |
| Email address |  |  |
| Phone number |  |  |
| Brief descriptionof work undertaken |  |  |