

The Welsh Pony and Cob Society

2020 Journal Requirements Specification

www.wpcs.uk.com

Background

Founded in 1901, the Welsh Pony and Cob Society (WPCS) is the oldest and largest of Britain's native breed societies. The Welsh Pony and Cob Society Stud Book is split into four sections:

- Section A, the Welsh Mountain Pony, not exceeding 121.9cm (12hh)
- Section B, the Welsh Pony, not exceeding 137.2cm (13.2hh)
- Section C, the Welsh Pony of Cob Type, not exceeding 137.2cm (13.2hh)
- Section D, the Welsh Cob, over 137.2cm (13.2hh) with no upper height limit

Additionally, the Society has a Welsh Part Bred register, for horses and ponies with not less than 12.5% of registered Welsh parentage.

The semi-feral Welsh Mountain Pony, thought by many to be the basis of the Welsh Stud Book, faces ever-increasing threats to survival in its native environment. Widely acknowledged as the world's most beautiful pony, it is essential that the traditional hill breeding of the Welsh Mountain Pony continues.

The Welsh Pony and Cob Society is a registered charity and company limited by guarantee. It currently has more than 5,000 members worldwide with around 5,000 animals newly registered each year.

The Society produces passports for each animal registered, in line with the current EU legislation. The Society also records the changes of each animal on the passport e.g. transfer of ownership and castration, providing an ongoing service for each animal.

In addition to this, the Society administers a panel of appointed Judges as well as awarding medals and rosettes at a wide variety of shows around the UK as well as overseas. The Society has an Exhibition Unit that travels to a number of places throughout the year, promoting the welfare of equines and knowledge of the breed.

The Society has produced an annual Journal every year since the early 1960s, containing interesting articles written by members of the Society, reports and photographs from the year's shows and advertisements from studs and equine related companies. In many cases, this Journal is the highlight of the members' year. A copy of this Journal is posted to each member of the Society, with a small number being retained by the Society to forward to members joining after the posting and to sell to non-members.

For each Journal, a team of trustees and staff receive and collate members' submissions, consisting of text and images. In previous years, this has been passed to a production editor who inserts the material into the Journal format, maintaining the style, design and quality of the product, and providing ongoing proofs and feedback throughout the process. When the final proofs have been approved by trustees, the production editor provides the PDF files to the printer.

Members respond to the Society's request for content and adverts by the beginning of November: the Journal is collated, edited and proofed during the Winter months and the Society approves the PDF proofs by mid-January for printing at the end of January. The Journal is posted to the members mid-February each year.

For 2019/20, the Society seeks to reduce its contracts with suppliers from two to one in order to reduce its costs. The Society is looking to issue one contract to one supplier who can provide both the production editing and printing.

Introduction

Document Purpose

This document sets out the requirements for the production editing and printing for the Welsh Pony and Cob Society Journal 2020.

Document Scope

This document will form the basis of an agreement between the chosen supplier and the Welsh Pony and Cob Society, along with the tender response from the successful supplier. This document will be referenced in order to ensure the completed Journal meets the customer requirements.

Point of Contact

The point of contact for the contract will be the Company Secretary.

Summary of Requirements

The Journal is a key communication tool between the Welsh Pony and Cob Society and its members and should be corporately branded, information rich, easy to navigate, attractive, and able to stand up to the test of time. The successful supplier will be expected to provide the following:

- Work closely with the Company Secretary to agree a schedule for production
- Provide timely reports to the Company Secretary
- Attend a maximum of four meetings at Bronaeron, Felinfach, Lampeter if required, usually at the start of the process and as part of the final proofing.
- Collate materials and compile and edit a Journal based on the 2019 version and from the submitted content
- Provide two proofs for editing
- Provide a full colour proof prior to printing
- Print 6000 full colour Journals as specified by Friday 31st of January 2020.
- Delivery to the Welsh Pony and Cob Society at Bronaeron, Felinfach, Lampeter by Friday 7th February 2020.
- The successful supplier will be expected to have the appropriate up to date insurances in place and to comply with the requirements of the General Data Protection Regulation (GDPR).
- Electronic invoices will be accepted and electronic payment will be used.

Content

All content will be supplied by the Welsh Pony and Cob Society and will consist of digital photographs, digital articles and advertisements.

Members of the Society will be requested to provide content to the Society as follows:

3rd November 2020	Prizewinners' photographs to journal@wpcs.uk.com Editorial, reports, articles, obituaries to journal@wpcs.uk.com All Stud/Business advertisements to WPCS Office or email to journal@wpcs.uk.com Stallions at Stud Directory forms to WPCS Office or email to journal@wpcs.uk.com
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Text

All text will be supplied electronically to the supplier in Word format.

Photographs

Members are requested to supply photographs as follows. The Society will forward all images electronically to the supplier.

- Good reproduction in the Journal requires **high quality** originals
- ***Inkjet prints will not be accepted as they are of insufficient quality***
- Photographs should be supplied electronically, preferred by jpeg.
- Digital photographs must be scanned to a ***high resolution of a minimum 300dpi***.
- Photographs submitted for consideration for the prizewinners section should have attached the ***registered name of the animal, details of winnings and photographer credits***.
- ***All professionally taken photographs have to be supported with an authorisation for publication from the photographer.*** Most photographers give the Journal permission to print in the editorial section without an additional fee but where a photograph is also being used in an advertisement a fee may be incurred. Please check before placing yourself in an embarrassing and potentially expensive position over breach of copyright
- ***All photographs must be credited to the photographer*** in question and that also includes non-professional photographs

Specification

WELSH COB JOURNAL 2020

Size: A5 148 x 210mm Portrait

512pp of text (approx) + 4pp Cover

Artwork: Produced by the approved supplier

Material: Text – 100gsm gloss

Cover – 300 gsm silk

Printing Text – full colour throughout except last 32pp printed in black only

Cover – 3 colours: Black, Gold 874 and pantone Green 347 one side, full colour inner cover

Finishing:

SEWN LIMP – Fold 16 x 32pp sections of text, gather, section sew, draw on cover and trim to size.

Cover – SILK laminate with GLOSS SPOT UV outer only.

Delivery: WPCS, Bronaeron, Felinfach, Lampeter, Ceredigion, SA48 8AG

Quantity 6000 x 2020 Journals

Security, Data Protection & Intellectual Copyright

Security

The security of the Journal and its contents is a matter of importance to The Welsh Pony and Cob Society. The supplier will be required to ensure strict confidentiality of the product throughout the production process.

Data protection

The Welsh Pony and Cob Society publishes a Privacy Notice on its website detailing its responsibility as a data controller and how it supplies personal information to service partners. The Society will expect service partners to have appropriate security measures in place which restrict the use of individuals personal information.

Ownership and Copyright

The Welsh Pony and Cob Society maintains intellectual copyright for the Journal. Where photographs and articles are supplied by members of the Society the Welsh Pony and Cob Society establishes consent for use in the Journal.

Timescales and the Decision Process

- Further details of The Welsh Pony and Cob Society procurement procedure can be found within the Financial Procedures published on the website. As per the procedure quality factors have been built into the specification as far as possible. The evaluation process will consider price 75% against quality 25%.
- Responses to this tender must be received by 5pm on Friday 6th September.
- Responses will be evaluated by a committee, consisting of trustees from the Finance and Human Resources standing committee, Member Services and key staff. This committee will recommend a supplier to the Council for ratification and approval.
- Short-listed suppliers may be invited to present their submissions at Bronaeron, Felinfach, Lampeter prior to a decision being made.
- Suppliers will not be reimbursed for any work undertaken or travel costs incurred as part of this tender process.

How to Respond to this Tender

Presenting your Quotation

Quotations in response to this tender opportunity, marked *private & confidential* and *Journal Tender*, must be sent by post or email to the following contact:

Name: Gemma Bassett-Burr, Deputy Company Secretary

Address: The Welsh Pony and Cob Society
Bronaeron, Felinfach, Lampeter, SA48 8AG

Email: gemma@wpcs.uk.com

Receipt of tenders will be acknowledged by return.

Information Required

Suppliers are requested to respond to this tender by addressing and commenting on all points within this document, including the following:

- Please outline how you would approach this project, listing timescales and any quality assurance processes.
- Details of the Company and its experience in producing and printing publications
Specify who, within the Company, will be carrying out the work.
- Full details of two business referees where you have undertaken similar work in the past.
- Visuals are not required at this stage but suppliers are welcome to submit them as additional information.
- A detailed pricing table should be submitted, noting any stage payments and deposits required. Please note that full and final payment will not be made until the Journal 2020 is deemed completed to the satisfaction of the Welsh Pony and Cob Society.
- Details of the Company's insurances including Professional Indemnity Insurance.

Contact Information

For more information on any part of this tender, please contact:

Name: Gemma Bassett-Burr, Deputy Company Secretary

Address: The Welsh Pony and Cob Society
Bronaeron, Felinfach, Lampeter, SA48 8AG

Email: gemma@wpcs.uk.com

Tel: 01570 471754

Please note that all questions and responses will be circulated anonymously to all suppliers who have expressed an interest in tendering prior to the tender closing date.

The closing date and time for questions relating to this tender is 5pm on Friday 30th of August.