



Cymdeithas y Merlod a'r Cobiau Cymreig
The Welsh Pony and Cob Society

Established 1901
PATRON: HER MAJESTY THE QUEEN

**An Invitation to tender for the provision of the annual WPCS Journal
design and layout**

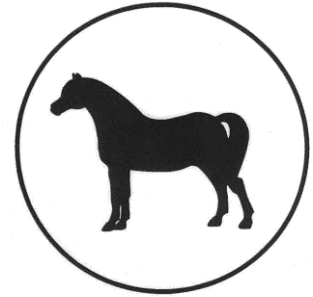
Issued: Wednesday August 17th, 2022

**Deadline for receipt of tender submissions:
5.00 p.m. Wednesday August 31, 2022**

**Announcement of winning tender bid no later than the 14th of
September 2022**

The WPCS reserves the right not to award the tender

Cymdeithas y Merlod a'r Cobiau Cymreig The Welsh Pony & Cob Society



INVITATION TO TENDER

**Tenders are invited for the Design and Layout of
the Welsh Pony and Cob Society (WPCS) Journal 2023/24/25.**

Key contact: Meirion Davies

Closing date for bids: August 31, 2022

Commissioning Organisation

The publication is being commissioned by the Welsh Pony and Cob Society. The Journal is published on an annual basis and distributed to all current members of the Society.

Overview of the Welsh Pony and Cob Society

The Society was founded in 1901 and is the largest equine native breed society in the UK. As such it is responsible for the publication of the Welsh Pony and Cob stud book, the promotion of the breed, the assessment of approved Judges for Welsh Pony and Cob showing classes and for the issuing of equine passports through its role as a Passport Issuing Organisation. It is a registered charity and a company limited by guarantee.

The WPCS has a membership of approx. 5,000 both in the UK and worldwide. There are also filial societies around the world.

The Publication

Printing specifications:

Number of copies: TBC (this is normally the number of memberships at the time of going to print - 5000)

Size: A5 Portrait
650 pp+Cover – (the page number is an estimate, but the aim is to remain at this level)

Artwork: **Editorial** – Text supplied via email by the WPCS Office as Word files. The WPCS Office to scan any photographs required. Photographs will be supplied via wetransfer as hi res Jpegs

Advertisements – To arrive in a variety of formats – as camera ready files or pdfs or as hard copy for the designer to typeset with photographs to scan.

- Material:** Cover – 300gsm silk
Text – 100gsm gloss
- Printing:** 640pp – 4 colour process (20x32pp)
136pp – black ink (4x32pp and 1x8pp)
Cover – Black text, Gold and pantone Green once side and black text only on reverse
- Finishing:** Silk laminate and spot gloss U.V. varnish outside cover
- Delivery:** **Pdfs to be delivered by File transfer**

Advertisements

No advertisements will be accepted without payment, and it is the expectation that the administration of the receipt and return of photographs to advertisers will be handled by the WPCS Office.

Tenders for the contract should also include the provision to send a proof of each advertisement to advertisers for approval before printing. This is a critical part of the process. Tenders should identify how this would impact on timescales and cost, unless advertisements are received camera ready – where no proof is required.

Key points

For members of the Society the Journal is a highly valued publication. Members who choose to advertise in the WPCS Journal do so because it is one of the most effective tools for marketing their animals and stud services to a key audience. The Journal highlights the achievements, awards and successes of individuals, particular bloodlines and the breed in general and, as such, it is eagerly awaited by many. It is a publication which forms part of the breeds history and as such although an annual publication soon becomes a reference document. **The ability to deliver to agreed timescales will be a key factor in the awarding of the contract.**

Reporting

Key reporting dates will be agreed to ensure final publication for delivery to the Society's distributors (yet to be confirmed) annually. All advertisers will send advertisements and payments directly to the WPCS Office.

We are interested in receiving tenders for the **2023, 2024, 2025 Journal** with an option for the Society to extend to **2026** as part of the contract. If you require a copy of the 2022 Journal - this is available on request for reference and information.

The **total cost** to completion for the design and layout element per annum must be included in the bid.

Communication

The Journal Editor or a designated WPCS staff member will be the key contact point for all matters regarding the printing and publishing of the Journal. Communication methods will include face to face meetings, telephone, and email. The ability to speak Welsh or have an understanding of the language would be beneficial.

The Welsh Pony and Cob Society as commissioners of the work will retain copyright of the material produced.

EDITORIAL BRIEF

While the journal is an annual publication it also has a vital secondary purpose as an historical record which is kept as part of a collection by the majority of members and breeders.

The text must be legible and easy to read.

The Visual style must give due prominence to historic photographs alongside high quality contemporary images of Welsh Ponies, Cobs and part-breds. The image sizes can vary however thumbnail sized images are to be avoided where possible.

YOUR ROLE AND RESPONSIBILITIES

- To create layout and compile the Editorial element of content
- To feedback proofs to the Office and amend /edit by request.
- Advise on resolution and potential print quality of content.
- To layout Advertorials
- To create Adverts
- Paginate
- Oversee the print element from a colour and finish perspective
- Liaise with the WPCS Office and the selected Printworks

DELIVERY MATERIALS

Your submission **must** contain the following:

Element	Weighting
<ul style="list-style-type: none">• The name of the key personnel who will design and layout the content and their relevant experience. Your contact details	25
<ul style="list-style-type: none">• Examples of your work in colour	20
<ul style="list-style-type: none">• A mock up advert for the Society products listed on the Society website shop aimed at the Christmas consumer. https://wpcs.uk.com/product-category/stock/	25

<ul style="list-style-type: none"> The estimated cost of your services based on the information above (650 pages – split between 200 pages of adverts and 450 pages of editorial). 	25
<ul style="list-style-type: none"> Any other added value elements which you feel you can offer 	5

CLOSING DATE FOR SUBMISSION

Please send your bid in electronic form to meirion.davies@wpcs.uk.com no later than 5.00pm on 31st August 2022.

Bids will be opened by the Company Secretary. This deadline will be strictly adhered to. Any submissions received after this time will not be considered.

Evaluation of tenders

The process will be conducted by a panel from Trustees, Staff and the Journal Committee members.

Tenders will be evaluated subject to the criteria outlined within this invitation to tender and on the following additional criteria:

- Value for money
- Design quality
- Visual Impact
- Emphasis on customer service and experience of similar projects
- Ability to deliver within agreed timescales

Conflict of Interest

The submission of a signed bid will be taken as a declaration that no pecuniary and non-pecuniary conflicts of interest exist.

Announcement of Tender result.

The Society retains the right to interview applicants based on their bid. The Society reserves the right not to award the tender.

It is the Society's intention to inform the successful tender applicant on or before the **14th of September 2022**

The winning tender bid once confirmed can commence work immediately as the Society already has numerous articles ready to layout.

The Printing of the Journal will be a separate contract between the WPCS, and a printer based on competitive quotes to ensure best value at the time of going to print.

TIMELINE TO PRINT

Articles and other content such as photographs and reports are submitted on a rolling basis however there are set closing deadlines.

- Closing date for Feature articles October 15th
- Closing date for submission of all other content October 21st
- Closing date for all advertisements October 28th.
- Delivery of draft proof to WPCS (in sections to be agreed upon) December 1st
- Delivery of Final proof to WPCS December 15th
- Delivery of all print-ready files to Printworks January 5th 2023

ENDS