



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

Established 1901
PATRON: HER MAJESTY THE LATE QUEEN

**An Invitation to tender for design and layout of five volumes of the WPCS
Stud Book**

Timeline

Issued: Friday 17th of February 2023

**Deadline for receipt of tender submissions:
5.00 p.m. Thursday 2nd of March 2023**

**Announcement of winning tender bid no later than the
Thursday 30th of March 2023**

**Any questions regarding this tender should be addressed to
meirion.davies@wpcs.uk.com Answers will be shared on the
Society's download page.**

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
5 Volumes of the Welsh Pony and Cob Society (WPCS) Stud
Book with an extension of contract provision for a 6th volume.**

Key contact: Meirion Davies

Closing date for bids: 5.00 p.m. Thursday 2nd of March 2023

Commissioning Organisation

The publication is being commissioned by the Welsh Pony and Cob Society. The Stud Book contains the details of all registrations in a particular year.

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, promoting the welfare of equines. 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 WPCS registers on average 4,500 animals each year, with the pedigree of each animal tracing back through generations.

The Publication

Printing specifications:

Number of copies published annually: 75

Size: A5 137 x 209mm Portrait

750 pp+ Cover – (the page number is an estimate and is based on the average number for past volumes) Hard back Cover

Artwork: **Data** - Text supplied via email by the WPCS Office as Word files. (Black only)

Images - Full colour. The WPCS Office to scan and provide photographs as hi res Jpegs. These photographs to be credited.
Photographs will be supplied via WeTransfer.

Material:

Approx 24pp Illustrations + 4pp frontispiece

Artwork: Artwork to be supplied to Printworks as PDF files ready for printing.

Material: Text - 80gsm Arctic Matt (77mic)

Illustration section + frontispiece - 130gsm Gloss

Printing: Text - black ink throughout

Illustration section + frontispiece - full colour throughout

Plain 150gsm endpapers,

Cover - Winters Oxford Library Buckram GREEN over 2500mic covered boards with GOLD foil blocking on front & spine, rounded back hollow spine, packed in doubled walled cartons.

Delivery: Pdfs to be delivered to the WPCS by File transfer and to the printers by File transfer.

Key points

The WPCS Stud Book is an important record documenting the history of the Society for posterity. Each Stud Book records the parentage data of each animal registered in a particular year, along with photograph images of key Show winning animals in the same year. This publication is collected by members of the Society and enthusiasts of the breed worldwide.

Copies of the WPCS Stud Book are required by all National libraries of the UK. This publication is a requirement of our constitution.

It is a publication which forms part of the breed's 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 annually.

We invite Tender submission to design and layout to print ready stage. Two volumes I the initial year and then one annually.

- **Volume 103 (2021 Registrations) - for publication in 2023**
- **Volume 104 (2022 Registrations) - for publication in 2023**
- **Volume 105 (2023 Registrations) – For publication in 2024**
- **Volume 106 (2024 Registrations) – For publication in 2025**
- **Volume 107 (2025 Registrations) – For publication in 2026**

An option for the Society to extend to publication of Volume 108 in 2027 will also be included as part of the tender.

If you require a pdf copy of a recent volume of the WPCS Stud Book, this is available on request for reference and information.

Communication

The Company Secretary or a designated WPCS staff member will be the key contact point for all matters regarding the printing and publishing of the Stud Book. 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 Stud Book is an annual publication it also has a vital secondary purpose as an historical record which is kept by the members and breeders as part of their collections. The text must be legible and easy to read. The overall look and feel of the Volume must be in keeping with those already produced, as they will sit alongside those volumes.

The images should be full page landscape.

YOUR ROLE AND RESPONSIBILITIES

- To create, layout and compile the editorial and data element of content
- To feedback proofs to the Office and amend /edit by request.
- Advise on resolution and potential print quality of content.
- 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 your contact details and the following detail:

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.	40
<ul style="list-style-type: none">• Examples of your layout work	30
<ul style="list-style-type: none">• The cost of your services based on the information above. The total cost to completion for the design and layout element per annum must be included in the bid.	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 with a safety copy on a memory stick (which can be returned) to arrive **no later than 5.00pm on Thursday the 2nd of March 2023.** Please request confirmation of receipt of your bid.

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

Tender submissions will be evaluated against the criteria by a panel of from, Staff and Stud Book Committee members at the WPCS. Tenders will be evaluated subject to the criteria outlined within this invitation to tender and on the following additional criteria:

- Quality of layout in submitted examples
- Value for money
- 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 **30th of March 2023**

The winning tender bid once confirmed can commence work immediately as the Society has the content for Volumes 103 and 104 ready in Word format. .

The Printing of the Stud Book 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 FOR VOLUME 103 AND 104

- Delivery of draft proof to WPCS (in sections to be agreed upon) May 1st, 2023.
- Delivery of Final proof to WPCS May 30th, 2023
- Delivery of all print-ready files to Printworks June 5th, 2023

ENDS