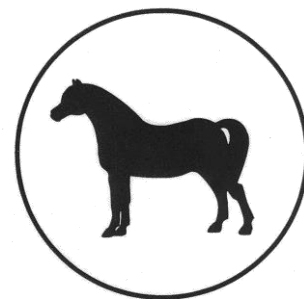


Cymdeithas y Merlod a'r Cobiau Cymreig The Welsh Pony & Cob Society



INVITATION TO TENDER

Tenders are invited for the Design and Layout of the Welsh Pony and Cob Society (WPCS) Journal 2025.

Key contact: Gemma Bassett-Burr

Closing date for bids: October 17, 2024

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 daughter 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 4/5000)

Size: A5 Portrait
650 pp+Cover – (the page number is an estimate but the aim is to remain around 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 wesendit as Jpegs

Advertisements – To arrive in a variety of formats – as camera ready files or pdf's or as hard copy for 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, Gold and pantone Green once side and black only on reverse

Finishing: Silk laminate and spot gloss u.v. varnish outside cover
Fold text, gather, section sew, draw on cover and trim to size

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 each advertiser 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 **2025 Journal** with an option to extend to **2026** as part of the contract. If you require a copy of the 2024 Journal this is available on request for reference and information.

The **total cost** to completion for the design and layout element 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 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.

DELIVERY MATERIALS

Your submission must contain the following.

- The name of the key personnel who will design and layout the content.
- Your contact details
- Examples of your work in colour
- An example advert for the Society products listed on the Society website shop.
<https://wpcs.uk.com/product-category/stock/>
- The estimated cost of your services based on the information above (650 pages – split between 200 pages of adverts and 450 pages of editorial.
- Any other added value elements which you feel you can offer.

CLOSING DATE FOR SUBMISSION

Please send your bid in electronic form to gemma@wpcs.uk.com with a safety copy on a memory stick (which will be returned)

no later than 5.00pm on 17th October 2024.

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. Email acknowledgement of receipt will be provided within 24 hours of receiving your tender bid.

Evaluation of tenders

The process will be conducted by a panel from Trustees, Staff and 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.

It is the Society's intention to inform the successful tender applicant on or before the **31st October 2024.**

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

ENDS