

Request for Quotation

Make CIC's Annual Report

Brief

Make CIC has drafted an annual report for 2021-22 and is now seeking support to move the document from draft to finished, ready to publish.

The report needs to reflect the organisation's tone of voice, branding and visual aesthetic. A *Brand Guideline* document and *Tone of Voice* guide will be supplied.

Our desire is to see a report that communicates a number of key messages, achievements and challenges for the financial year that has just passed, which ran February 1st 2021 until January 31st 2022. We want the document to be balanced between text, images and graphics.

Draft text will be supplied in a draft annual report. Access to our image bank will be given. There is no expectation that this report will require additional photography. If this assumption turns out to be incorrect, Make CIC can arrange for this to happen outside of the RFQ.

The audience for this report is broad, with stakeholders including beneficiaries, funders, partners, customers and the general public.

At the end of this process we would like to have a completed document that we are proud to share and will help us communicate the year we've had. We would like it to create an easy source of information to create other communication assets from, such as quotes, snippets, graphics, social media assets etc - although creating these is not part of the brief, the design work should consider that this is something the report will need to enable.

Make CIC thinks that transparency is an important part of operating as a social enterprise and the annual report must reflect the organisation's desire to be more transparent than "just what is required".

- The document needs to ideally be less than 20 MB in PDF format
- There is an absolute file size limit of 24.99 MB
- The completed document will be "handed over" in PDF format
 - Orientation and other design aspects are part of developing the brief
- The document will need to be printed so the format must also consider this.
- Additionally the documents editable elements should be sent over in whatever format or file type was used - in order that if future amendments are needed (*such as redactions or corrections*) they can be made by the Make CIC team.
- The appointed organisation may choose an area on the report to show that they were the publishers - but this will be limited to a maximum of 25% of a single page.

Deliverable Timescale

Annual report is to be published before the end of March
Timeline is requested as part of the RFQ

Indicative Budget

Between £250 - £1,250

VAT can be added on top

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

Deliver the brief (33%)

Communicated a simple plan or example layout for delivering the brief

Delivery Timescale (33%)

Can meet the deadline or be completed sooner

Has communicated a timeline and made clear where Make CIC would be involved

Cost/Value for money (33%)

Value for money. This will not necessarily be the cheapest quote.

Scoring Methodology

4 Excellent	Proposal meets and in some places, exceeds expectation
3 Good	Proposal meets expectation
2 Acceptable	Proposal meets the required standard in most respects
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard

Proposal Format

Please submit a modest proposal that is proportionate for the modest budget

- Proposals should answer the three evaluation criteria directly
- Proposals should not exceed writing beyond one page
 - Images, such as a timeline, can be additional
- Fitting everything on one page is desired - but won't be counted for/against

Published, deadline and submission

- Proposals are required by Tuesday 1st March 2022
- Tender was published on Tuesday 18th January 2022

How to submit

By email to Amy Higham: make@makecic.org with the subject line: **RFQ Annual Report**