



Request For Information (RFI)

Concerning the design, production and printing of two important corporate documents for the Gloucester Heritage Urban Regeneration Company, comprising:

The 2009/10 Annual Report

and

The revised 'Gloucester Prospectus' *(working title)*

Issued 30th April 2010:

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www.gloucesterurc.co.uk

1. Introduction

The Gloucester Heritage Urban Regeneration Company Ltd (GHURC) was formed in 2005 with a ten-year mission to:

... 'bring life back to the historic areas of Gloucester, reflecting their special character while creating a new, prosperous, attractive, safe, sustainable urban centre for the 21st century.'

The 2010-2011 Financial Year represents the half-way mark in the life of the regeneration programme as originally set out in a document entitled '**The Gloucester Prospectus**' which was launched in October 2006.

Much has been achieved in the last five years and we are now seeking to produce a revised version of this publication that will both celebrate the successes of this initial period and then describe the regeneration opportunities that will be promoted during the second half of the URC's lifetime to a range of audiences, including public and private sector investors and developers.

We also seek to simultaneously produce an **Annual Report** for the 2009/10 FY, to accompany the above document and both of these documents will feature in a series of major events planned for October 2010.

PDFs of both the original Gloucester Prospectus and past Annual Reports can be found on the GHURC's website. www.gloucesterurc.co.uk/Document_Library.

This is an initial Request For Information (RFI) which will be used to select a small number of companies (maximum of four) to submit a fully-costed and detailed Tender for the design and production of these two documents.

Please note, that text and most of the photography will be supplied, although additional photography may be required.

The GHURC's Chief Executive, Chris Oldershaw, will take a strong personal interest in the design and production of these two important documents.

2. Budget Indication

We anticipate that the cost of the graphic design content of these two documents will be between £15,000 and £20,000 and the successful tenderer may also be retained to undertake similar future graphic design projects for the GHURC.

3. Timetable

Fri 30th April: This Request For Information (RFI's) distributed and posted on the GHURC's website (www.gloucesterurc.co.uk).

Mon 17th May: Deadline for receipt of RFI's.

Tues 25th May: Notification of shortlisted candidates and full tender information sent to shortlisted companies.

14/15th June Presentation interviews at GHURC's offices.

Following the appointment of the successful tenderer in mid June, we anticipate a ten week production period (design and print), with delivery of both documents in early September 2010.

4. Information required - Work samples

Please provide examples, in hard copy only, of sample documents that your company has designed and which are similar to:

- a) the Gloucester Prospectus, and
- b) the GHURC's Annual Reports.

Please provide at least one copy of each type, to a maximum total of four. Ideally, these sample documents will have been designed in house within the last three years. (all samples will be returned)

5. Information required - Company overview

Please provide the following information:

- a. Where is your company located and how long have you been in business?
- b. Please provide a short description (200 words max) of your company.
- c. Please describe your graphic design team and resources.
- d. Do you have/can you supply the services of an illustrator?
- e. Please provide brief details of the key staff who would be involved in this project.
- f. Please provide a list of documents and/or reports which your company has designed and which are similar to the GHURC's Annual Report and The Gloucester Prospectus. (Samples not required here – see section 4)

6. Deadline

The deadline for receipt of this information is 5:00pm on Monday 17th May 2010.

7. Criteria

Responses to this Request For Information will be evaluated according to the following criteria:

Criteria	%
The design quality and creative skills of the company, as demonstrated by the submitted sample documents.	60%
Our understanding of your graphic design expertise and resources.	30%
General company background and capability.	10%

8. Enquiries

All enquiries should be made to the GHURC's marketing adviser, Philip Cooke, on 01452 500663, or email philip@thedmg.co.uk