# INVITATION TO QUOTE

This is a short form invitation to quote document for use for standard Below Threshold procurements.

**PROJECT TITLE: Arts Council of Wales – groundwork for developing brand values**

**CONTRACT REFERENCE:**  **Comms02/2022-23**

1. You are invited by the Arts Council of Wales to quote for the services detailed in the following Brief and attached Price Schedule in accordance with the following conditions.
2. Your quote shall be in accordance with Arts Council of Wales Standard Conditions of Contract for services and any Supplementary Conditions attached.
3. Your quote should be returned to the address below and should arrive not later than **1.00pm** on the date shown below.
4. Arts Council of Wales is committed to minimising the effect of its day-to-day operations on the environment and all our suppliers are encouraged to adopt a sound proactive environmental approach, designed to minimise harm to the environment where possible.
5. The Potential Provider will demonstrate understanding and commitment to Diversity and Equality.

1. Arts Council of Wales is committed to encouraging our suppliers to operate to the same ethical standards we employ ourselves. All providers will abide by the conditions set out in section 18 of our Standard Conditions of Contract.

1. Due regard must be paid to the confidentiality requirements of the contract and to the Data Protection Act ([www.dataprotection.gov.uk](https://artscouncilwales-my.sharepoint.com/personal/sion_brynach_arts_wales/Documents/Documents/Fideos%20-%20esbonio'r%20cronfeydd%20loteri/www.dataprotection.gov.uk)) and the UK General Data Protection Regulation (“GDPR”)
2. Your quote can be submitted in either Welsh, English or bilingually. There will be no differential treatment to bids received in either language. It is the responsibility of Bidders to ensure that their quotation is delivered not later than the appointed time and Arts Council of Wales will not consider quotations received after that time.
3. Arts Council of Wales are not bound to accept the lowest or any quotation and shall not be bound to accept the Contractor as a sole supplier.
4. Prices quoted shall remain firm for the duration of the contract. Value Added Tax (VAT) should be shown separately, and the VAT Registration Number given.

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| **Date of Invitation:** | 20 January 2023 | **Date to be returned: by 1pm on** | | | | Monday 6 February 2023 |
|  |  |  | | | |  |
| Contracting Office: | Arts Council of Wales | | | Tel: | 029 2044 1307 / 1344 | |
|  |  | |  | | |  |
| Name: | Siôn Brynach, Head of Communication / Iwan Llwyd, Press and Communication Officer | | | Email: | comms@arts.wales | |

**THE BRIEF**

Arts Council of Wales wishes to reconsider its brand values. We want to commission a branding company to undertake research with staff and stakeholders to identify and develop those values. We would then expect you to provide us with a draft set of values for consideration and sign-off. This will work is closely related to the introduction of our new Corporate Plan which is to be published in April 2023.

Although this is not a tender for creating a new visual identity, it is likely that the work will also form the basis of looking afresh at our visual identity and the possibility of creating a new look for Arts Council of Wales. We expect that the conclusions of the research and a set of refined brand values can be used to develop a new visual identity. To this end we would own the intellectual property rights to any report produced as a result of this work, and also have full discretion as to how it would be subsequently used. The work on developing a new visual brand identity will be the subject of a second tender, and we would not exclude the winners of this tender from that process. In the interests of fairness and transparency we will also be sharing the final version of the outputs of this work as part of the invitation for the second phase.

**Background**

**Arts Council of Wales**

The Arts Council of Wales is the country’s official public body for funding and developing the arts. Every day, people across Wales are enjoying and taking part in the arts. We help to support and grow this activity. We do this by using public funds from the Welsh Government and by sharing the money we receive as a good cause from the National Lottery. By managing and investing these funds, the Arts Council contributes to people’s quality of life and to the cultural, social and economic wellbeing of Wales. More information about us and the work we do may be found on our website <https://arts.wales/>

**BUDGET AND SPECIFICATION**

**Output:** Please provide an itemised quote for producing a process for identifying the brand values of Arts Council of Wales. This should include time to conduct research with stakeholders and all Arts Council staff in all three offices in Wales. The work could, but need not necessarily, include a mission statement for the brand, consideration of a new name, and preliminary suggestions regarding a new visual ident. We will also ask you to give proper consideration to a working draft copy of our new Corporate Plan which is due for publication in April 2023. We will provide the provider appointed to fulfil the tender with a copy, on the understanding that it will remain confidential until publication. Also attached is a copy of your current brand guidelines, and we hope your work will build on these foundations.

We consider the following to be equally important and would ask you to refer to all these in your tender, outlining your understanding of the topic and experience in relation to it. This along with the value for money will be the key elements that will be considered during our evaluation of the submissions:

* **Developing the brand values from the ground up** – involving all staff and Council members in brand development discussions. We would also expect you to work with the Widening Engagement internal group to make sure that proper account is given to equality and diversity considerations.
* **Developing a unifying identity for the entire organisation** – we are looking for this rebranding exercise to result in guidelines and playbooks to which all teams and projects within the Council will want to adhere in future. We are aware that individual projects across the Council are developing a brand life of their own and we want to address this by producing a strong brand to which all projects will feel loyal. We would ask for your report to identify examples of this within the organisation and include recommendations on how this could be addressed.
* **Developing the brand values in conjunction with the organisation’s Corporate plan**
* **The key role of the board** – we consider it essential that the acting Chair and Council Members are regularly involved in discussions relating to values, and brand development. We would expect that Council members would be consulted at the same time as staff in order for them to understand how our workers see the brand.
* **Accessibility** – We have taken huge strides forwards in recent years in terms of introducing an accessible font, an AAA accessible website, and producing all our grant guidelines in BSL and various accessible formats. Accessibility should be central to your thinking as it is to ours.
* **Y Gymraeg** – we are a bilingual organisation, and our languages of operation and communication are Cymraeg and English. The work we undertake in relation to brand must be underpinned by an awareness of the critical importance of the needs of both languages. Your report should also be accessible, using Plain English or Cymraeg Clir.
* **Other key principles** that underpin our current Investment Review process, namely, creativity, widening engagement, climate justice, nurturing talent, transformation and our commitment to the Well-being of Future Generations Act.

Our provisional budget for this work is £10,000 ( excluding VAT). However we will award on a value for money basis depending on the costs you list individually as part of your tender document and reserve the right to not award to the lowest quotation or to any applicant. .

**INSTRUCTIONS FOR SUBMITTING YOUR PROPOSAL AND KEY DATES:**

Please email your submission to[**Comms@arts.wales**](mailto:Comms@arts.wales)

Submission of a quotation will act as a confirmation of your registration of interest in tendering for this work**.**

Please include the title **Arts Council of Wales – groundwork for rebranding the organisation** in your email header.

**Quotation, to be received by:** 13:00, Monday 6th February 2023.

Please note that it is your responsibility to ensure your proposal is submitted prior to the above deadline. Late submissions cannot be accepted, nor will any submission be evaluated prior to the deadline

The evaluation criteria are noted above, and organisations will be informed as soon as possible after 9th February whether or not their bid has been successful. Work will need to begin as soon as possible after this date, and our hope is that the consultation elements of this work, preliminary conclusions and report will be with us my mid-March, with a final draft report delivered before the end of March 2023.

**TO BE COMPLETED BY THE TENDERER**

**(\* Delete as appropriate)**

To Arts Council of Wales

1. \*I/We have read the request for quotation documents and subject to and in accordance with Arts Council of Wales Standard Conditions stated, the Conditions of Contract above and all relevant documents attached, we offer to supply and deliver the \*goods/services specified in the Schedule (to the extent which Arts Council of Wales may determine in accepting this quotation), in the quantities and at the rate or prices inserted in the Price Schedule.
2. The quotation together with your written acceptance thereof, shall constitute a binding Contract between us.
3. \*I/We agree to abide by this tender for a period of \_\_\_\_\_\_\_\_days from the date of quotation return. (If no date is stated then this tender will be valid for 60 days from the returnable date.)

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| **For and on behalf of** | | |  | | | | | | **Date** |  |
|  | | | | | | | | | | |
| **Telephone (include area code)** | | | |  | | | **Fax** | |  | |

**SPECIFICATION AND PRICE SCHEDULE**

*[Insert detailed specification]*

**PLEASE COMPLETE THE FOLLOWING**

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| **POINT OF DELIVERY** | **DESCRIPTION OF GOODS/SERVICE** | **QUANTITY** | **PRICE PER**  **Unit**  **(Exc Vat)** | **TOTAL**  **PRICE**  **(Exc Vat)** |
|  |  |  |  |  |
| **Total (Exc VAT)** | | | | £ |

**VALUE ADDED TAX**

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| 1. | Registration Number (if registered for Value Added Tax purposes) | |  |
| 2. | Total amount of VAT payable on this tender | | **£** |
| 3. | VAT rate |  |  |