



REQUEST FOR TENDERS

**TO CREATE, MANAGE, PRODUCE & DELIVER the
safefood KNOWLEDGE NETWORK MAGAZINE
“THE FOOD CHAIN”**

November 2021

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Tender Information for the provision of the **safefood** Knowledge Network Magazine 'The Food Chain'

1. Introduction

This is a document to assist potential applicants to tender for the production of the magazine, *The Food Chain*, for the **safefood** Knowledge Network, to facilitate both online and print readers.

2. Background to **safefood**

safefood was established in 1999 under the British-Irish Agreement Act, and is one of the six North-South Implementation Bodies jointly governed by the British and Irish Governments.

The remit of **safefood** is to promote awareness of food safety and healthy eating issues throughout the food chain and on an island of Ireland (IoI) basis. which includes the commissioning and funding of relevant research, the development of monitoring and surveillance procedures, the coordination of scientific cooperation including identifying and establishing laboratory linkages, public education and awareness campaigns, and the publication of independent reports of interest to consumers and other key stakeholders.

The Chief Executive Officer is supported by an Advisory Board that provides strategic advice, and an Advisory Committee that provides scientific and technical guidance on matters of food safety and healthy eating. The membership of both structures comprises a broad range of expertise and backgrounds from the Public, Private and Voluntary sectors across the IoI.

Headquarters are located at 7 Eastgate Avenue, Eastgate, Little Island, Co. Cork, with an additional office in the Irish Life Centre, Abbey Court, Lower Abbey Street, Dublin.

For more information on **safefood**, please see our web site at www.safefood.net

3. Background to the *safefood* Knowledge Network

As part of its legislative remit, **safefood** has an obligation to promote awareness of food safety issues amongst professionals with an interest in, or responsibility for, food safety, including the food industry

The Knowledge Network (KN) membership includes food safety professionals from across the health, food industry, academia, government and agriculture arenas on the Iol. To date, the KN has attracted more than 3,500 members who are benefiting from the various services provided including the KN magazine called 'The Food Chain', which is published three times per year.

4. Magazine Format & Description

The magazine content must be adapted to meet the needs of different formats to include a printed version, a pdf of the printed version with clickable links, a summary version to sit within the e-version and a more extended piece to sit within the KN website.

4.1 Print Version

- Approx. 2,400 print run
- Three editions per year
- Typically 8 pages long, with a 12 page edition each December
- The printed magazine is in full colour with full colour photos
- Approximately 4500 words (based on 8 pages)

4.2 e-Version

- The electronic version, a summarised form of the print version, will contain a web introduction/summary content pieces and link to a more extended version within the KN online website
- The publication of the e-version will coincide with the print version
- The word count will be approximately 1700
- The magazine will have the capability to include polls and surveys to generate feedback from the readership

5. Magazine Content

Each magazine will be an informative publication for food safety professionals. The magazine content will contain a mixture of topics, including

- profiles of a number of key people working in food safety on the island

- Information articles relating to food safety, including research
- **safefood** and KN events & programme opportunities
- Submitted articles and news items from KN members
- Competition

Please see the [link to the last edition](#) for reference.

6. Magazine Style

Although the magazine is targeted mainly at people who work within the arena of food safety, their level of knowledge and understanding of this complex topic will vary dramatically. No matter how technical the material, our approach is to use simple language within a well-defined and consistent structure. It must be accurate and concise providing material that is easy to read, comprehend and retain.

7. Design & Technical specifications of Magazine

The successful tenderer will be required to develop templates, including colour palette, design layout and images consistent with the existing design and layout of *The Food Chain* (see appendix 1 & 2).

The print version is to be printed on 150gsm paper.

The paper and packaging must use environmentally friendly materials.

8. The Publication Process

With approximately 10 articles and as many images in each edition, the process of receiving, writing, editing and approving each article will require careful coordination and excellent project management skills. **safefood** require complete project management of the whole process and the successful tenderer must provide a single point of contact who will have the expertise to manage the entire process from conception to delivery. This person will be required to attend regular meetings at **safefood**'s Cork or Dublin offices and will be expected to be available to reply to emails or phone communication in a timely manner.

9. Responsibilities of Tenderer

The successful tenderer will have the expertise to completely manage the entire process from conception to delivery requiring a specialist writer(s), designer and production team and distribution management.

These responsibilities to include:

- Map out with **safefood** an overall annual content plan for the magazine

- Produce and maintain a production plan and deadlines for each edition
- Meet with **safefood** to agree a content plan, word counts, interviews, photos and information pieces
- Create and produce the content for the print and e-version and also the related content that will sit within the KN ning site
- Write a web introduction for each e-version edition
- Use the existing print and e-version design templates, design and layout both print and online editions.
- Print, pack and post the print version and manage third party suppliers including liaise with printers, photographers and delivery of the printed version to a distribution company.
- Upload the content into the **safefood** e-version template and send the e-version to those on the distribution list
- Upload all the content for each e-version of '**The Food Chain**' within the KN **safefood** network website, and use our in-house email template to produce the e-version
- Ensure all deadlines for sign off are met in time to meet **safefood** deadlines
- Ensure the secure transfer and upkeep of the distribution contact database as Data Processor on behalf of **safefood**. **Under the Irish Data Protection Acts 1988 to 2018, safefood, as a Data Controller** is required to put in place an agreement between **safefood** and the successful tenderer governing the processing of the data. In addition **safefood** will require sight of the successful tenderer's data protection policy. The successful tenderer will confirm that all appropriate organisational and technical measures are taken to ensure data security, in line with the requirements of a Data Processor under the relevant Data Protection legislation.
- Develop and initiate competitions including sourcing prizes
- Develop surveys and polls as necessary
- Review similar publications for concepts and content on an ongoing basis to help improve '**The Food Chain**'
- Encourage KN members to sign up to the e-version and print version of the magazine.
- Encourage email correspondence and feedback from stakeholders.

10. safefood Responsibilities

- Plan the content in consultation with the successful tenderer
- Sign off on the content plan and interview outlines
- Provide updated distribution contact data as required

- Provide the external agency with relevant information and contact details in a timely fashion and on an on-going basis
- Edit word and pdf versions of the magazine and return tracked changes to the external agency

11. Contract Duration

The contract with the successful tenderer will run from January 2022 to December 2024 with a review in November each year. If **safefood** is not satisfied with the performance of the successful tenderer after the November review the contract will be terminated.

12. Format of the Tender Response

The format of the tender should include at minimum information under the following headings;

- Introduction to and Background of tenderer
- Relevant magazine creation, production and delivery experience
- Provide ideas for innovative content for the magazine
- Costings for the magazine per edition, to include;
 - i. Development of templates and layout (according to existing design and layout)
 - ii. Editorial Content (content sourcing, writing, editing, proofing & updating)
 - iii. Project management
 - iv. Print management (quality, price & delivery)
 - v. Images and Photography
 - vi. Distribution

All costs must be inclusive of VAT

- Background of Project Manger & Writer and their expertise
- Proposed implementation schedule for magazine production
- List all third party agencies that will be involved

The tender response must include examples or writing scientific content for a non-technical audience.

13. Evaluation of Tenders

13.1 Qualification criteria

Tenders will be initially evaluated by reference to the following qualification criteria:

- I. Addressing in full the requirements set out in this document.
- II. A statement of the tenderer's previous experience in providing the services required in this tender.
- III. Details of two reference sites where services similar to those being sought have been provided.
- IV. The names of the key personnel to be assigned to the project and a statement of their experience together with details of a contingency plan in the event of the named personnel being unavailable.

13.2 Award Criteria

The contract will be awarded from the qualifying tenders on the basis of the most economically advantageous tender by applying the following award criteria:

- I. Comprehensive Understanding of **safefood's** requirements as set out in this RFT. (10%)
- II. Company profile and suitability – relevant magazine creation, production and delivery experience. Experience of health, science and public health writing. Experience of magazine design and layout. (20%)
- III. Expertise and experience of personnel - Project staffing and structure. One point of contact – Project Manager - Project Management Experience – demonstrated capability to manage all third party suppliers. Content planning and stakeholder management (20%)
- IV. Content ideas & writing - demonstrated ability to effectively communicate technical and scientific material in a non-technical but professional manner. Innovative ideas for new content (20%)
- V. Implementation process – ability to achieve deadlines and demonstrated capability to coordinate the complete process. Experience of working with e-magazines. Appropriateness of proposed implementation process and work plan (20%)
- VI. Overall cost and value for money of the proposal on offer (10%)

14. Conditions of Tender

- a) **safefood** requires that all information provided pursuant to this invitation to tender be treated in strict confidence by tenderers;
- b) Information supplied by tenderers will be treated as contractually binding. However, **safefood** reserves the right to seek clarification or verification of any such information;
- c) Before any tender is awarded, the successful tenderer will be required to provide a valid Tax Clearance Certificate from the Revenue Commissioners;
- d) Before any tender is awarded, the successful tenderer will be required to enter into an agreement governing the processing of data and provide a copy of the tenderer's data protection policy.
- e) **safefood** will not be liable in respect of any costs incurred by tenderers in the preparation of proposals or any associated work effort;
- f) Any conflict or potential conflict of interest must be fully disclosed;
- g) The tender should be emailed to mmccann@safefood.net on or before 4pm on Friday 3rd December 2021;
- h) Applicants may be required to attend a presentation / clarification meeting in our Cork office. Tenders delivered late will not be considered. In addition, incomplete tenders may be rejected;
- i) Any queries should be emailed to mmccann@safefood.net
- j) Tenderers are advised that any responses supplied in respect of further information requested will be distributed to all other parties who have participated in this Request for Tender;
- k) The decision of **safefood** will be final.