

Office of Police and Crime Commissioner for North Yorkshire

Invitation to Quote – Branding and Literature Templates

26 November 2012

Background

Why is this project being commissioned?

On 22nd November, 41 new Police and Crime Commissioners took up their posts throughout England and Wales. Each Commissioner is responsible for overseeing the performance of the police force in their local area on behalf of the public and for working with the wider community of agencies and organisations to develop and implement strategies to reduce crime. They are accountable to the electorate and have a duty to involve and inform their local communities on the development of their strategic Police and Crime Plan and to report back to the public on its delivery.

You can find out more on the following websites:

<http://www.homeoffice.gov.uk/police/police-crime-commissioners/>

<http://www.apccs.police.uk/page/Role%20of%20the%20PCC>

<http://www.northyorkshire.police.uk/nypcc/index.aspx?articleid=9554>

In North Yorkshire, the successful candidate was Julia Mulligan and her office now wishes to commission a new brand identity for the Office of Police and Crime Commissioner for North Yorkshire.

Objectives

What do we want to achieve?

- A distinctive and recognisable brand identity (not just a logo) for the new Office of Police and Crime Commissioner for North Yorkshire
- Awareness of the office itself – there is relatively high awareness of the Commissioner following her election but not of her office. The office has longevity whereas individual Commissioners are elected every 4 years.
- Demonstrate to the public that the Commissioner is there for them – that they are focused on making a difference in their communities
- The Commissioner is representative of all communities of North Yorkshire – urban, coastal, rural, BME, etc
- That the Commissioner is committed to working in collaboration with people and partners
- Prominence for the name of the Commissioner but separate from the logo itself

Deliverables

What are required?

1. Branding system documented via basic guidelines (comprising logotype, colours, imagery, typography)
2. Examples of how the branding system should work in practice – demonstrate on a website home page, community newsletter and pull up banner
3. An 8-page template for a community newsletter (supplied digitally)
4. Logo artworks (in key digital formats and colour ways)

Target audiences

Who do we wish to engage?

- The public of North Yorkshire
- Public sector and ‘third sector’ organisations who will be working with the Office of the Commissioner and the Commissioner herself, eg. local councils, Fire and Rescue, the NHS, Community Safety Partnerships, etc
- The media – nationally and regionally
- MPs, opinion-formers and other stakeholders such as the Association of Police and Crime Commissioners

Proposition

What is the single most motivating thing we can say to our audiences?

“Here to make a real difference”

The Commissioner has been elected to give local people a voice and a say in how policing is delivered locally. For the first time, local people and communities have a channel through which to voice their priorities and who will act on your behalf.

Mandatories

What must/must not be included

- The colour palette must be politically neutral – ie. not appear to have an association with one political party over another
- The name is 'The Office of Police and Crime Commissioner for North Yorkshire' but it can be shortened/split as below, but the emphasis needs to be on 'Commissioner'. Please do not use the initials PCC. You will need to consider how the name of the Commissioner can be highlighted in communications but this must be separate to the logo for the Office of the Police and Crime Commissioner

Police and Crime
Commissioner
North Yorkshire

- General imagery of Yorkshire (including North Yorkshire) can be found at <http://www.yorkshire.com/mediacentre/images--films>
Please check usage rights with Welcome to Yorkshire.
- Imagery of Julia and other relevant images will be supplied but there is also the opportunity to commission images from the in-house photographer. However there is no additional budget for external photography or other imagery, for example illustrations, bespoke typography, etc

Budget

What is the maximum spend allocated to this project?

£10,000 + VAT

The budget must cover all fees and expenses incurred during the delivery of the project.

The tendering process

What are you required to do and by when?

This invitation to quote has been issued to 3 selected companies. Your response must be received by 12 noon on Friday 7th December. Any questions concerning the brief should be emailed to pcc@northyorksire-pcc.gov.uk before 5pm on Monday 3rd December. Responses to questions will be returned by before 5pm on Tuesday 4th December.

Responses will be evaluated within 5 working days of the closing date and you will be notified of the result by 5pm on Friday 14th December. The successful company needs to be ready to commence work the following Monday, on 17th December. The project will begin with a full briefing meeting, either face to face or by conference call.

Your quotation needs to include the following information:

- Your understanding of the role of Police and Crime Commissioner – in summary – and how this would shape your approach to the brief
- Three examples of your work, including work for public sector clients. (It is recognised that the Office of Police and Crime Commissioner is new.)
- Your proposed process, way of working and a project schedule / timings (bearing in mind the Christmas period). It is expected that the newsletter design would need to be completed following the agreement of the brand identity system but you may wish to demonstrate how this could look during your initial creative stages of work
- A breakdown of the budget – how you will allocate the fees and any expenses within the total budget amount
- Your standard day rates for the people who would be involved in delivering this project
- Any discounts / added value you are prepared to offer bearing in mind that value for money will be important during the evaluation process

Evaluation criteria:

- Demonstration of value for money
- Proof of creative excellence and deliverables against a brief
- Ability to understand the context in which this brief has been issued and the 'business' of the Police and Crime Commissioner
- Experience of work for other public sector clients