



National Adult Literacy Agency
Áisíneacht Náisiúnta Litearthachta do Aosaigh

Request for tenders from graphic design services to deliver design templates for the National Adult Literacy Agency (NALA).

Contract: The contract is initially for one year.

Value: The estimated annual value of the contract is €20,000 (ex VAT).

Deadline for submission of tenders: 24 November 2021 at 12pm.

Deadline for queries: 19 November 2021 at 12pm.

Contact details for queries and for completed tenders:

Clare McNally, NALA Communications Manager, cmcnally@nala.ie 01 412 7909

Part one:

NALA's requirements and key considerations

NALA is seeking creative and graphic design services to work with, and report to, our Communications team **to deliver master design templates** and occasional design work in accordance with our brand guidelines.

Master design templates for:

- Policy and research resources, for example research reports
- Financial documents, for example annual reports
- Governance information, for example AGM and Board minutes

Occasional design work packages including:

- Awareness campaigns, for example digital marketing templates (assets for social media, animated videos)
- Teaching resources, for example adult education workbook templates
- Business products, for example NALA Plain English training templates

Our aim is to:

- harness the full potential of graphic design to produce a range of resources both online and in print, and
- communicate our information through design that is **creative, engaging and accessible**.

Key considerations

NALA brand guidelines

It is essential that all resources adhere to NALA's [brand guidelines](#).

Plain English guidelines

It is essential that all resources and printed documents adhere to [NALA's plain English guidelines](#).

Universal design and accessibility

It is important that the successful tenderer apply [Universal Design](#) and that NALA's resources incorporate any design elements that are necessary to increase accessibility for target audiences.

Audience experience

Central to the success of NALA's resources will be ensuring that our target audiences have a good experience when they engage with us. Therefore, it is essential that the successful agency focuses on having a deep understanding of our target audiences, what they need, what they value, their abilities, and also their limitations.

Part two:

Tender process

❖ A proposal:

Interested graphic design suppliers should submit a proposal to **cmcnally@nala.ie** by **24 November 2021 at 12pm**. The proposal should provide the following information:

- 1. Details about the graphic design supplier and previous experience**
 - a) a list of services offered;
 - b) a list of graphic design staff and their relevant experience; and
 - c) name and job title of the staff member(s) that would be working on NALA's account.

- 2. Two examples of client work that shows your:**
 - a) creative and innovative approach to client resources and understanding of their target audience;
 - b) knowledge of universal design, plain English design guidelines and best practice for accessibility – in print and online; and
 - c) ability to incorporate brand guidelines, whilst also updating look and feel of resources and ensuring consistency in design.

- 3. Costs:**
 - a) All graphic design (senior and junior), account management and other staff costs – hourly rate needed;
 - b) Costs for design of these three templates:

I. Annual Report template

Design template for an Annual Report. For example:

<https://www.nala.ie/publications/nala-annual-report-2019/>

II. Magazine template

Design template for a Magazine. For example: [https://www.nala.ie/publications/literacy-](https://www.nala.ie/publications/literacy-matters-issue-27/)

[matters-issue-27/](https://www.nala.ie/publications/literacy-matters-issue-27/)

III. Adult education workbook template

Design template for an adult education workbook. For example:

<https://www.nala.ie/publications/brushing-up-improve-your-spelling-grammar-and-punctuation/>

4. References

Two references for the examples of work outlined in point 2. Please provide client name, contact number and email. We will not contact your references without letting you know first.

❖ **A presentation:**

Shortlisted graphic design suppliers may be asked to meet with NALA during the week commencing **29 November 2021** to discuss their proposal in more detail. Requirements for this meeting will be forwarded on selection.

Selection / award criteria

Evaluation of tenders will be based on the following award criteria:

- Details about the graphic design supplier and previous experience (30%)
- Two examples of client work (40%)
- Breakdown of costs (30%)

The award will be based on the responses to this tender, which in the opinion of NALA best demonstrates the respondent's capacity to deliver the service required.

Part three:

Background information

The National Adult Literacy Agency (NALA) is a charity and membership organisation. We work to support adults with unmet literacy, numeracy and digital literacy needs to take part fully in society and to have access to learning opportunities that meet their needs.

Our vision

Our vision is an Ireland where adult literacy is a valued right, where everyone can develop their literacy, numeracy and digital skills, and where individuals can take part fully in society.

What we do

We are a leading campaigning and lobbying force on adult literacy issues. We are involved in tutor training, developing teaching materials, distance education services, policy making, research and campaigns to raise awareness of the causes, extent and responses to adult literacy difficulties in Ireland.

We produce a range of resources that support:

- People with literacy, numeracy and digital literacy needs;
- Tutors;
- Policy makers;
- Organisations providing information to the public;
- Parents;
- Students; and
- Members.

For more information about NALA please visit www.nala.ie

Part four:

General tendering information, terms and conditions

CURRENCY The currency to be used in this Tender is euro and a tender proposal in any other currency will not be considered.

NOTIFICATION OF TENDER ACCEPTANCE NALA shall notify acceptance of the tender to the successful tenderer as soon as reasonably practicable, and in any event within two months of the closing date for receipt of tenders as set out in this document.

EXCLUSION A tenderer shall be excluded who:

- is bankrupt or being wound up, whose affairs are being administered by the court, who has entered into an arrangement with creditors or who has suspended business activities;
- is the subject of proceedings for declaration of bankruptcy or insolvency, for an order for compulsory winding up or a court liquidation, or who has a liquidator or receiver appointed over its assets, or for composition with creditors or any other similar proceedings;
- has been convicted of an offence concerning his professional conduct;
- has not fulfilled obligations relating to the payment of social security contributions; and/or
- has not fulfilled obligations relating to the payment of taxes.

COSTS NALA will not be liable in respect of any costs incurred by any tenderer in the preparation of tenders in response to this invitation to tender or any associated cost.

TAX CLEARANCE The successful tenderer must be in possession of a valid tax clearance certificate for duration of the contract. Such a valid tax free certificate from the Irish Revenue Commissioners must be produced by a successful tenderer before

execution of the contract. A valid tax free certificate means a tax clearance certificate issued by the Irish Revenue Commissioners, and tenderers not resident in Ireland must make application to the Irish Revenue Commissioners for such a certificate if their tender is to be considered.

COMPANY REGISTRATION The successful tenderer, if a company, registered and/or carrying on business in Ireland, must be in compliance with all obligations and requirements under the companies Acts 1963 to 2012, including the filing of up-to-date annual returns and a certificate to this effect must be provided by an officer of the tenderer with the tender documentation.

FALSE OR MIDDLEADING INFORMATION Tenderers who intentionally or carelessly supply false or misleading information will be disqualified from this tendering procedure on the discovery of such information.

COMPLIANCE WITH LAW Tenderers should be able to provide on demand evidence of compliance with all laws applicable to the provision of the services that are subject to the invitation to tender, and in particular should be able to produce evidence that they have particular regard for statutory terms relating to minimum pay and any legally binding or sectoral agreements if applicable.

TERMINATION The contract shall contain provisions reserving to NALA the right to terminate any contract awarded if it is not satisfied with the performance by the successful tenderer of the contract.

REQUIREMENTS OF INVITATION TO TENDER Tenders not conforming to the requirements of this invitation to tender will not be considered and will be returned to the tenderer.

SUBJECT TO CONTRACT This invitation to tender is not intended to, and does not, create or evidence any legal or binding relationship, obligation or commitment of any nature between NALA and any tenderer. No such legally binding obligation or commitment shall come into being unless and until a formal legal contract is duly executed and delivered by NALA and the successful tenderer.

DISCLAIMER This document is for information only and does not constitute, and shall not be interpreted as, an offer for sale, prospectus, or the basis of a contract.

Candidates are recommended to read the documents thoroughly. NALA reserves the right to discontinue the procurement process at any time. No liability will be accepted for candidates' costs in connection with the procurement procedure, irrespective of the outcome, whether or not the procedure is cancelled or postponed.

The End