

In Shape contract 2012
Process for evaluating In Shape tenders
June 2012

On 19 March 2012, the Council began the tendering process for the In Shape print and design contract. Suppliers were invited to request tender packs with a deadline of 5 April.

The Council sent out 133 tender packs and 72 tender questionnaires were returned.

The questionnaires were evaluated in accordance with The Council's evaluation matrix consisting of cost, quality, capability and resilience of suppliers.

The four suppliers that offered the best value for money tenders were shortlisted. They were provided with a visual brief and invited to provide visual mock ups for the Council's consideration. The mock ups were sent to the Council for 4 May deadline.

The designs were evaluated on the strength of the designs, including clear layout creativity, and accessibility.

Feedback on the designs was sought from the Kent Association for the Blind on 1 June. Six people with a range of visual impairments viewed the draft designs. Whatever Design, and one other supplier's designs, were found to be accessible to sighted people with visual impairments.

The designs were considered by Management Team on 11 June and the Strategic Communications Group on 12 June.

Both groups selected the Whatever Design visual mock ups as their preferred option.

In light of the feedback from Management Team, the Strategic Communications Group and the Kent Association for the Blind, we are recommending that Cllr Fleming, as portfolio holder for Communications, award the contract to Whatever Design.