



## BASES Tender Brief:

### *The Sport and Exercise Scientist digital production.*

#### Overview

The British Association of Sport and Exercise Sciences (BASES) is the professional body for sport and exercise sciences in the UK. Our mission is to drive excellence in sport and exercise sciences through the promotion of evidence-based practice and the development and enhancement of professional and ethical standards.

BASES was first established in 1984 as the British Association of Sport Science. It has continued to grow and develop over the period since, becoming the preeminent professional body for sport and exercise science in the UK and with over 2,600 members (2022/23 average). BASES is not-for-profit company limited by guarantee, overseen by a Board of Directors supported by a small operational team which is based at the Leeds Beckett University Headingley Campus. BASES is a member-led organisation with Chair, Deputy Chair and Division Chairs chosen by and from among the membership of BASES; the board is completed by four Non-Executive Directors and the Chief Executive Officer.

*The Sport and Exercise Scientist* (TSES) is the official quarterly publication of BASES, which is available free to BASES members and is currently the #1 member benefit. All UK-based members currently receive a hard copy of the publication, which is also available to all BASES members as a PDF via the member-only pages of the website. The current publication is 32 pages.

In its current form, TSES is one of BASES' largest contributors to our carbon emissions, something that is a front and centre consideration with our pledge to net zero. We also recognise that many people would now also like to access TSES in different ways. For many people, the notion of a magazine that is picked up and read on the bus, the train or during the coffee break doesn't exist in the same form as it once did. Over the last couple of years, the Board has sought members' views about different opportunities to access TSES via different devices more readily, and in a more accessible way. The Board is now looking to move TSES away from a physical, hard copy, which is posted out to our members, to a professionally looking, digital version that Members can access and view on various devices.

#### Requirements

BASES is seeking to appoint a consultant/company to develop a new, digital format for TSES. The TSES Editor will supply the content for each quarterly edition to the appointed consultant/company who will then design the professionally looking digital format, that can be accessed and viewed by members on multiple devices.

#### Outputs/Deliverables

- Description of the new digital format and how members would easily and legibly access the publication across multiple devices.

- Guidelines for the member to get the most out of the new-look format, including downloading, opening, navigating, and accessing any embedded links.
- Guidelines as to the setting / wordcount for a typical one-page and two-page article, including any other layout issues that the Editor and the Contributors need to be aware of.
- Guidelines for paid advertisers, in terms of accepted file types, requirements, formats that are not recommended, and specifications for full-page bleed advert, half-page portrait advert, half-page landscape advert, quarter-page advert and eight-page advert.
- Explanation of analytics tools and functionalities, for example knowing which were the most interesting articles, which adverts were most viewed, when members accessed the publication, etc.
- Starting from Spring 2024 edition, the winning tender will then produce four publications each year – Spring, Summer, Autumn, and Winter. The winning tender will receive from the TSES Editor the flat plan and content for each edition, to be type-set into the new digital format.
- Following a proof and review of the draft edition, any changes will be made before the edition is then signed off. The winning tender will then supply the final digital version in all formats, along with a JPEG of the front cover, a PDF of the two-page Expert Statement and a PDF of the two-page Editor's Choice article (which are used to promote that edition).

## Contract Management

BASES is seeking for the contract to start on 1 January 2024, so the Spring 2024 edition can be worked on in January 2024, ready to be launched mid-February 2024, with the Summer'24 edition to be issued mid-May'24, the Autumn'24 edition to be issued early-August'24 and the Winter'24 edition to be issued early-November'24.

Invoicing will be expected quarterly. Payment will be made upon sign-off of each quarterly edition.

BASES is content to use the standard terms and conditions of the successful tenderer. Alternatively, a suitable specimen form of agreement can be provided on request.

## Submission and Award Criteria

### Submission

BASES expects the following information to be included within the bid, which will be considered when evaluating tenders:

**Design team:** Details of key team members, the role they will play, and relevant experience. Not to exceed two pages A4.

**Methodology:** Approach to fulfilling the requirements of the brief. Not to exceed two pages A4. Please provide examples of recent digital magazines / publications you have developed and how the analytics work. Please provide samples of the respective guidelines.

**Schedule:** Outline work schedule, to be agreed and finalised with BASES post-award. Not to exceed one-page A4.

**Pricing structure:** The proposed fee to develop each quarterly publication, which will include the total cost of fulfilling the requirements of the brief (all project management activity, and attendance at initial kick-off meeting specified in the brief and/or set out in the work

schedule). The pricing schedule should also specify an hourly and a daily rate for team members which will apply if additional work is required outside the project brief.

Tender responses should use a standard font and spacing, at not less than 11pt font size.

### Evaluation of tenders

All tenders will be evaluated fairly and independently by three members of the BASES Board. A points-based scoring system will be used to assess tenders with a maximum of 10 points awarded to each section.

Experience and methodology will be assessed as shown in the table below. Any tender which fails to achieve a score of 4 or higher for both experience and methodology will be excluded from further consideration.

9-10	Superior	Sound achievement of the requirements of the brief. Any errors, risks, weaknesses, or omissions are trivial and will not affect delivery. Design team demonstrates a broad range of relevant and transferrable experience, and a strong understanding of BASES, the sport and exercise science field, and experience of creating and developing successful digital magazines.
7-8	Good	Satisfactory achievement of the requirements of the brief. Any errors, risks, weaknesses, or omissions which may affect delivery are straightforward to correct/overcome. Design team demonstrates a range of relevant and transferrable experience, and an understanding of BASES, the sport and exercise science field, and experience of creating and developing digital magazines.
4-5	Adequate	Reasonable achievement of the requirements of the brief. Errors, risks, weaknesses, or omissions which may affect delivery are likely to require non-trivial changes to the methodology to correct/overcome. Design team demonstrates some relevant experience, and some understanding of BASES or the sport and exercise science field, with some experience of developing digital magazines.
1-3	Inadequate	Minimal or no achievement of the requirements specified in the tender. Errors, risks, weaknesses, or omissions which will affect delivery would likely require significant changes to the methodology to correct/overcome. Design team demonstrates limited or no relevant experience or limited or no understanding of BASES or the sport and exercise science field.

Tenders which have achieved scores of 4 or more across both experience and methodology will be scored out of 10 for price, with 10 awarded to the lowest-priced submission. Higher priced submissions will be reduced by 1 point for each 20% (rounded up to nearest 20%) by which they exceed the lowest price tender.

Worked example:

Tender A price is £1600.

Tender B price is £1400.

Tender C price is £1200.

Tender C scores 10 points. Tender A is 33.3% higher than Tender C, which when rounded up to the nearest 20% is 40% and therefore scores 8 points. Tender B is 16.6% higher than Tender C, which when rounded up to the nearest 20% is 20% and therefore scores 9 points.

### Weighting

Tenders will be weighted 40% for experience, 30% for methodology, and 30% for price. To calculate the total score for each tenderer:

- The score for experience is multiplied by 4.
- The score for methodology is multiplied by 3.
- The score for price is multiplied by 3.
- The multiplied scores are added together to get a total score out of 100

The commission will be awarded to the tenderer with the highest overall score, subject to confirmation by the tenderer that identified errors, risks, weaknesses, or omissions can be addressed without detriment to the required programme and without increase in the level of cost.

### Procurement info

For any queries or to express an interest in this tender opportunity, please email Ian Wilson, BASES Chief Executive Officer via email [iwilson@bases.org.uk](mailto:iwilson@bases.org.uk). Anonymised tender queries and BASES responses will be forwarded to all potential tenderers that have expressed an interest.

Completed tenders should be emailed in pdf format to [iwilson@bases.org.uk](mailto:iwilson@bases.org.uk) by **noon on Friday 30 June 2023**.

**BASES Board, 19 May 2023**