**INVITATION TO TENDER FOR**

**BELOW-THRESHOLD PROCUREMENTS**

**SECTION B: TENDER SCHEDULES**

**TO BE COMPLETED AND RETURNED BY BIDDERS**

## **Health Education England**

## **Genomics Education Programme**

## Invitation to tender for provision of design services for the Genomics Education Programme

## Date of advertisement on Contract Finder: 3rd July 2020

## Authority's reference number: DN485700

## Deadline for Tenders to be received: 24th July2020 at 4pm

## **Supplier Name:**

**ANNEX B4  
COMMERCIAL SCHEDULE**

1. GENERAL INSTRUCTIONS
   1. All pricing should be in pound sterling (£GBP). If applicable please convert you currency into UK sterling using the rate published by the European Central Bank on the date you submit your Tender.
   2. Costs should be quoted exclusive of VAT. Please confirm this in your pricing schedule, and indicate if the project will attract VAT and at what rate.
   3. If your proposal includes costs for sub-contractors these costs must be identified and shown inclusive of any VAT they will charge you.
2. PRICING MODEL AND CONNECTED QUESTIONS
   1. Please complete the following costs model. Please give information on your overall approach to the following:
      1. how charges will be calculated for each element of the services; and
      2. the proposed payment profile over time.
   2. Please break down your price by completing the tables below. This should include your total charges for all of the services, which should be broken down into individual service elements and as specified in the tables.
   3. **Menu pricing cost model**

In order for us to compare tenders, we require a single unit cost for each element listed below. Ranges are not acceptable. Once the contract is awarded, these menu costings will be used by the GEP as a tool for planning and budgeting.

We understand that costs quoted in practice may vary if the scope of a commission varies from the menu (for example, if the pagination of the item is higher).

Note: Charges provided below should be based on 2 sets of amends.

|  |  |
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| **Type of Fixed Cost** | **Charges (£)** |
| Creation of a double-sided A6 promotional postcard design (text + images provided) | £50.00 per postcard |
| Creation of a 4-page A5 leaflet design including simple iconography (text + image provided | £200.00 per leaflet (£50.00 per side) |
| Creation of an A0 scientific poster design including simple iconography (text provided) | £75.00 per poster |
| Creation of an 800x2000mm pull-up banner design (text + image provided) | £50.00 per banner |
| Creation of a series of x5 social media graphics, including conceptual work / creation of style (text provided) | £15.00 per icon (£75.00 in total for x5) |
| Creation of a series of x8 1-page A4 factsheets (text and images provided) | £20.00 per factsheet (£160.00 in total for x8) |
| Production of a 1-page A4 data dashboard (working to a [pre-existing design](https://www.genomicseducation.hee.nhs.uk/wp-content/uploads/2020/04/HEE-GEP-Dashboard-generic.pdf)), featuring pie charts and accompanying data and information (text + data provided) | £50.00 per data dashboard (this includes illustrating the data) |
| Production of a standalone two-minute 2D animation with professional voiceover, like [this one](https://vimeo.com/380453422) (storyboard and script provided | £250.00 per animation |