

## **INVITATION TO TENDER**

### **Design and print of children's rights publications**

**5 October 2011**

#### **1. Introduction**

CRAE protects the human rights of children by lobbying government and others who hold power, by bringing or supporting test cases and by using regional and international human rights mechanisms. We provide free legal information and advice, raise awareness of children's human rights, and undertake research about children's access to their rights. We mobilise others, including children and young people, to take action to promote and protect children's human rights. Each year we publish a review of the state of children's rights in England. Find out more about CRAE here: [www.crae.org.uk](http://www.crae.org.uk)

We are approaching the twentieth anniversary of the UK ratifying the Convention on the Rights of the Child (16 December 2011). To mark this important anniversary, we will be launching a series of children's rights publications.

We are seeking tenders for the design and print of the following publications.

#### **2. The publications**

Between now and mid-March 2012, we will launch six publications. These are:

- 'Equality Act 2010 and Children' guide
- 'Equality Act 2010 and Children' summary guide for Government departments
- 'A Measure of Respect' children and young people's report
- A report on how UK courts have used the Convention on the Rights of the Child
- 'Investigation report' of End violence against children in custody project
- 'Investigation report' of End violence against children in custody project: children's version

### 3. Tender process

We are seeking tenders from design and print companies for each of the jobs above. Companies can bid for one or all of the specified jobs.

Tender submissions will be judged on the following criteria:

Ability to produce high quality and engaging documents that educate and/or inspire action	25%
Reliability in meeting deadlines and delivering to timetable	25%
Value for money	40%
Flexibility in working with a very busy campaigning organisation	10%

### 4. Design briefs

'Equality Act 2010 and Children' guide	
<b>Purpose</b>	To raise awareness of the Equality Act 2010 among Directors of Children's Services and senior managers of voluntary organisations
<b>Specification</b>	32pp; full colour; photographs of children and young people and a variety of relevant settings (e.g. playground; school; neighbourhood; youth centre); 2,000 copies and PDF
<b>Budget</b>	£10,000 inclusive
<b>Deadline</b>	Delivery to CRAE Tuesday 15 November 2011 11am
<b>Funder</b>	European Commission PROGRESS programme

'Equality Act 2010 and Children' summary guide for Government departments	
<b>Purpose</b>	To raise awareness of the Equality Act 2010 among Government departments
<b>Specification</b>	12pp; full colour; photographs of children and young people and a variety of relevant settings (e.g. playground; school; neighbourhood; youth centre); <b>PDF copy only</b>
<b>Budget</b>	£1,500 inclusive
<b>Deadline</b>	Final PDF to CRAE Thursday 17 November 2011 4.30pm
<b>Funder</b>	European Commission PROGRESS programme

'A Measure of Respect' children and young people's report	
<b>Purpose</b>	To promote children and young people's ideas for measuring how well children and young people are respected in society
<b>Specification</b>	32pp; full colour; photographs of children and young people and a variety of relevant settings (e.g. section headings currently cover school and education; neighbourhood and community; health; in the home; governing and decision-making; and the media); 2,000 copies and PDF
<b>Budget</b>	£10,000 inclusive
<b>Deadline</b>	Delivery to CRAE Tuesday 22 November 2011 4.30pm
<b>Funder</b>	European Commission PROGRESS programme

A report on how UK courts have used the Convention on the Rights of the Child	
<b>Purpose</b>	To encourage lawyers working with children and young people to consistently use the Convention on the Rights of the Child in domestic proceedings
<b>Specification</b>	24pp; full colour; photographs of children and young people and a variety of relevant settings; 1,000 copies and PDF
<b>Budget</b>	£5,000 inclusive
<b>Deadline</b>	Delivery to CRAE Tuesday 13 December 2011 4.30pm
<b>Funder</b>	Equality and Human Rights Commission

'Investigation report' of End violence against children in custody project	
<b>Purpose</b>	To disseminate findings of focus group research with children and young people in custody in Austria, Cyprus, England, the Netherlands and Romania
<b>Specification</b>	52pp; full colour; photographs of children and young people and a variety of relevant settings (e.g. section headings currently cover school and education; neighbourhood and community; health; in the home; governing and decision-making; and the media); 300 copies and PDF
<b>Budget</b>	£4,000 design costs inclusive; £1,500 print costs inclusive
<b>Deadline</b>	Delivery to CRAE Monday 19 March 2012 4.30pm
<b>Funder</b>	European Commission Daphne III programme

'Investigation report' of End violence against children in custody project – CHILDREN'S VERSION	
<b>Purpose</b>	To disseminate findings of focus group research with children and young people in custody in Austria, Cyprus, England, the Netherlands and Romania
<b>Specification</b>	10pp; full colour; photographs of children and young people and a variety of relevant settings; 200 copies and PDF
<b>Budget</b>	£2,000 design costs inclusive; £600 print costs inclusive
<b>Deadline</b>	Delivery to CRAE Monday 19 March 2012 4.30pm
<b>Funder</b>	European Commission Daphne III programme

## 5. Your tender

Any questions about this invitation to tender should be submitted in writing (via email) to CRAE no later than 12 October 2011 6pm.

Answers to these questions will be posted on the CRAE website by 13 October 2011 2pm.

Your tender should reach CRAE no later than **19 October 2011 6pm**. It should be submitted electronically; contact details below.

Your tender's should include the following information:

- Name and position of contact person
- Description of the job/s you are tendering for
- How you meet the criteria: ability to produce high quality and engaging documents that educate and/or inspire action; reliability in meeting deadlines and delivering to timetable; value for money; flexibility in working with a very busy campaigning organisation. **Please note:** if you are tendering for more than one job, you must explain how you meet the criteria for each job
- Description of what you can offer for budget (e.g. number of photographs / images; number of corrections; number of mock-ups)
- The latest CRAE sign off date for each publication tendered for
- Name and position of the person who will manage liaison between CRAE and your company, should you be awarded the contract.

The successful company/ies will be notified by Friday 28 October 2011 6pm.

**CRAE is a very busy campaigning organisation with a small staff team. We therefore apologise in advance that, on this occasion, we will not be able to give feedback to unsuccessful tenderers. We will, however, issue a notice on our website announcing the successful company/ies and the reasons we selected it/them to undertake the work.**

**All correspondence to: Carlyne Willow, National co-ordinator, Children's Rights Alliance for England [cwillow@crae.org.uk](mailto:cwillow@crae.org.uk)**