



## **PRE-QUALIFICATION QUESTIONNAIRE (PQQ) COPYWRITING & PROOFREADING FORESTRY COMMISSION WALES**

**The final time and date for the return of the completed PQQ is 27<sup>th</sup> April at 12 Noon. Any PQQ received after this time may not be considered.**

The Forestry Commission Wales (FCW) wishes to engage a firm/consultant to provide copywriting and proof reading for publications that promote our key messages.

### **Background on Forestry Commission Wales**

Forestry Commission Wales is the government department that oversees the nation's woodlands on behalf of the Welsh Assembly Government.

Forestry Commission Wales delivers the Assembly Government's forestry policies through:

- Management of the Assembly-owned woodlands
- Working in partnership with others to promote the interests of forestry.
- Encouraging good forest management, which maximises public benefit by providing targeted grant-aid for woodland owners.
- Regulating forest practice in both public and private woodlands through consultation, the use of felling controls and environmental impact assessments.

Our strategic goals include access to woodlands, the use of forests for tourism, health and well being, social inclusion, employment and education as key targets. The environment, renewable energy, active community participation, rural and economic development and well-managed woodlands are also key delivery areas.

Working forests still form the backbone of Welsh forestry. The timber industry in Wales contributes some £1.7 billion of gross output per year to the economy in Wales and supports over 16,300 jobs. However, during the past decade timber prices have declined and this has resulted in diminishing returns and falling incomes for those who are employed in the industry. FCW has a pivotal role in developing new markets for timber from Welsh woodlands and in diversifying and expanding the role of woodlands to incorporate non wood sectors such as tourism, education, health/wellbeing and renewable energy.

Forestry Commission Wales is proud to play a central part in promoting sustainable forest management in an ever-changing world, working with neighbours, communities and partner organisations to make the best use of our precious woodland resource.

More detailed information on forestry in Wales and on the work of Forestry Commission Wales can be found on the Commission's website, [www.forestry.gov.uk](http://www.forestry.gov.uk)

## **CURRENT SITUATION**

There are exciting challenges and opportunities facing Forestry Commission Wales as the Assembly Government enters its third term of administration.

The work of FCW reflects the Assembly's woodland policy (as signposted by the "Wales Woodland Strategy" document.) for managing the woodland resource of Wales, whilst promoting sustainability.

Efforts are focused on the following objectives:

- Encouraging access for all
- Increasing the diversity of the woodlands
- Making Wales a Learning Country
- Supporting and promoting the timber processing industries
- Supporting businesses
- Encouraging and supporting tourism
- Creating employment
- Improving biodiversity, landscape and cultural heritage of Welsh forests.
- Forests serving communities
- Supporting rural Wales
- Improving health and wellbeing
- Using woodland to improve social deprivation

The target audiences for FCW are wide and varied and include: the general public, the business community in Wales, landowners, partner organisations from the public and private sector and the media (national and local). We must demonstrate to Welsh Assembly Government Ministers the work we carry out on their behalf. We also need to provide information to other Assembly Ministers about our work and of course we have statutory duties under the Freedom of Information Act. The emphasis will be primarily on audiences within Wales.

Our key messages in 2007 are:

Responding to Climate Change – understanding how our woodlands must adapt and mitigate in response to the serious threat of global warming

Who we are and what we do – raising awareness of the wide range of work and projects carried out by FC Wales and the people who are delivering this work

Woodlands for all – driving home the message that our woodlands and forests are for everybody, through recreation opportunities, engaging with local communities and

working with anyone and everyone who has an interest in trees and woods. A particular emphasis here is on broadening and diversifying the customer base of woodland users.

## **PROOF READING & COPYWRITING REQUIREMENTS**

### **Terms of Reference**

The Communications team is positioned within the Secretariat and Communications Department and reports to the departmental team leader. The in-house team has developed in recent years and currently comprises Senior Communications Manger, Press Officer, Web and Intranet Editor and Technical Communications Assistant.

### **Anticipated activity**

We are seeking a firm/consultant to provide copywriting and proof reading for publications that will convey our key messages to our target audiences.

These publications will be tailored to suit the issue and audience. Each publication will promote a key aspect of our work.

The brief for each publication will be identified by FCW. The FCW Communications team will coordinate design and production of each publication. The consultant's role will be to liaise with the internal client to provide copy in a consistent style and tone and/or to edit and proof read copy that has been written by FCW. All of our publications are bilingual, copy will either be produced in English and translated into Welsh by FCW's translation service, or will be provided by the copywriter bilingually.

Our publications schedule for 2007/08 is likely to include (although not exclusively):

- Leaflets to promote our visitor centres and activity trails
- Leaflets to promote our educational work
- Interpretation panels for our visitor destinations
- 'Pop-up' panels for use at events
- Our annual report
- Brochures to promote our project work, such as woodfuel, timber promotion
- Case studies on our website [www.forestry.gov.uk](http://www.forestry.gov.uk)

### **Reporting arrangements**

The consultant will report directly to the FC Wales Senior Communications Manager. They will also have regular contact with the Technical Communications Assistant and the Interpretation Advisor, based in Aberystwyth and individual Project Managers.

## Guidance Notes for Completion of the Pre-Qualification Questionnaire

### Questionnaire Purpose

The purpose of this PQQ is to identify a number of suitably qualified and experienced companies who will be invited to submit a tender. The information that you provide in response to this PQQ will determine which organisations are most suited, in the opinion of the FC and its partners, in terms of your service provision, coverage, quality of submission, experience and organisational and financial standing.

### Questionnaire Layout

The PQQ is split into 5 distinct parts; Part A seeks details of your organisation, Part B requests details concerning the financial standing of the organisation, Part C relates to business probity, Part D relates to quality issues, and Part E requests reference details.

All information requested should be provided in the order and format of the Sections. Tenderers may submit a PQQ using their own text creation facilities.

### Questionnaire Responses

**Completed PQQs** may be submitted using either of the following methods:

- a) **2 copies via the postal system. With an additional set provided on Mass Storage Device or CD, Ensuring that the information provided is not protected as the information has to be transferred to a central storage system.**
- b) **2 copies delivered by hand etc. with an additional set provided on CD.**

Respondents are advised that responses may be reproduced, solely for the purposes of this exercise.

Only information provided as a **direct response** to the PQQ will be evaluated. Information and detail which forms part of **general company literature or promotional brochures** etc or information contained within a weblink **should not be submitted** and will not form part of the evaluation process.

Supplementary documentation (e.g. accreditation certificates, CVs) may be attached to the PQQ where applicants have been directed to do so in the PQQ. Such material must be clearly marked with the name of the organisation and the question to which it relates.

All questions must be answered. Please note that we may require clarification of the answers provided or ask for additional information.

If applying on behalf of a **consortium**, please list the names and addresses of all other members of the consortium below. Please note that the PQQ will be evaluated on the basis of the details supplied in the PQQ and, if shortlisted, an Invitation to Tender will be issued to the nominated lead organisation only. Any contract will be entered into with the nominated lead organisation and all members of the consortium, who will in

these circumstances each be required to execute said contract together with all ancillary documentation, evidencing their joint and several liability in respect of the obligations and liabilities of the contract. It will be for members of the consortium to sort out their respective duties and liabilities amongst each other. For administrative purposes, any associated documentation prior to and in regards to contract award will be made to the nominated lead organisation.

If **sub-contractors** are proposed to assist in the delivery of the service, please list the company names and addresses below.

**NOTE: In respect of an expression of interest which include consortia or sub-contractors, it is the lead organisation who completes the entire PQQ and, in addition, arranges for each named organisation to complete Parts A, B, C and E and securely attach them to the completed PQQ. Part D relates to issues affecting the quality of service to be delivered by the applicant.**

The response to this PQQ should be submitted by an individual of the organisation, company or partnership who has authority to answer on behalf of that organisation, company or partnership.

Consortia members names and addresses (if any):

Sub-Contractors' names and addresses (if any):

Identify which part of the service each consortia member/sub-contractor will deliver (if any):

## Timetable and contact details

### Date for Return:

The final date for the return of completed PQQs is **27<sup>th</sup> April 2007 at 12pm.** Any PQQ received after the date and time specified may not be considered.

### Contact details and submission of completed PQQs to be returned to:

**Alison Charlton  
Finance Department  
Forestry Commission Wales  
Victoria House  
Victoria Terrace  
Aberystwyth  
Ceredigion  
SY23 2DQ**

Phone: 0845 604 0845

A timetable highlighting key phases of the anticipated tendering processes is detailed below and should provide bidders with an overview of dates for involvement of key personnel. Please note the dates are provided for guidance purposes only and may be subject to change.

<b>Phase</b>	<b>Estimated Date for completion</b>
PQQ return date	<b>27<sup>th</sup> April 2007</b>
Invitation to Tender (ITT) issued	<b>3<sup>rd</sup> May 2007</b>
Tender return	<b>18<sup>th</sup> May 2007</b>
Tender presentations	<b>Tba</b>
Contract award	<b>June 2007</b>
Contract Start	<b>June 2007</b>

### Information Enclosed:

We have provided a table of requirements, information on staff numbers by location, links to our main web sites and some management information. In answering some of the questions, you may want to refer to this information to ensure your answer is adequate and appropriate to the organisations taking part in this exercise.

**PART A  
BACKGROUND INFORMATION**

1.	<b>Name of Organisation</b>	
2.	<b>Address for all correspondence</b>	
3.	<b>Contact Name</b>	
4.	<b>Contact Position</b>	
5.	<b>Telephone Number</b>	
6.	<b>Fax Number</b>	
7.	<b>E-mail address</b>	
8.	<b>Website Address (if applicable)</b>	
9.	<b>If applicable, address of Registered Office</b>	
10.	<b>Nature of Organisation (e.g. Plc, Partnership etc).</b>	
11.	<b>Names of the Directors or Partners</b>	
12.	<b>Number of employees:</b>	
13.	<b>Length of time Organisation has been operating</b>	
14.	<b>Group</b> If the Organisation is a Member of a Group of Companies, please give the name and address of the ultimate parent company.	
15.	<b>Company Registration Number</b> (or alternative EU registration number).	
16.	<b>VAT Registration Number</b> (or alternative EU registration number).	
17.	<b>Consortia Details</b>	
	<b>1. Name and address</b>  <b>Identify, which part of the</b>	

	<b>service this consortia member will deliver</b>	
	<b>2. Name and address</b>  Identify, which part of the service this consortia member will deliver	
	<b>3. Name and address</b>  Identify, which part of the service this consortia member will deliver	
<b>18.</b>	<b>Subcontractor Details (if applicable)</b>	
	<b>a. Name and address</b>  Identify which part of the service this subcontractor will deliver	
	<b>b. Name and address</b>  Identify which part of the service this subcontractor will deliver	
	<b>c. Name and address</b>  Identify which part of the service this subcontractor will deliver	

**PART B**  
**FINANCIAL STATUS**

19.	<b>Name of Bank:</b> (from which a financial reference may be sought).	
20.	<b>Address:</b>	
21.	<b>Telephone Number:</b>	
22.	<b>Suitable contact name:</b>	
23.	<b>Contact Position:</b>	
24.	<b>Telephone Number:</b> (if different)	
25.	<b>Contact name within your Organisation responsible for financial matters</b>	
26.	<b>Provide details of the Annual Turnover (in £ Sterling) for:</b>	
	Latest Year	
	One year previous	
	<b>Provide details of the Pre tax profit (in £ Sterling) for:</b>	
27.	Latest Year	
	One year previous	

**PART C  
BUSINESS PROBITY**

<b>28.</b>	<b>Please confirm whether any of the following criteria applies to your organisation:</b>	
<ul style="list-style-type: none"> <li>Is the organisation bankrupt or being wound up, having its affairs administered by the court, or have you entered into an arrangement with creditors, suspended business activities or any analogous situation arising from a similar proceedings under national laws or regulations?</li> </ul>		
<ul style="list-style-type: none"> <li>Is the organisation the subject of proceedings for a declaration of bankruptcy, for compulsory winding-up or administration by the court or for an arrangement with creditors or of any other similar proceedings under national laws or regulations?</li> </ul>		
<ul style="list-style-type: none"> <li>Has any employee whom you would propose to use to deliver this service been convicted of an offence concerning his professional conduct by a judgement which has the force of <i>res judicata</i>?*</li> </ul>		
<ul style="list-style-type: none"> <li>Has any employee whom you would propose to use to deliver this service been guilty of grave professional misconduct?</li> </ul>		
<ul style="list-style-type: none"> <li>Has the organisation not fulfilled obligations relating to the payment of social security contributions in accordance with the legal provisions of the United Kingdom or the country in which it is established?</li> </ul>		
<ul style="list-style-type: none"> <li>Has the organisation not fulfilled obligations relating to the payment of taxes in accordance with the legal provisions of the United Kingdom or the country in which it is established?</li> </ul>		
<ul style="list-style-type: none"> <li>Please state if any Director / Partner and / or Company Secretary is employed or has been employed by the FC, SEPA or SNH.</li> </ul>		
<ul style="list-style-type: none"> <li>Please state if any Director / Partner and / or Company Secretary has a relative who is or has been employed by FC, SEPA or SNH at a senior level</li> </ul>		

	<ul style="list-style-type: none"> <li>Please state if any Director/Partner/Company Secretary, and/or member of staff directly associated with this contract, either through award or operation has an association with a member of FC, SEPA or SNH staff.</li> </ul>		
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\* A matter already settled in court.

**NB: Failure to disclose information relevant to this section may result in your exclusion from this and/or other competitions.**

**PART D**  
**QUALITY OF SERVICE**

29.	<b>Provide details of your companies policy with regards to the strands of diversity. Demonstrating in particular any of the six strands you may wish to highlight. (Ageism, Sexual Orientation, Sex, Disability, Ethenic Origin, Religion/Beliefs).</b>
30.	<b>Provide details of your organisation’s “competitive edge” and state how this will benefit or enhance the delivery of your copywriting and proofreading service.</b>
31.	<b>Provide details of: How are similar projects are managed within your organisation?</b>

**32. Provide details of your standard procedures for monitoring, evaluating, and maintaining quality of service and for ensuring timely and accurate delivery of service. State the mechanisms that are in place to ensure that feedback of the service delivered is captured and how this information will be used in the development of the service.**

**PART E**  
**REFERENCES**

<b>34.</b>	<b>Provide contact details for 3 referees for previous/current work that is similar or the same to that required by this requirement, preferably at least two public sector. Note that contact will be made with referees without further reference to yourselves.</b>	
Organisation Contact Name Contact telephone number Contact E-mail Address		
Service provided, period of contract and financial information		
Organisation Contact Name Contact telephone number Contact E-mail Address		
Service provided, period of contract and financial information		
Organisation Contact Name Contact telephone number Contact E-mail Address		
Service provided, period of contract and financial information		

**PART F**  
**EXPRESSION OF INTEREST AND APPLICATION**

On behalf of the below mentioned organisation, I hereby register interest and apply to be considered for short listing to receive the Invitation to Tender documentation for provision of proofreading and copywriting. I confirm that the answers given on this PQQ are true, complete, accurate and not misleading.

Signed ..... Name .....

Date ..... Status .....

Name of organisation.....