



Call for Consultant

Call for Consultant Reference
Jan2022-WFD-Digital-Designer

Document Version Control

Date	Version	Status	Authored By
10.Jan.2022	1	FINAL	Katy Murray/Chloe Tait

1. Overview

Description of company

Westminster Foundation for Democracy (“WFD”) is the UK public body dedicated to supporting democracy around the world. WFD partners with UK political parties, parliaments, electoral and financial audit institutions to help over 30 developing countries make their governments fairer, more effective, and accountable.

WFD’s head office is based in London, and the organisation currently has approximately 140 staff working from its head office and 27 country offices worldwide.

The aim of this Call for Consultant

WFD is issuing this Call for Consultant (“Call”) to procure content design services in accordance with the conditions detailed in this document. The Call is restricted to self-employed contractors or small/medium sized enterprises.

The closing date for this Call for Consultant will be 24 January 2022. WFD intends to issue a consultancy agreement for the above services, to be completed to WFD’s satisfaction, by 7 February 2022.

Proposal submission

All expert proposals should be in a format that complies with the requirements of this Call.

Proposals should be submitted by email to: Chloe Tait and Katy Murray at TaitMurray@wfd.org.uk. We recommend that proposals are submitted in PDF format where possible, except spreadsheets.

Proposal should refer clearly to the Call reference.

Should you require any further information or clarification on this proposal, please contact Chloe Tait and Katy Murray at TaitMurray@wfd.org.uk.

**Thank you for your interest in working
with the Westminster Foundation for
Democracy**

2. Call for Consultant information

a. Introduction

This Call for Consultant document formally constitutes an Invitation to Tender and it forms part of the procurement exercise to support the selection of an expert to enter into a contract. As the value of this contract is below threshold, this Call has been restricted to self-employed contractors or small/medium sized enterprises.

The aim of this document is to identify functional and technical requirements and provide instructions for submitting responses. This document will also provide vital information as it relates to evaluation criteria and forms the basis for contractual arrangements.

This Call for Consultant is not an offer to contract; it is a definition of specific requirements and an invitation to submit a response addressing such requirements. Any proposal submitted by a consultant formally constitutes a bid or tender.

WFD may modify these requirements in whole or in part and/or seek additional consultant(s) to submit a proposal. WFD will not be liable to you for any losses or damages suffered by you as a result of the specific requirements or any amendment to such requirements.

b. Detailed scope and specification of this assignment

Scope of work and deliverables

WFD is looking for a freelance digital designer to take the lead in developing and designing engaging and accessible content for use on our website and social media channels. We estimate that the level of work will be between 1 and 3 days per week – and for an initial period of 6 to 8 months.

This work includes developing infographics, and other digital content for use on social media. WFD also produces a number of reports – including an Annual Report and a wide range of research reports, and the Digital Designer will take the lead on designing these digital publications.

In addition to this they will be responsible for developing on-brand templates that team members and colleagues can use for a range of purposes – including promoting events and on social media. They will also ensure that the images and videos used are engaging, and of high quality, and have the appropriate consent.

WFD launched a new website in January 2022, and they will support the Communications and External Affairs Team in developing the website further and ensuring that content is engaging and accessible.

Qualifications, work experience and technical skills

- A minimum of 5 years' experience of working as a Digital Designer, with a strong portfolio of supporting evidence
- Experience designing complex publications for digital or print distribution
- Portfolio of work demonstrating creative flair, originality, and a strong visual sense

- Excellent knowledge of industry standard design applications – Adobe Creative Cloud with an emphasis on InDesign, Illustrator, Photoshop, Premiere Pro and After Effects
- Excellent typographic skills
- A commitment to diversity, inclusion and accessibility - and how this applies to design and communications
- Strong project-management skills
- Knowledge of the latest trends and developments in digital communication and/or marketing
- Solid understanding of user experience design, including creating user journeys,
- Solid understanding of usability and accessibility standards
- A track-record of operating website Content Management Systems and a basic understanding of coding (e.g., PHP, CSS, HTML)

c. Timescales

Below is the proposed timescale for the tendering process. Please note the dates are indicative and subject to change.

Description	Date
Issue Call for Consultant	10 January 2022
Closing date for receipt of completed proposals	24 January 2022
Shortlisting of proposals	31 January 2022
Interviews/presentations to selection panel (if applicable)	2 February 2022
WFD announces preferred consultant	7 February 2022
Contract finalised and signed	11 February 2022

d. Evaluation Criteria

WFD does not provide a mathematical formula by which proposals will be evaluated, but the selection panel will consider the following criteria, among others in the evaluation of all responses:

- ✓ Solution fit (to the specification (scope and deliverables) and organisation)
- ✓ Quality of proposal
- ✓ Availability and capacity
- ✓ Pricing factors (please include your day rate – based on 7hrs work)
- ✓ Qualifications and work experience
- ✓ Technical/functional competencies
- ✓ Bidder’s reputation, track-record, and profile

Each criterion will be scored using the following table:

0	The proposal submitted omits and fundamentally fails to meet WFD’s scope and specifications. Insufficient evidence to support the proposal to allow WFD to evaluate. Not Answered
---	---

1	The information submitted has a severe lack of evidence to demonstrate that WFD's scope and specifications can be met. Significant omissions, serious and/or many concerns. Poor
2	The information submitted has some minor omissions in respect of WFD's scope and specifications. The tender satisfies the basic requirements in some respects but is unsatisfactory in other respects and raises some concerns. Satisfactory.
3	The information submitted provides some good evidence to meet the WFD's scope and specifications and is satisfactory in most respects and there are few concerns. Good.
4	The information submitted provides good evidence that all of WFD's scope and specification can be met. Full and robust response, any concerns are addressed so that the proposal gives confidence. Very Good.
5	The information submitted provides strong evidence that all of WFD's scope and specification can be met and the proposal exceeds expectation i.e., exemplary in the industry. Provides full confidence and no concerns. Outstanding

e. Submitting a proposal

In general, the proposal should include the following:

- ✓ Profile
- ✓ Proposed ways of working and how the consultant intends to meet the specification
- ✓ Financial proposal
- ✓ References
- ✓ Confirmation of compliance with Conditions of submitting a proposal

Individual profile:

- The consultant should provide a C.V. or information in the proposal document including:
 - A summary of their professional biography and relevant career history/record of assignments; and
 - Case studies/credentials demonstrating relevant experience and skills profile

Proposed solution:

- Clear explanation as to the proposed approach to meeting the specification set out in this Call.
- Summary of the consultant's availability to deliver the services

Financial proposal:

- Cost estimate, based on a daily rate, in sterling
- Separate accounting of VAT and/or any other applicable tax, duty, or charge.
- Detailing of any discount applied in view of WFD's not-for-profit status.

References:

- The consultant should include details of at least three references relating to similar services provided in the last three years.

Confirmation of acceptance of Conditions of submitting a proposal:

- All proposals should include a signed copy of the Confirmation of Compliance form as annexed to this Call.

All Consultant should also note the following:

- all proposals should be submitted in English;
- all proposals should be submitted in electronic form;
- this Call and the proposal in response may be incorporated in whole or in part into the final contract;
- only information provided in response to questions set out in this documentation will be taken into consideration for the purposes of evaluating the proposal;
- proposals which are poorly organised or poorly written, such that evaluation and comparison with other submissions is notably difficult, may exclude the expert from further consideration; and
- any proposals which do not fully comply with the requirements of this Call may be disregarded at the absolute discretion of WFD.

All proposals should be submitted as follows:

Closing Date	Midday on 24 January 2022
Contact Name	Chloe Tait and Katy Murray
Email Address	TaitMurray@wfd.org.uk
Postal address	Westminster Foundation for Democracy 22 Whitehall London SW1A 2EG

f. Call for Consultant Queries

Any questions related to this Call should be addressed to the person named below.

Contact Name	<i>Chloe Tait and Katy Murray</i>
Email Address	TaitMurray@wfd.org.uk

g. Equal Information Policy

Should any expert raise a question that is of general interest, WFD reserves the right to circulate both question and answer to other respondents. In this event, anonymity will be maintained.

h. Other information

If the expert believes that there is additional information that has not been requested in this Call but is relevant to your proposal, please include that information as a separate attachment and explain its relevance to this proposal.

i. Term

It is proposed that any agreement resulting from this Call process shall be for an initial period of 8 months.

3. Conditions of submitting a proposal

1. Definitions

In addition to the terms defined in the Call for Consultant, the following definitions apply:

- a. **Award Criteria** - the award criteria set out in the Call for Consultant.
- b. **Expert/Respondent** - a person or organisation who submits a proposal in response to the Call.
- c. **Conditions** - the conditions set out in this 'Conditions of submitting a proposal' document.
- d. **Services** – any products or services purchased by WFD under the contract.
- e. **WFD** – Westminster Foundation for Democracy Limited, a company limited by guarantee incorporated in England and Wales (company number 02693163); whose registered office is at 22 Whitehall, London, SW1A 2EG.
- f. **Call for Consultant** - the Overview, Call for Consultant Information, these Conditions, and relevant Policies.
- g. **Specification** - any specification for the Services, including any related plans and drawings, supplied by WFD to the expert, or specifically produced by the expert for WFD, in connection with the proposal.
- h. **Expert** - the party which provides Services to WFD.

2. The Contract

The contract awarded shall be for the supply of services, subject to entering into a standard WFD consultancy contract or framework agreement. WFD reserves the right to undertake a formal review of the contract after twelve (12) months.

3. Late proposals

Proposals received after the Closing Date will not be considered, unless there are, in WFD's sole discretion, exceptional circumstances which have caused the delay.

4. Correspondence

All communications from Consultant to WFD relating to the Call for Consultant must be in writing and addressed to the person identified in the Call for Consultant. Any request for information should be received at least 5 days before the Closing Date, as defined in the Call for Consultant. Responses to questions submitted by any expert will be circulated (or otherwise made available) by WFD to all known respondents to ensure fairness in the process.

5. Acceptance of proposals

WFD may, unless the expert expressly stipulates to the contrary in the proposal, accept whatever part of a proposal that WFD so wishes. WFD is under no obligation to accept the lowest or any proposal.

6. Alternative offer

If the expert wishes to propose modifications to the proposal (which may provide a better way to achieve WFD's Specification) these may, at WFD 's discretion, be considered as an Alternative Offer. The expert must make any Alternative Offer in a separate letter to accompany the proposal. WFD is under no obligation to accept Alternative Offers.

7. Prices

Proposed prices must be shown as both inclusive of and exclusive of any Value Added Tax chargeable or any similar tax (if applicable).

8. No reimbursement of proposal expenses

Expenses incurred in the preparation and dispatch of the proposal will not be reimbursed.

9. Non-Disclosure and Confidentiality

Expert respondents must treat the Call for Consultant, contract and all associated documentation (including the Specification) and any other information relating to WFD's employees, servants, officers, partners or its business or affairs (the "**Confidential Information**") as confidential. All respondents shall:

- a) recognise the confidential nature of the Confidential Information;
- b) respect the confidence placed in the expert by WFD by maintaining the secrecy of the Confidential Information;
- c) not employ any part of the Confidential Information without WFD 's prior written consent, for any purpose except that of responding to this Call for Consultant from WFD;
- d) not disclose the Confidential Information to third parties without WFD's prior written consent;
- e) not employ their knowledge of the Confidential Information in any way that would be detrimental or harmful to WFD;
- f) use all reasonable efforts to prevent the disclosure of the Confidential Information to third parties;
- g) notify WFD immediately of any possible breach of the provisions of this Condition 9 and acknowledge that damages may not be an adequate remedy for such a breach.

10. Award Procedure

WFD's Selection Panel will review the proposals to determine, in accordance with the Award Criteria, whether they will award the contract to any one of them.

11. Information and Record Keeping

WFD shall consider any reasonable request from any unsuccessful expert respondent for feedback on its proposal and, where it is appropriate and proportionate to do so, provide the unsuccessful respondent with reasons why their proposal was rejected. Where applicable, this information shall be provided within 30 business days from (but not including) the date on which WFD receives the request.

12. Anti-Fraud, Bribery and Corruption

All respondents are required to comply fully with the principles of WFD's Anti-Bribery, Corruption & Fraud Policy (a summary of which is attached to these Conditions or is available on WFD's website).

13. Safeguarding

All respondents are required to comply fully with the principles of WFD's Code of Conduct and Safeguarding Policy (a summary of which is attached to these Conditions or is available on WFD's website).

14. Terrorism

All respondents are required to comply fully with the principles of WFD's Anti-Terrorism Policy (a summary of which is attached to these Conditions or is available on WFD's website).

15. Exclusion Criteria

Any expert respondent is required to confirm in writing that:

- Neither it nor any related individual or company to which it regularly subcontracts has been declared bankrupt or is otherwise insolvent, has entered into an arrangement with creditors, has been disqualified as a company director, is the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- Neither it nor any related individual or company to which it regularly subcontracts has been convicted of fraud, corruption, involvement in a criminal organisation, any money laundering or terrorism-related offence, any offence concerning professional conduct, breaches of applicable labour law or labour tax legislation or any other illegal activity by a judgment in any court of law whether national or international;
- Neither it nor any related individual or company to which it regularly subcontracts has failed to comply with its obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the relevant country in which the respondent expert is domiciled.

Any respondent will automatically be excluded from the Call for Consultant process if it is found that they are responsible for any misrepresentation in supplying the required information within their proposal or fail to supply the required information.

16. Conflict of Interest / Non-Collusion

Any respondent is required to confirm in writing:

- That it is not aware of any connection between it or any of its directors or senior managers and the governors and staff of WFD which may affect the outcome of the selection process. If there are such connections the expert respondent is required to disclose them.
- Whether or not there are any existing contacts between WFD and if there are any arrangements which have been put in place over the last twenty-four (24) months.
- That it has not communicated to anyone other than WFD the amount or approximate amount of the proposal.
- That it has not and will not offer pay or give any sum of money commission, gift, inducement or other financial benefit directly or indirectly to any person for doing or omitting to do any act in relation to the tender process.
- That none of the key staff proposed for involvement in the services have been employed by the Crown within the past twenty-four (24) months.

4. Certificate of compliance

Call for Consultant Reference number	Name of potential expert

On behalf of the potential expert:

- I warrant that all the information contained in my/our proposal (including any attachments) is accurate and true and we undertake to notify WFD of any changes as soon as reasonably practicable.
- I warrant that I/we have complied with all the requirements set out in the Call for Consultant and in particular:
 - (a) I/we have acted in good faith in preparing this proposal
 - (b) I/we have not engaged in any collusive behaviour; and
 - (c) I/we have not canvassed or sought information from any Crown or WFD employee.
- I confirm that I/we are not aware of any connection with a member of WFD’s staff that could affect the outcome of the procurement.
- I confirm that I/we have not communicated with any person other than WFD the value, price, or rates set out in the proposal or shared any other information related to the proposal with any other person.
- I confirm that I/we have not offered or agreed to pay or paid or given any sum or sums of money, inducement, or valuable consideration directly or indirectly to any other person for doing or having done or causing or having caused to be done in relation to this proposal any act or omission.
- I understand that any instances of illegal anti-competitive practices may be referred to the Office of Fair Trading and may be subject to action under the Competition Act 1998.
- I understand that any misrepresentations may also be the subject of criminal investigation or as a basis for civil action.
- I warrant that I/we will have formal agreements in place with any sub-contractors named in this proposal and we can confirm that: each named party has the relevant capabilities and appropriate resources to perform contracts under any agreement to be signed.
- I confirm that I/we have read, understood, and will comply at all times with the principles of WFD’s Safeguarding Policy, Anti-Fraud, Bribery & Corruption Policy, and Anti-Terrorism Policy and that we will cooperate fully with any applicable due diligence assessment by WFD.

Signed	Name
Date	

Annex A: WFD's Safeguarding Policy

Our values and principles

Child abuse is when anyone under 18 years of age is being harmed or isn't being looked after properly. Abuse can also be directed at vulnerable adults. **Vulnerable adults** are those aged 18 years or more who either identify themselves as unable to take care of themselves or protect themselves from harm or exploitation, or due to their gender, age or physical illness, mental health, learning or physical disabilities, as well as disasters and conflicts, and who are unable or unwilling as a result to identify themselves as vulnerable or subject to abuse, but are deemed at risk, because they are or may be unable to take care of themselves or protect themselves from harm or exploitation. **Vulnerable adults may include employees, contractors, and/or beneficiaries.**

The abuse can be physical, sexual, emotional or neglect. The abuse and exploitation of children and vulnerable adults happens in all countries and societies across the world. Abuse towards children and vulnerable adults is never acceptable.

It is expected that all who work with WFD are committed to safeguard children and any vulnerable individuals whom they employ or are in contact with.

What we do

WFD is committed to safeguard children and vulnerable individuals through the following means:

Awareness: Ensuring that all staff and those who work with WFD are aware of the problem of child and vulnerable person abuse and the risks to children and vulnerable adults.

Prevention: Ensuring, through awareness and good practice, that staff and those who work with WFD minimise the risks to children and vulnerable adults.

Reporting: Ensuring that you are clear on what steps to take where concerns arise regarding the safety of children and vulnerable adults.

Responding: Ensuring that action is taken to support and protect children and vulnerable adults where concerns arise regarding possible abuse.

To help you clarify our safeguarding approach, we list here examples of the behaviour by a representative of WFD which are prohibited. These include but are not limited to:

1. Hitting or otherwise physically assaulting or physically abusing children or vulnerable adults.
2. Engaging in sexual activity or having a sexual relationship with anyone under the age of 18 years regardless of the age of majority/consent or custom locally. Mistaken belief in the age of a child is not a defence.
3. Developing relationships with children or vulnerable adults which could in any way be deemed exploitative or abusive.
4. Acting in ways that may be abusive in any way or may place a child or vulnerable adult at risk of abuse.

5. Using language, making suggestions or offering advice, which is inappropriate, offensive or abusive.
6. Behaving physically in a manner which is inappropriate or sexually provocative.
7. Sleeping in the same bed or same room as a child or vulnerable adult or having a child/children or vulnerable adult with whom one is working to stay overnight at a home unsupervised.
8. Doing things for children or vulnerable adults of a personal nature that they can do themselves.
9. Condoning, or participating in, behaviour of children or vulnerable adults which is illegal, unsafe or abusive.
10. Acting in ways intended to shame, humiliate, belittle or degrade children or vulnerable adults, or otherwise perpetrate any form of emotional abuse.
11. Discriminating against, showing unfair differential treatment or favour to particular children or vulnerable adults to the exclusion of others.
12. Spending excessive time alone with children or vulnerable adults away from others.
13. Placing oneself in a position where one is made vulnerable to allegations of misconduct.

In order that the above standards of reporting and responding are met, **this is what is expected of you:**

You should ensure that your staff are aware of the importance of good practice in safeguarding and have access to a whistleblowing facility.

If you or your staff are worried that a child or young person or a vulnerable adult is being abused or neglected or you are concerned about the inappropriate behaviour of an employee, or someone working with WFD, towards a child or young person or vulnerable adult, whether they are an employee or beneficiary, then you are obliged to:

- act quickly and get help
- support and respect the child or vulnerable adult
- where possible, ensure that the child or vulnerable adult is safe
- contact your WFD manager and/or the WFD Director of Operations & Company Secretary, Chris Lane, at chris.lane@wfd.org with your concerns immediately
- keep any information confidential to you and the manager.

If you want to know more about WFD's Safeguarding Policy, then please contact your WFD representative.

Annex B: WFD's Anti-Corruption, Bribery and Fraud Policy

Our values and principles

WFD does not allow any partner, supplier, sub-contractor, agent or any individual engaged by WFD to behave in a corrupt manner while carrying out WFD's work.

What we do

WFD is committed to preventing acts of fraud, bribery and corruption through the following means:

Awareness: Ensuring that all staff and those who work with WFD are aware of the problem of fraud and bribery and corruption.

Prevention: Ensuring, through awareness and good practice, that staff and those who work with WFD minimise the risks of fraud and bribery and corruption.

Reporting: Ensuring that all staff and those who work with WFD are clear on what steps to take where concerns arise regarding allegations of fraud and bribery and corruption.

Responding: Ensuring that action is taken to support and protect assets and identifying cases of fraud and bribery and corruption.

To help you identify cases of fraud and bribery and corruption, behaviour which amounts to corruption includes but is not limited to:

- a) Paying or Offering a Bribe – where a person improperly offers, gives or promises any form of material benefit or other advantage, whether in cash or in kind, to another in order to influence their conduct in any way.
- b) Receiving or Requesting a Bribe – where a person improperly requests, agrees to receive or accepts any form of material benefit or other advantage, whether in cash or in kind, which influences or is designed to influence the individual's conduct in any way.
- c) Receiving or Paying a so-called 'Grease' or 'Facilitation' payment – where a person improperly receives something of value from another party for performing a service or other action that they were required by their employment to do anyway.
- d) Nepotism or Patronage – where a person improperly uses their employment to favour or materially benefit friends, relatives or other associates in some way. For example, through the awarding of contracts or other material advantages.
- e) Embezzlement - where a person improperly uses funds, property, resources or other assets that belong to an organisation or individual.
- f) Receiving a so-called 'Kickback' Payment – where a person improperly receives a share of funds, a commission, material benefit or other advantage from a supplier as a result of their involvement in a corrupt bid or tender process.

- g) Collusion – where a person improperly colludes with others to circumvent, undermine or otherwise ignore rules, policies or guidance.
- h) Abuse of a Position of Trust – where a person improperly uses their position within their organisation to materially benefit themselves or any other party.

In addition, fraud takes place whenever a staff member or someone WFD is working with acts dishonestly and does something with the intention of making a gain for themselves or causes someone else a loss.

In order that the above standards of reporting and responding are met, **this is what is expected of you:**

You have a duty to protect the assets of WFD from any form of fraud or corruption. Furthermore, you must immediately inform your WFD representative and/or the WFD Director of Operations & Company Secretary, Chris Lane, at chris.lane@wfd.org. Failure to report will be treated as serious and may result in termination of any agreement with WFD.

You are obliged to:-

- act quickly and get help
- encourage your own staff to report on bribery and corruption
- contact your WFD representative and/or the WFD Director of Operations & Company Secretary, Chris Lane, at chris.lane@wfd.org with your concerns immediately
- keep any information confidential to you and the representative.

Attempted corruption is as serious as the actual acts and will be treated in the same way under this policy.

If you want to know more about the Anti-Fraud, Bribery and Corruption Policy then please contact your WFD representative.

Annex C: WFD's Anti-Terrorism Policy

Our values and principles

WFD requires that all partners, suppliers, sub-contractors, agents or individual engaged by WFD complies with all laws, including, specifically, the laws of the United Kingdom, the European Union and the United Nations, as well as any other applicable legal or regulatory requirements, such as local laws.

WFD condemns terrorist acts and those who promote and fund such activities.

What we do

WFD is committed to preventing acts of terrorism through the following means:

Awareness: Ensuring that all staff and those who work with WFD are aware of the problem of terrorism.

Prevention: Ensuring that WFD funds and/or resources are not used to support terrorism.

Reporting: Ensuring that action is taken to report any known or suspected acts of terrorism, or connections between WFD partners and terrorist organisations.

Responding: Ensuring that action is taken to prevent terrorism or the support of terrorism.

To help you identify cases of terrorism being support, behaviour which must be reported includes but is not limited to the belief or suspicion that WFD staff or a third party:

- has sought to raise funds or secure property for the purposes of terrorism;
- has received funds or property for the purposes of terrorism;
- is providing funds or property to another with the intention or suspicion that it is to be used for the purposes of terrorism;
- uses or possesses any money or property for the purposes of terrorism; and/or
- becomes concerned in an arrangement relating to such matters above;

In order that the above standards of reporting and responding are met, **this is what is expected of you:**

You have a duty to protect WFD from involvement in any form of terrorist activity. Furthermore, you must immediately inform your WFD representative and/or the WFD Director of Operations & Company Secretary, Chris Lane, at chris.lane@wfd.org. Failure to report will be treated as serious and may result in termination of any agreement with WFD.

You are obliged to:-

- act quickly and get help
- encourage your own staff to report on terrorist activity
- contact your WFD representative with your concerns immediately and/or the WFD Director of Operations & Company Secretary, Chris Lane, at chris.lane@wfd.org

- keep any information confidential to you and the WFD representative.

There is no minimum amount for an incident to be reportable. If you want to know more about the WFD Anti-Terrorism Policy, then please contact your WFD representative.