APPENDIX A

Town Council 21.03.2017

Agenda item 8

Quotes for printing town visitor guide Specification: A5 portrait booklet 32 pages Full colour Cover 170gsm, inner sheets 130gsm Quantities: 2000, 3000, 4000

	2000	2500	3000	4000	5000
Able	£660		£952	£1115	
Deltor	£858		£1021	£1177	
Moorprint	£515	£566	dnq	£776	£895

Proposal for the design and content of Saltash Town Guide 2017

Prepared by Cornerstone Vision for Saltash Town Council

March 2017



These proposals have been prepared in response to the tender document issued by Richard Bickford on behalf of Saltash Town Council.

About Cornerstone Vision

Cornerstone Vision is a well-established family-owned publishing company with extensive design and copywriting capabilities. The company publishes a series of community newspapers in Plymouth as well as a monthly lifestyle magazine.

In addition Cornerstone Vision has recently taken over responsibility for production of Love Saltash magazine, working closely with Jenny Lightley of Backbone Media. We have also produced the Torpoint Advertiser for more than two years, having taken over responsibility for its production from Deltor Communications, with whom we enjoy an excellent working relationship.

The company also has extensive distribution capabilities, delivering more than 100,000 publications and significant numbers of leaflets across Plymouth and South East Cornwall each month.

Cornerstone Vision's proposal

The tender document specified an A5 guide with a minimum of 20 pages. Our recommendation is based on production of a 32 page A5 publication, containing a maximum of six pages of advertisements.

There are two reasons for this recommended size:

 Assuming that Saltash-based Deltor Communications are the chosen printers, we have established that the cost of a 32 page publication is only £25 more than a 20 page version (based on 3,000 copies on 170gsm gloss paper). This minimal increase in cost is because Deltor's print presses are the most efficient with a 32 page A5 configuration.

The revenue generated from advertising sales enables Cornerstone Vision to reduce its overall price for the copywriting, design and project management.

Adopting a 32 page publication with a maximum of six pages of advertising adds significant added content - and value - for Saltash Town Council.

This proposal assumes that all advertising sales will be handled by Cornerstone Vision and the income generated used to defray part of the costs of the design, copywriting and project management.

We believe a print run of 3,000 copies, which will cost in the region of £720, is the minimum required to enable Cornerstone Vision to attract advertising, which represents an important element of our proposal in terms of revenue contribution.

The costs shown at the end of this document allow for estimated advertising revenue of approximately £600. Advertisements will only be sold to businesses and organisations located in Saltash.

Proposed Contents Structure

Based on a 32 page guide, the content could look like this (although this is only a suggestion and can be adjusted as required):

Page 1	Cover image and title
Page 2	Advertisement(s)
Page 3	Introduction and Contents
Page 6 and 7	History of Saltash
Page 8 and 9	History of Saltash continued
Page 10 and 11	Double page photo spread
Page 12 and 13	Things to do/places to visit in Saltash
Page 14 and 15	Major Events in Saltash
Page 16 and 17	(Centre pages) Map of Saltash
Page 18 and 19	Waterfront and map of facilities for sailors
Page 20 and 21	Royal Albert Bridge and Brunel
Page 22 and 23	Blue Plaque Trail
Page 24 and 25	Walks in and around Saltash
Page 26 and 27	Double page photo spread
Page 28 and 29	Advertisement(s)
Page 30 and 31	Advertisement(s)
Page 32	(back page) Advertisement(s)

Timescales

Assuming the go-ahead is given on March 22 we anticipate the following timescales:

Weeks1to3	Preparation of copy, sourcing photography, selling advertisements
Week 4	Design work and feedback on editorial content and initial designs
Week 5	Proofs available for Saltash Town Council
Week 6	Final proofing and sign off by Saltash Town Council
Week 7	OK for press and print

This timetable would enable printing of the guide to take place during week commencing April 8. Depending on the printer's schedules, printing and finishing should take no more than 5 days.

As requested in the tender document Cornerstone Vision will provide print-ready PDFs to the printer's required specification. A digital version will also be made available for Saltash Town Council to distribute as required.

Costs

Design and content services Copywriting, design, artwork and project management, including liaison with Saltash Town Council representatives £500.00 (PLUS VAT)

Distribution

Cornerstone Vision is happy to assist with distribution of the guide if required. We already deliver publications to a number of locations in the Saltash and Torpoint area. A schedule of locations and costings can be supplied if required.

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Summary

Cornerstone Vision are grateful for the opportunity to submit our proposals and we would naturally be delighted to be involved in production of the Saltash Town Guide. We trust our proposals are acceptable and would be happy to discuss them in more depth if required.

If there are any questions regarding this proposal please contact Chris Girdler (chris@cornerstonevision.com) 07811 343335

Cornerstone Vision, 28 Old Park Road, Peverell, Plymouth PL3 4PY Telephone 01752 225623 web: www.cornerstonevision.com Town Council 21.03.2017 Agenda item 8

Town Visitor Guide

Saltash Town Guide 2017 Design Specification

Format A5 20 Printed Pages - stapled (this is a minimum number of pages) Full Colour

Content

The intention is to produce a high quality Town Guide that would encourage visitors to visit Saltash. The guide will be distributed through local leaflet racks and TIC's in the area.

The guide should concentrate on the Town Centre and Waterfront areas, but should also offer information about areas such as Churchtown Farm Nature Reserve, Coombe Woods, Saltmill Art Park and Tincombe Nature Reserve.

A simple map should indicate key features such as toilets, parking, museums, shops, pubs, cafes and transport links (train and bus).

The guide should also mention key town events such as Mayfair, Regatta, Kalan Gwav G and Christmas Lights. The guide does not need to mention smaller events, which may not be aimed at visitors.

The guide should also be useful for visiting sailors, so should include a facilities map of the Waterfront, preferably this would be a separate map, and should include details relating to the pontoon, slipway, boat park, sailing club and walking routes to the town centre.

The guide can be advert supported, with businesses within the Saltash Town boundary only. If ad supported, quotes should indicate the number of pages of adverts.

High Quality photographs can, and should be used to show off Saltash's features. No more than 3 full picture pages should be used, unless as extra pages beyond the base 20pp.

The Royal Albert Bridge and Isambard Kingdom Brunel should have its own feature with photos, visitors should be signposted into walking the road bridge for the stunning free view, as well as visiting the Waterfront. The guide should include an introduction into the history of the town, and can use information in other town council produced guides, and publicise the newly launched Blue Plaque trail. Visitors should be signposted to visit the Guildhall for copies of these additional leaflets.

The Town Council website includes a number of local walks. There should as a minimum be clear 'signposting' to these walks on the council website. Walks can be included within the guide, but this is not essential as they may take up too much space. A simple walking route that takes in the Cornish Cross, Elwell Woods, the Waterfront and back up via Culver Road to the Town Centre is encouraged, but not essential.

The guide may include non-original content, as long as permission is sought at no cost to the Town Council. Some original content is encouraged to ensure the guide is up-to-date. Likewise, photos should where possible be original to ensure they are current. Council staff and members may be available to advise on content, but do not have significant time available. The Town Council should have free access to any original photos taken for this guide to use to promote the guide itself and town as a whole.

Timescales and final output

Please indicate the timescales that you are able to work to, assuming the go-ahead is given on the 22nd March 2017. STC will require 1 week for proof reading and 2 days for a final proofing.

The final output should be a print ready PDF in a format to be specified by our chosen printer.

All quotes should include making the guide available in PDF format for digital distribution.

Backbone Media	Declined to quote
Cornerstone	£500 + vat - (see attached response)
Deltor	Declined to quote
Mark Fielding	Declined to quote
Printminor	£500 + vat - No timescales or information supplied with the quote

The following were invited to quote:

APPENDIX B

CORMAC

Cleaning and operation of public toilets 2017/18 costs:

Quote based on the Living Wage Foundation rate of £8.45ph:

Facility	Summer	Winter	Total Charge for
			year
Waterside	£2,950.88	£2,934.75	£5,885.63
Belle Vue	£2,655.79	£2,641.28	£5,297.06
(Automatic			
Locking System)			
Longstone Park	£3,541.05	£3,521.70	£7,062.75
Alexandra Square	£2,655.79	£2,641.28	£5,297.07
(Automatic			
Locking System)			
		TOTAL	£23,542.51

The reason there is only a very small difference between summer and winter charges for your facilities is that there is only one day's difference in our calculation for Summer and Winter. We provide the same cleaning frequency of one clean per day across the whole year for you hence the figures are very similar.

TARGET SERVICES

Cleaning and operation of public toilets 2017/18 costs:

Facility	Sub Total	Management Fee	Total Charge for
		@ 11%	Year
Waterside	£7,438.11	£818.19	£8,256.30
Belle Vue	£7,743.70	£851.81	£8,595.51
(Automatic			
Locking System)			
Longstone Park	£7,743.70	£851.81	£8,595.51
Alexandra Square	£7,743.70	£851.81	£8,595.51
(Automatic			
Locking System)			
		TOTAL	£34,042.83

Target Services are not part of the Living Wage Foundation they pay their operatives hourly rates equivalent to or above the statutory 'living wage' requirements and in line with the equal rights regulations

ORANGEMAN CLEANING SERVICES

Cleaning and operation of public toilets 2017/18 costs:

No response.

CCS PROFESSIONAL

Cleaning and operation of public toilets 2017/18 costs:

No response.

APPENDIX C

CORMAC Project Plan



and the second	REALIZING	apprenties:	Date of		Va	alue	
Version	Author	Change	Issue	CORMAC Solutions	WSP PB	Third Parties	Version Total
0	PLN	First Issue	07/02/2017	£5000	<u>£-</u>	£:	<u>£5000</u>
-							

Project	Name	Carkeel Roun	dabout (En	try Featur	e)				
		Cornwall Cou	ncil Ini	ert CC code	O	DRMAC	Insert CSL code		
Project	Codes	WSP Parson	s Brinckerh	off	N	Not Applicable			
Cornwal Client O	I Council fficer	Jeremy Edward	ls		D	ate Updated	Click to entier date		
Project Consulta		Not Applicable			N	ot Applicable			
	ant Project	Chris Sentance			C	ORMAC Solution			
		Cormac Consultant		y Appro	oval L	evel			
Category	Project Plan or Stage Value for Fee	Check/Agr Project Pl		1 st Ap	proval	2 nd Approv	al	3 rd Approval	
A	<£50k	Project Manager Team Leader		Project N Team Lea		Principal Engineer		N/A	
8	E50-E250k	Team Leader		Team Le	oder	Principal Engineer		Group Manager	
c	£250-£500k	Team Leader Principal Engin	eer	Principal Engineer				Technical Services Manage	
D	>£500k	Principal Engin Group Manage		Group Ma	snager	Technical Services Nana	ger	Director	
CORMAC	Approver	Chris Sentance			Category		A <£50k		
Conditio	ns of Contract	NEC Profession	al Services: (Option E -	Cost Re	imbursable (Tir	me &	Expense)	
Version		0		1.1					
Project I		To identify and the proposed e			ocation	on the new Car	rkeel	Roundabout fo	
Project 1		Feasibility	Prelimina Design	ny p	lanning	Detaile Design		Construction	
Select sta scope	iges applicable to	\boxtimes							
Docume	nt Owner	Peyman Mokari	am		COR	MAC Solutions	8		



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1	Project	Specific Brief and Object	ives:					
0	To identi feature.	lfy and investigate a suitable	e location on the new Carkeel Roundabout for the proposed entr ad Safety Audit to ensure the location of the feature poses minin					
2	Scope o	f Work:						
	To lialse To highli	with stakeholders for appro ght any anticipated risks as sion RSA1 and respond to c	sociated with the design in construction and maintenance					
	Planning	it brief is complete permission not required notification to be undertake	en only if the scheme proceeds					
	Exclusio	ons:						
	Utilities	e.g. diversions arising as a	result of the proposed works					
		permission (time and fee)						
3		Approach: – Preliminaries.						
	Task	Task	Description					
	10 1-1	Site Visit	Undertake Site Visit. Detailed Site Photographs and measurements located on plan (if required).					
	1-2	Land Ownership	Finalise Highway Boundary Information (This will be carried out by Area Highways Manager).					
	1-3	Statutory Undertakers Engulries	Issue C2 Notices to obtain information relating to existing utility equipment.					
	1-4	CDM	Principal Designer to assess need for HSE Notification and issue F10 if required.					
	1-5	Identify Risk	Identify Project Risks.					
		- Design						
	Stage 2	- Design						
	Task	Task	Description					
	2-1	Initial Design	Develop the initial design options ensuring that they are compliant with appropriate standards. Any departures from standard need to be identified and justified as required. Liaison with Regional and Asset colleagues.					
	2-2	Environmental	Undertake a basic desktop environmental assessment using intranet mapping.					
	2-3	Constraints	Identify any constraints that may affect the project. Propose solutions.					
	2-4	Client Approval	Gain approval from Client prior to RSA.					
	2-5	Risk Register	Produce Designers Risk Register.					
	Stage 3 - Road Safety Audit							
	Stage 3		Description					
	Task ID	Task						

2.4 Design Input & Special Project Requirements:



2.4 (a) Project References

	N/A					
2.4 (b)	The above s	scope ass Services	Contract (Th	ind Edition June	act will be Option E - Cost Reli 2005) as amended June 200 and Parsons Brinckerhoff.	nbursable (Time & Expense) 6 and September 2011 in the
2.4 (c)	Technical					
	Specificati	on				
2.4 (d)	Standards					
	DMRB, TSI	RGD, We	bTAg, CC S	tandards, Eur	ocodes	
2.5	Links, De N/A	penden	cies and Ir	iterfaces:		
2.6	Project D	eliverat	oles:			
Deli	verable	TBC		Outline Desi	gn for Road Safety Audit	
	ription	Drawi	awings to enable an RSA to be carried out.		be carried out.	
Dese	anneion					
Form	nat and entation	-	l copy: PDF	of all docume	ints	
Form	nat and	-	l copy: PDF	of all docume	ints	
Form pres	nat and entation	Digita TBC	Chris Sent		Organisation	CORMAC Solutions
Form pres Due Delit	nat and entation Date	Digita TBC			Organisation	CORMAC Solutions
Form pres Due Deliv	nat and entation Date verable Ap	Digita TBC prover TBC		tance Road Safety	Organisation	CORMAC Solutions
Form press Due Delin Delin Desc Form	nat and entation Date verable Ap verable	Digita TBC prover TBC Liaise	Chris Sent with Adrian	ance Road Safety Rooberts.	Organisation	CORMAC Solutions
Form press Due Deliv Deliv Desc Form press	nat and entation Date verable Ap verable cription nat and	Digita TBC prover TBC Liaise	Chris Sent with Adrian	ance Road Safety Rooberts.	Organisation	CORMAC Solutions



3.1	Project Int	erfaces:			
			appropriate. Input key stal	keholders and Consulter	s in table below
3.1 (a)	Stakeholde	ers:			
	CC Client		Jeremy Edwards		
	Public				
	CC Members	8	Bod Austin CC		
3.1 (b)	Consultees	:			
	N/A				
3.2	Progress R	eporting:			
	formation Required	Recipient	Frequency	Provider	Means of Communication
Outlin	ne Design	CC Client	Single delivery	CORMAC EDG	Email, hard copy
RSA		CC Client	Single delivery	CORMAC EDG	Email, hard copy
RSA R	lesponse	CC Client	Single delivery	CORMAC EDG	Email, hard copy

	Section 4 -	Project Plan & Progr	ramme
Start Date:	01/02/2017	End Date:	31/03/2017
	Data Collection	Jan [Feb] May Apr May Jun	17 Jul Aug Sep Dol Nov Dec
	Outline Design IISA		
	IISA Response		

Risk Description and Consequence	Likelihood	Impact	Risk Score
HE non acceptance	Medium = 3	Very High = 5	15
Utility conflict with desired position	Low = 2	High = 4	8

C.



6.1	Value			
6.1(a)	Fees for CORMAC Solutions (For Information and Budgeting purposes ONLY):			
	£2000 Design Fee + £3000 Road Safety Audit			
	Total CORMAC Solutions Fee:	<u>£ 5000</u>		
6.1(b)	Fees for WSP Parsons Brinckerhoff (For Information and Budgeting purposes ONLY):			
	N/A			
	Total WSP Parsons Brinckerhoff Fee:	£N/A		
6.1(c)	Fees for Third Parties (For Information and Budgeting purposes ONLY):			
	N/A			
	Total Third Party Fees:	E.N/A		
6.1(d)	Combined Design Fees (For Information and Budgeting purposes ONLY):			
	Total Combined Fee:	£ 5000		
	nation for Project Co-ordinator ase Order value required by WSP Parsons Brinckerhoff for Project Plan: £ Insert value			
6.2	Billing			
	Insert details for application of payment, e.g. submission of monthly invoices in accordance with Commission Management Plan, percentage complete based on submitted activity schedule, payment on completion of acti			



		Section 7 – CDM			
Notifi	ication Statement:				
	This project requires notification to the HSE				
\boxtimes	The appointment of a Principal Designer is required				
CDM I	Regulations - Client	Duties:			
		nt, confirm that we are aware of and understan ttion (Design and Management) (CDM) Regulat		wing duties placed on	
	 Ensure co-operation and co-ordination of all persons involved in the project so far as it relates to duties as the Client. 				
		are suitable management arrangements in plac	e for the pr	oject, in particular in	
	 Compliance wit Allowing sufficie Providing pre-c Providing inform Retaining and p 	ork to be undertaken without risk to health and h Schedule 2 of the CDM Regulations (welfare f ent time and resources for planning and prepar patruction information hation for the Health and Safety File to the Prin roviding access to the Health and Safety File rangements made for managing the project ar project	acilities) ation of all s cipal Design	stages of the project ner	
	 Appointing a Princi ensuring that they In addition to the abor 	pal Designer for projects where there is or will comply with their duties. pal Contractor for projects where there is or wi comply with their duties. ve, we acknowledge that it is the duty of the Cl	ll be more t ient to sign	han one contractor and the form F10 sent to the	
Signe	Insert Name of Client construction works, ne the names of Insert N	cutive for all notifiable projects or to authorise ident that we understand our duties. hereby authorises Select Principal Designer to a w build works, refurbishment and repair works ame of Client.	sign all F10	forms that relate to	
		Section 8 – Archiving Requirem	ents		
Schen	ne closedown Archivi	ng requirements.			
Archiv	is the scheme to be ved once complete? as appropriate	Scan paper files and add to EDG Archive. Destro	ey paper files	once Archiving is complete.	



	Section	9 - Authorisatio	on	
Consultant Project Manager	Marian		Date	07/02/2017
Consultant Authoriser	arbitance		Date	08/02/2017
Client Authoriser	Adm	- 9 .	Date	07/02/2017
	Appendix A -	Project Team D	irectory	
Project Role	Name	Email		Contact Number
Cornwall Council				
Client Officer	Jeremy Edwards	jedwards@cornwall.gov.uk		(01872) 327878
Project Controls (Sele	ct consultant organisation)			
Project Director	Insert name	Insert email address Insert contact numb		Insert contact number

Project Manager	Insert name	Insert-email address	Insert contact number
CORMAC Solutions			
Partnership Manager	Richard Taylor	rtaylor@cormacitd.co.uk	(01872) 327240
Project Co-ordinator	Donna Nimmo	dnimmo@cormacltd.co.uk	(01872) 327319
EDG Lead	Chris Sentance	csentance@cormacltd.co.uk	(01872) 326738
EDG PM	Peyman Mokarram	pmokarram@cormacttd.co.uk	(01209) 616999

APPENDIX D

Bunting Report:

- Purchase of heavy duty bunting to dress all existing light runs and cross street catena wires with double levels at each end of Fore Street.
- To supply, install, maintain and take down at the end of the year.

Christmas Decorators - \pounds 1,400.00 black & gold OR \pounds 1,100.00 red, white & blue SSE – do not supply or install bunting

Cormac – declined to quote

Online Suppliers - unable to install or maintain the bunting if damaged

• To supply, install, maintain and take down, heavy duty red, white and blue bunting that was surplus to requirement last year (Jubilee Green & Brunel Green).

Christmas Decorators - £300.00 **SSE** – do not supply or install bunting **Cormac** – declined to quote **Online Suppliers** - unable to install or maintain the bunting if damaged.

• Purchase of heavy duty red, white and blue bunting to dress the new section of lights on the Waterfront at Brunel Park (Union Pub to Livewire).

Christmas Decorators - £250.00
SSE – do not supply or install bunting
Cormac – declined to quote
Online Suppliers - unable to install or maintain the bunting if damaged.

2016 comparison costs:

Jubilee Green and Brunel Green - purchase and install - £950.00. Fore Street - purchase and install - £1,032.50.

2016/17 Budget Availability: Flags and Bunting - £300.00 2017/18 Budget Availability: Flags and Bunting - £1,530.00

All of the above to include -health and safety checks and subject to a site survey