F3 Lot 1 ITSO Card Bureau and Printing Services Call Off Guidance Notes

National Mobilities Procurement Hub

2022 – 2028

Contents

Introduction

These notes are to assist SAM Members in selecting and ordering ITSO Card Bureau and Printing Services for concessionary and commercial passenger transport services, and their ancillary services. The ITSO Card Printing and Bureau Services Framework Lot (Lot 1) is for the provision of Bureau Services covering a range of Smartcard (CMD) types and volumes, including bulk printing. The Suppliers on the Framework are all capable of linking to multiple Customer Management Systems and ITSO HOPS. The Bureau Suppliers all provide a range of Card Printing & Encoding Services as well as support services such as:

- Multiple forms of encoding;
- Hologram and Security Film provision;
- Customer letter printing;
- Card Design & Test Card services;
- Provision of data entry to a CMS;
- Card fixing to letters;
- Distribution to individual addresses as well as centralised fulfilment.

These Guidance Notes are to assist a SAM Member with the process of using the National Mobilities Procurement Hub to purchase their own ITSO Card Printing and Bureau Services from our range of contracted Suppliers. The Notes will cover:

- Who Are Smart Applications Management (SAM)
- What Is the National Mobilities Procurement Hub
- Who Can Use the Framework
- Which Suppliers Are Available from the Framework
- How Do I Identify the Best Supplier
- Further-Competitions
- Cost of Using the Framework

1. Who Are Smart Applications Management

Smart Applications Management (SAM) is the trading name of South West Smart Applications Ltd (SWSAL), a not-for-profit mutual Company limited by guarantee – no. 07205882. The rationale and business case behind the creation of SAM is to deliver scale-based procurement efficiencies for its public and private sector Members to access both ITSO and wider smart ticketing services and goods.

Launched by the Parliamentary Under-Secretary of State for Transport in 2010, SWSAL is owned by its Membership: Public Sector Transport Authorities and Operators. Membership is open to any Public Sector Transport Authority or Bus Operator, as defined within our Articles of Association. Membership of SAM is Free.

The Company has 4 Public Sector Transport Authority and 3 Bus Operator Directors and an independent Chairman. Full details about SAM are available at www.talktosam.co.uk.

2. What is the National Mobilities Procurement Hub

The National Mobilities Procurement Hub is a series of PCR2015 compliant Framework Contracts, covering specialist Passenger Transport Lots, procured through an open and transparent process, compliant with best practice in public purchasing, offering CCS based contracts that are both effective and offer economically advantageous value for SAM Members. The original vision of the National Mobilities Procurement Hub was:

"To deliver a National Mobilities Procurement Hub, compliant with best practice in public procurement, hosting framework agreements that are both effective and offer best value for SAM and our Members throughout the UK. The Framework will enable SAM to provide a Managed Service to its Members, whilst also supporting individual call-offs as required."

The Procurement Hub hosts a range of Frameworks available for SAM Members, which by the end of 2024 is expected to include:

Ref.	Lot Title	Short Description
1	RTPI Display Board/Points	Provision of RTPI Display Board/Points Equipment and Services, with appropriate integration services, together with a commitment to and development of data exchange standardisation.
2	Digital Customer Retail Solutions	An Options led provision of both Online and App based Customer Retail and Mobility as a Service solutions. Options to include Smart & Host Card Emulation (HCE) solutions; Mobility as a Service solutions; QR and 2D Barcode solutions; EMV and Digital Wallet solutions; STR; Multi token solutions and combinations thereof.
3	Customer Management Systems (CMS)	A scale based Options led Customer Management System to facilitate the management of customers, cards, ITSO shells, products, and usage. Variations to include Concessionary only, Commercial and Settlement led Services, and Data Analytics.
4	ITSO Cards, Print Hardware and Bureau Services	An Options led provision of ITSO certified smartcards (CMD2 and CMD7), Card Production Hardware such as Printers & Encoding Equipment; and Card Bureau services for card production and distribution.
5	ETMs, ToTo & Retail POST Systems	An Options led provision of Capital Equipment and Support Software for Electronic Ticket Machines (fixed/handheld); Ancillary Equipment such as Tap On Tap Off Readers, Contactless EMV Readers and associated Settlement Software, and wider Retail Point of Sales Terminals.

6	ITSO AMS-HOPS and Part 11 Services	The supply of an ITSO certified AMS-HOPS with associated functionality such as ISAM Management, open APIs, and wider data support, together with the provision of Part 11 remote ISAM retail services.
7	Low Cost Scholars Systems	The provision of an inclusive (Hardware and Software) System to support the low cost delivery of a digital platform for Scholars Transport.
8	Account Based Ticketing (ABT) Systems	An Options led provision of a multi-operator, multi-token cEMV / Capping / Tokens / ABT System for Passengers.
9	Ticket Vending Machines (TVM) and Validators	An Options led provision of ITSO compliant unattended Retail led ticket vending machines, and Non Retail led Validators (indoors, outdoors, rugged), and their supporting software.
10	Data Development & Journey Planning Systems	A scale based provision of a Data Scheduling / BODS / NapTAN / TNDS / TransXChange / Disruption Information System with Journey Planner and associated APIs.
11	DRT Systems	The provision of a Demand Responsive Transport (DRT) Scheduling System and associated Options.
12	System Integration Solutions	The provision of 3rd party integration software systems to deliver added value led end-to-end solutions, through integrating with existing Systems in place via open APIs.
13	Consultancy Services	ITSO and wider transport mobilities consultancy and travel operator management services.
14	EPOS Led Ferry & Leisure Booking Software	The provision of software and associated hardware to manage both Ferry and wider based Leisure and Attraction Ticketing.
15	Social Media Management	The provision of software services to manage the digital customer interface of Social Media to ensure consistent customer friendly media management.
16	RTPI Content Management Systems	The provision of software services to manage the import and export of live RTPI data from multiple sources to provide a comprehensive feed to displays and other media.
17	Convenience Store Ticketing Retail Systems	The provision of local retail services to support cash based top up for digital retail in support of cash based passengers.

Full details about the procurement process, the project team, and the full list of Suppliers can be found at https://www.talktosam.co.uk

3. Who Can Use The Framework

To use the Framework, you need to be a Member of SAM. Membership of SAM is free, and joining details are available at https://www.talktosam.co.uk. Here you will find the SAM Articles of Association, details of all current SAM Members and a Membership Application Form. All applications are considered by the SAM Board of Directors.

As soon as Membership is approved, you will be eligible to receive the non-pdf versions of the core National Mobilities Procurement Hub documentation including Technical Specifications and Framework Agreements on a per Lot basis.

4. Which Suppliers are Available from the Framework

The ITSO Card Printing and Bureau Services Lot has 3 Suppliers who have completed and signed a Framework Agreement. These Suppliers are:

- ESP Group Ltd   https://www.the-espgroup.com
- Euclid Ltd   https://www.euclid.co.uk
- Paragon-ID Ltd   https://www.paragon-id.com

5. Identifying the Best Framework Supplier

Stage 1:   Talk to SAM

The 1st step is to make contact with the SAM National Mobilities Procurement Hub Team. This can be achieved through the SAM website. SAM will respond, and discuss your requirements and situation with you, to enable us to understand what you wish to achieve through using the Procurement Hub.

As a SAM Member we will be happy to provide you and your procurement team with access to our core technical and contractual documentation from the Procurement process associated with the ITSO Card Printing and Bureau Services Lot and answer any procurement questions you may have.

Stage 2:   Scoping your Requirement

For the ITSO Card Printing and Bureau Services Lot, SAM will then work with you in scoping your requirements against the core parameters of the Lot. To do this we have developed a simple Proforma of core Bureau based ITSO Card Printing requirements and options. This is shown over.

National Mobilities Procurement Hub - Proforma for Scoping and Costing ITSO Card Printing and Bureau Services

Card Design, Testing & Management		no Required
Design Service		
Initial CMS & Card Set Up, Encoding Configuration & Management (without a sQuid Retail Purse)		
Initial CMS & Card Set Up, Encoding Configuration & Management (with a sQuid Retail Purse)		
Variation to Card Specification (i.e. additional product)		
Change to Design		
Cost per 10 Test Cards		
Printing & Encoding **(unit cost per CMD2 card - Including card)**		
1 side colour & Encoding		
2 side colour printing & Encoding		
1 side colour, 1 side black text overlay & Encoding		
Laminate overlay (incremental cost)		
Hologram (incremental cost to add supplied hologram)		
Other (incremental cost)		
Pseudo hologram / laser engraved foil		
Fine line security print		
Magstripe plus encoding		
Microtext security print (inc. variable)		
Invisible UV print (inc. variable)		
Printing & Encoding **(unit cost per CMD2 card - Excluding card)**		
1 side colour & Encoding		
2 side colour printing & Encoding		
1 side colour, 1 side black text overlay & Encoding		
Laminate overlay (incremental cost)		
Hologram (incremental cost to add supplied hologram)		
Other (incremental cost)		
Pseudo hologram / laser engraved foil		
Fine line security print		
Magstripe plus encoding		
Microtext security print (inc. variable)		
Invisible UV print (inc. variable)		
Printing & Encoding **(cost per CMD2 card - provided by SAM Member)**		
Encoding of pre-printed cards (& printing of card number)		£
Printing & Encoding **(unit cost per CMD7 card - Including card)**		
1 side colour & Encoding		
2 side colour printing & Encoding		
1 side colour, 1 side black text overlay & Encoding		
Laminate overlay (incremental cost)		
Hologram (incremental cost to add supplied hologram)		
Other (incremental cost)		
Pseudo hologram / laser engraved foil		
Fine line security print		
Magstripe plus encoding		
Microtext security print (inc. variable)		
Invisible UV print (inc. variable)		

Printing & Encoding **(unit cost per CMD7 card - Excluding card)**		
1 side colour & Encoding		
2 side colour printing & Encoding		
1 side colour, 1 side black text overlay & Encoding		
Laminate overlay (incremental cost)		
Hologram (incremental cost to add supplied hologram)		
Other (incremental cost)		
Pseudo hologram / laser engraved foil		
Fine line security print		
Magstripe plus encoding		
Microtext security print (inc. variable)		
Invisible UV print (inc. variable)		
Printing & Encoding **(cost per CMD7 card - provided by SAM Member)**		
Encoding of pre-printed cards (& printing of card number)		
Printing & Encoding **(unit cost per CMD4 card - Including card)**		
1 side colour & Encoding		
2 side colour printing & Encoding		
1 side colour, 1 side black text overlay & Encoding		
Laminate overlay (incremental cost)		
Hologram (incremental cost to add supplied hologram)		
Other (incremental cost)		
Printing & Encoding **(unit cost per CMD4 card - Excluding card)**		
1 side colour & Encoding		
2 side colour printing & Encoding		
1 side colour, 1 side black text overlay & Encoding		
Laminate overlay (incremental cost)		
Hologram (incremental cost to add supplied hologram)		
Other (incremental cost)		
Printing & Encoding **(cost per CMD4 card - provided by SAM Member)**		
Encoding of pre-printed cards (& printing of card number)		
Data Input & Fulfilment (Excluding Postage)		
Paper Input of Application Forms		
Online Input - customer direct to bureau (no CMS)		
Fulfilment with Letters & Envelopes to Individual Addresses		
Fulfilment to central address with Individual Letters & Envelopes		
Fulfilment to central address of bulk cards i.e. shrink wrapped		
Inclusion of up to 3 x flyers per envelope (incremental cost)		
Inclusion of additional flyer (incremental cost)		
Faster Fulfilment - 3 days or sooner (incremental cost)		
Saving for 7 Working Day Fulfilment		
Postage		
Supplier to outline below its Postage Options:		
Individual Letter Royal Mail 1st Class		
Individual Letter Royal Mail 2nd Class		
Helpdesk Support - Annual Cost		
Helpdesk Mon - Fri 0900 - 1700 p.a (excl public holidays)		
Mon - Fri 0700 - 1800 p.a (excl relevant public holidays)		
Saturday 0800 - 1700 p.a (excl relevant public holidays)		
Out of Hours support p.a. (inc public holidays) Please define below:		

In addition, as part of the scoping process, we will also work with you to understand your Bureau Services needs within your wider scheme and your aspirations for the future.

Stage 3: Identifying Supplier Options

Stage 3 is based upon the process required for a public sector Member of SAM to be able to Call Off from the Framework. It is designed to ensure compliance with the Public Procurement Regulations 2015. We fully recognise that our private sector Operator Members have more freedom on the Supplier they may wish to select than a public sector Member, however, our experience is that they benefit equally from the approach as outlined.

When both parties are happy that we have a full understanding of your Lot needs, SAM will then undertake an appraisal of all Suppliers available within the Lot, against the individual needs of the Member. This appraisal will cover 2 core areas:

Technical Analysis

SAM will review the Member's technical requirements and compare them to the breakdown of the technical scores awarded to each Supplier from the Tender process. Careful attention will be given to considering (where relevant) any technical limitations of a Supplier and whether this may impact upon the specific needs of the Member.

If such a discrepancy is identified, the Member will be notified to enable them to make an informed choice as the way to progress, including rejecting a Supplier based on technical capabilities; or running a Further-Competition if a there is a technical requirement not already covered within the Technical Specification.

Financial Analysis

Using the information provided to SAM by the Member, SAM will cost the requirements of the Member using a comparison calculator, developed specifically for this purpose.

The ITSO Card Printing and Bureau Services Lot has different scale based options costed by each Supplier. The calculator will identify which option is the most financially advantageous from each Supplier as well as between Suppliers.

Depending on the original Tender received, SAM will also consider whether any Supplier's discount might apply to the Members specific scenario. For example, a Supplier may give a discount if the Member is already a customer of the Supplier and their existing Bureau is already being used.

Stage 4:   Feedback to the SAM Member

Having completed the appraisal based upon the core criteria, SAM will provide the Member with a draft of its score based appraisal of the Suppliers, as well as relevant support material. This draft score will use the same weightings as applied to the original procurement process, namely:

Principal Criteria	Weighting
Technical	60%
Financial	30%
Social Value (as per original tender)	10%

The Suppliers will be ranked a % out of 100%.

Having provided the information to the SAM Member, a discussion or meeting would be arranged to go through the draft information in detail, and to answer any questions the Member has.

Stage 5:   Liaising with the Framework Suppliers & Provision of Final Report

When the SAM Member is happy with the draft appraisal work undertaken, and any supplementary clarification questions have been identified, SAM will contact each Supplier to confirm that the technical/financial appraisal of their offer was correct. Upon the conclusion of this work, SAM will provide the Member with final advice, enabling the Member to make an informed choice of Supplier, which meets their own procurement criteria.

Stage 6:   Preparing the Call-Off Order

A SAM Member wishing to use the ITSO Card Printing and Bureau Services Framework has two defined processes for calling-off an Order. A Direct Award (below) or a Further-Competition (Section 6).

1. Member's Own Call-Off Order (Direct Award)

Within Schedule 6 of the Suppliers Framework Agreement with SAM is an Order Form Template as shown below:

Framework Schedule 6 (Order Form Template and Call-Off Schedules)

Order Form

CALL-OFF REFERENCE:	[Insert Buyer's contract reference number]
THE BUYER:	[Insert Buyer's name]
BUYER ADDRESS	[Insert business address]
THE SUPPLIER:	[Insert name of Supplier]
SUPPLIER ADDRESS:	[Insert registered address (if registered)]
REGISTRATION NUMBER:	[Insert registration number (if registered)]
DUNS NUMBER:	[Insert if known]

[Buyer guidance: This Order Form, when completed and executed by both Parties, forms a Call-Off Contract. A Call-Off Contract can be completed and executed using an equivalent document or electronic purchase order system.

If an electronic purchasing system is used instead of signing as a hard-copy, text below must be copied into the electronic order form starting from 'APPLICABLE FRAMEWORK CONTRACT' and up to, but not including, the Signature block

It is essential that if you, as the Buyer, add to or amend any aspect of any Call-Off Schedule, then you must send the updated Schedule with the Order Form to the Supplier]

APPLICABLE FRAMEWORK CONTRACT

This Order Form is for the provision of the Call-Off Deliverables and dated [Insert date of issue].

SAM will then work with the Member to prepare and complete the Order Form. Should a Member wish it, SAM has an arrangement with its Procurement Advisors – Augmentas Ltd who would review and comment upon a final draft, for a fixed fee. More details of this are available from SAM.

2. SAM Umbrella Order

Based upon demand from SAM Members, SAM has signed an 'Umbrella' Order with one of the current Suppliers. This means that so long as the Supplier is the Most Economically Advantageous Supplier for the work, and that the Member's Order can be met without the need for a Further-Competition, then the Member only needs to complete a SAM Bureau Order Proforma to be able to order their Bureau Services with the full protection of the Framework. A copy of the 'Umbrella' Order, and their respective Order Proforma's are available from SAM upon request.

6. Further-Competition

Where required, a Further-Competition can be considered where a specific requirement of the Member may not be fully covered by the original Tender submission, or a significant variation to it is required. Section 3. of the ITSO Card Printing and Bureau Services Framework Agreement outlines the process of awarding a contract following a Further-Competition.

If the work undertaken by SAM as part of Stages 2 and 3 identifies that the Member may have additional requirements not covered by the existing specifications, then SAM will explore with the Member, their options in relation to running a Further-Competition.

SAM already has experience of running Further-Competitions for a National Mobilities Procurement Hub Lot. Our role is to support and assist the Member, throughout this process. SAM will work with the Member to clearly identify the changes required and run the ITT process for them.

7. Costs of Using the Framework

As a Membership organisation, SAM does not charge its Members for assisting with any element of Stages 1 to 6, as detailed within these Guidance Notes.

The cost of using the National Mobilities Procurement Hub is based upon the successful Supplier paying a fixed % of the value of the signed Order to SAM. For most Lots this is around 3%. If no Contract is signed, no fee is charged.

The Suppliers prices outlined within the Lot, already take the Commission payment into account.

8. Next Steps

We hope you have found these Guidance Notes helpful in outlining the process to access the National Mobilities Procurement Hub.

For further information, or an informal discussion about your procurement needs, please contact us at: https://www.talktosam.co.uk