



Law Society
of Scotland

Invitation to tender for the
**Journal
Magazine**
and all associated services



Law Society of Scotland

Invitation to tender for The Journal Magazine and all associated services

Closing Date: 04 April 2023

The Journal Magazine

We are tendering for the full production, including writing, web and print editing, publishing and distribution, of our monthly publication, The Journal Magazine and the management of all aspects of associated websites www.journalonline.co.uk and www.lawscotjobs.co.uk as well as e-newsletters, any associated publications and multi/social media using The Journal branding.

The Journal was launched in 1956 and has been the leading magazine devoted to the legal profession in Scotland since. The Law Society of Scotland own the intellectual property and rights related to the Journal and we are looking for a partner to whom we sub-contract the production.

It is currently a high-quality monthly 52-page publication and sits as the cornerstone of the Society's communication with its members. It has a controlled circulation of 12,832 and is distributed to all Law Society members and some additional non-member subscribers.

Since the pandemic, more focus has gone on the digital version and website. Printed copies are currently being sent to each firm. Until March 2020 a printed copy of each edition was posted to each member. Since we started printing again, we have only posted copies to members who have asked for it, otherwise each month, members are sent emails to each edition directing them to the website.

Journal Online (www.journalonline.co.uk) is updated on a daily basis with topical news items and features a searchable archive of articles dating back to 1998.

Lawscot Jobs (www.lawscotjobs.co.uk) is the Society's legal recruitment website. The site features the latest opportunities in private practice, in-house, public sector, paralegal, trainees, and voluntary positions.

The Journal is currently produced by a third-party contractor which handles all aspects of the magazine, associated websites, e-newsletters, advertising revenue, financial reporting and social media.

The key editorial objectives of the Journal are to provide members with:

- Analysis of topical legal issues and news and thought leadership
- A forum for balanced debate, community, conversation and learning
- Articles by leading figures and opinion formers in the legal profession and beyond
- Information critical to the everyday running of a legal practice or legal team
- Professional advice and practice guidelines from the Society
- Education and professional development

What are we are looking for?

We want to partner with people who will combine the best of the Journal today – its credibility, its print quality, impartiality, and loyal audience – with the best use of today's digital tools to ensure its ongoing development and further the Journal's reach. The Journal should support the strategic aims of the Society.

1. Supporting our members to thrive
2. Modern and effective regulation acting in the public interest
3. Innovation and efficiency
4. Influential voice that enhances our legal sector and justice
5. Leading the profession.

The Journal has a strong, established name and reputation within the Scottish legal profession. The print copy was until March 2020 sent to every member in Scotland, over 13,000 people. We want to ensure that our hard copy print brand presence remains, and have a creative, engaging digital presence which reflects the Society's forward looking, progressive outlook.

Areas of opportunity we perceive are:

- Develop online presence with dynamic legal news website
- The Journal Annual Review(s) eg Legal Tech 2024; ED&I 2024; High Street 2024
- Sponsorship opportunities and business development collaborations with the Society
- Develop jobs website into leading job board for Scottish legal profession
- Podcasts and webinars
- Develop different styles of communication including social media and work with the Society in competitor analysis of market opportunities
- Review current distribution and publishing model

You will have:

- Editorial judgement, expertise and ambition
- Equally adept in digital and print
- Design and production resource for email client type usage and print
- Sales and business development acumen including digital
- Understanding of the Society and its unique role within the profession
- Genuine interest in Scottish legal and business communities
- Enthusiasm and determination to grow advertising revenues and levels of engagement
- Willingness to try new Journal products and services in partnership with the Society

Digital Journal

Journal monthly newsletters are regularly sent to over 13,000 members. Open rates are consistently high and averaged 36% in 2022.

There are also a number of Journal sector specific newsletters aimed at particular areas of the membership.

The Journal website received over 350,000 visits last year.

There are successful daily newsletters in the Scottish legal market which have combined relevant news stories and updates with advertising opportunities (including legal jobs).

We would like Journal web presence and newsletters to undergo a refresh and work with our partners on a new strategy which shows understanding and enthusiasm for the Journal's current brand and seeks to develop it further using a combination of digital and print content.

We are looking for suggestions on how to grow these numbers, and on how to ensure the Journal's digital presence is a vital multimedia source of daily, relevant information to the Scottish legal profession.

Lawscot Jobs

Lawscot Jobs is a leading jobs board for the sector in Scotland and currently provides for a significant share of the Journal's overall advertising revenue. We would like to innovate in this area and ensure Lawscot Jobs retains and enhances its prominent role in the sector. This area has significant opportunity for refining, growth and expansion.

Please note that the Society shares postal data for the print distribution with the publisher, but email data is not shared. E-newsletters are therefore currently sent directly from the Society.

Digital publishing experience and expertise is preferred.

Financial information

The Journal is commercially successful and generates substantial six figure revenue, primarily from the following sources:

- Advertising – print and online
- Lawscot Jobs
- Subscriptions

We are open to financial models which will work for both partners but would envisage the Society is paid an annual fixed fee, with a share in revenue agreed above a certain level.

We are also interested in developing new revenue streams, using the Journal's brand in new print and digital publications.

A current rate card for the Journal is attached for reference.

Please note at present the Journal has an Editor, and Business Development Manager.

All costs associated with the Journal should be met by the publisher.

Please send any requests for further information, should you require it in assessing or submitting a proposal, to Jim McKay, Head of Commercial Services jimmckay@lawcot.org.uk and Jack Rowberry, Business Development Manager, jackrowberry@lawscot.org.uk

The Law Society of Scotland

Established in 1949, the Law Society of Scotland is the independent professional body for over 12,000 solicitors in Scotland. All Scottish practising solicitors are members of the Society and are required to meet our high standards. We also have an important duty towards the public interest.

As a professional body, our purpose is to lead legal excellence. This reflects our leadership role and our pursuit of excellence, taking us beyond simply being successful and respected and recognising that our members operate in and outside of Scotland. The membership is currently made up of approximately 12,500+ practising solicitors in addition to which 600 Accredited Paralegals, students and retired solicitors who go on to be Fellows.

Snapshot

The profession in 2022 and our projections for the future.
As of June, there were...

12,737

solicitors with Scottish practising certificates. 14,000 by 2030

65%+

Over 65% of practising certificate holders in private practice

56/44

56% female and 44% male.
60% female 40% male of 2027

7% < 30

Nearly 7% of solicitors under 30 are from minority ethnic backgrounds, compared with 3.5% of the profession as a whole

1,100

1,110 practice units

 **58**

58 multinational practices in Scotland employ a third of all private practice Scottish solicitors

>30%

Over 30% work in-house for both private and public organisations. We expect this to increase

 **300**

Over 300 Scottish solicitors working overseas

29.55%

Only 29.55% of women in senior roles - the gender split is not across all levels



Some of our members identify as non-binary, trans or of another gender. We are committed to ensuring all genders can thrive in the profession

50%

Incorporated practices make up nearly 50% of all practice units

Further information for prospective partners

Tender timetable

- Tendering documents issued 9 Feb 2023
- Closing date for tenders 4 April 2023
- Shortlisted suppliers confirmed and contacted by 6 April 2023

- Tender interviews:
 - First online 20 April 2023
 - If successful at first stage, second interviews will be at the Society's offices on 27 April 2023
- Tender panel decision by 10 May 2023
- Contracts agreed by 30 June 2023
- Product and service in place and functional December 2023

Key points to be included in the tender application

Company information

- background
- operational structure, resources, and partners
- financial strength (please include most recent set of annual accounts)
- current portfolio
- position statements in respect of conflict issues and confidentiality issues
- key team members

Vision and strategy

- editorial direction
- advertising and commercial opportunities
- marketing
- digital and social media
- awareness of the Society and our current strategy

Outline of publishing process

- editorial process
- design
- production and distribution
- web management and support
- liaison and reporting to Society

Financial model

- outline of projected costs and incomes – your proposal should provide for mutual financial reward, delivering the magazine and all related services
- proposed structure for advertising rates (print and online)
- proposed structure for financial arrangements and mechanisms including invoicing, debt collection and commission payments
- policy on credit control

Quality standards

- compliance with diversity and equality legislation – please complete Appendix 1 'Questions on diversity and equality'
- The Bribery Act 2010 has now been in place for over 13 years. Detail any prosecutions which have been brought against your company and any current or former employees under this Act.
- sustainability credentials and goals
- outline your company's anti-corruption measures under the above Act.

Please note that the full tender document should be no more than 25 single pages.

Tenderers must also include signed acceptance of the terms outlined in this document:

1. The tender is to be conducted on a confidential basis.
2. All costs incurred by each company participating in the tender will be borne by each individual company. No costs arising from participation in the tender will be borne by The Law Society of Scotland. Excluding our own, independent legal advice.

3. The decision of the tender panel on the appointment of the Journal publisher will be final and conclusive. This decision will not be open to challenge by any of the participating companies in the tender.

Further information

Any further information required to assist with the preparation of the tender document should be requested from Jim McKay and Jack Rowberry at jackrowberry@lawscot.org.uk with the subject The Law Society of Scotland, The Journal - Tender.

Decision process

The tender submissions will be judged against set criteria. These include:

- Editorial strength and understanding
- Operational structure and extent of local dedicated in-house resource
- Commercial focus and understanding of market
- Financial strength and model
- Online and digital vision

Tender submissions will be considered initially by the Society's Head of Commercial Services, Head of Communications, Head of Engagement and Business Development Manager and those meeting the criteria will be formally considered by a tender panel. The contract for the provision of services will initially be for a three-year period commencing on 1 December 2023 with an option for a two-year extension at the discretion of the Society.

Please email your tender submission to Jim McKay (jimmckay@lawscot.org.uk) and Jack Rowberry at (jackrowberry@lawscot.org.uk). If you wish to submit a hard copy version, the details are:

FAO: Jim McKay and Jack Rowberry
c/o The Law Society of Scotland
Atria One
144 Morrison Street
Edinburgh
EH3 8EX

Please note, It is the responsibility of the tenderer to ensure documents arrive by the deadline. The Society will not accept any responsibility for late submissions. Please note that the Society will acknowledge safe receipt of submissions by email. If this is not received within 24 hours of sending, please call Jack Rowberry on 0131 226 8898.

Appendix 1

Questions on diversity and equality

What is your organisations equality and diversity policy which covers recruitment, employment, and training across all the strands of equality (age, disability, gender, marital status, race, religion and belief, sex, sexual orientation)?
Details:
What is your organisations policy on equal pay for equal value, supported by a transparent job grading structure?
Details:
What is your organisations equality and diversity policy which covers the provision of goods and services across all the strands of equality (as above)?
Details:
Has your organisation had a discrimination claim taken against it by a prospective, current, or former employee in relation to any of the strands of equality (including on the issue of equal pay) within the last five years?
Details:

Has your organisation had a discrimination claim taken against it in relation to its provision of goods and services in respect of any of the strands of equality within the last five years?

Details:

Please provide details of how you can assist the Society in dispensing our public sector duties in relation to race. These can be broadly summarised as requiring the Society to:

- Eliminate unlawful racial discrimination
- Promote equality of opportunity; and
- Promote good relations between people of different groups

Details:

Please provide details of how you can assist the Society in dispensing our public sector duties in relation to disability. These can be broadly summarised as requiring the Society to:

- Promote equality of opportunity between disabled people and other people
- Eliminate discrimination that is unlawful under the relevant legislation
- Eliminate harassment of disabled people that is related to their disability
- Promote positive attitudes towards disabled people
- Encourage participation by disabled people in public life
- Take steps to meet disabled peoples' needs, even if this requires more favourable treatment

Details:

<p>1. Please provide details of how you can assist the Society in dispensing our public sector duties in relation to gender. These can be broadly summarised as requiring the Society to:</p> <ul style="list-style-type: none"> • Eliminate unlawful discrimination and harassment (being conscious of obligations under the SDA and EqPA) • Promote equality of opportunity between men and women
<p>Details:</p>
<p>How will you quantify and measure the potential differential impact of your product/service on different groups of users, with particular regard to the strands of equality (as above), and provide reporting to the Society?</p>
<p>Details:</p>

Questions on sustainability

<p>What are your ethics and sustainability policies?</p>
<p>Details:</p>
<p>What steps are you are taking to minimise your carbon footprint? Please provide information that will demonstrate this.</p>
<p>Details:</p>

Please demonstrate what steps you are taking to ensure the ethical and sustainable sourcing of supplies and services as part of your supply chain.

Details:

End of document



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