**Invitation to Tender**

**Provision of Creative Design Services**

**OJEU Reference Number** 2019-150581

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|  |  |
| --- | --- |
| **Issue Date:** Monday 16th December 2019 | **London & Partners** |
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PART A: SECTION ONE

1. Background
   1. London & Partners is the Mayor of London's official promotional agency.

We exist to support the Mayor’s priorities by promoting London internationally as a leading world city in which to invest, work, study and visit.

Our work helps achieve ‘good growth’ for London and Londoners, as outlined in the Mayor’s economic development strategy.

We do this by focusing on:

* Building London's international reputation.
* Attracting international audiences and convincing them to choose London.
* Guiding international audiences to make the most of all that London has to offer.
* Helping to retain and grow London’s businesses
* We tell London's story brilliantly to an international audience and we do this in partnership with organisations and people who have a stake in London's international promotion.

We are a not-for-profit public-private partnership, funded by the Mayor of London,

European and national funds, our network of partners and other commercial ventures.

London & Partners has gained funding for **£3,946,913** from European Regional Development Fund programme (ERDF) to deliver the “Mayor’s International Business Programme” (**MIBP**).

This project aims to support London SMEs to expand internationally over a 3-year period. One of the main activities is International Trade Missions which connect the high-growth companies with potential customers and partners across the world. The project started in September 2015 and ends in December 2021.

For more information visit our website [http://gotogrow.london](http://gotogrow.london/)

London & Partners also received funding for **£3,070,952** from ERDF to deliver the “Business Growth Programme” (**BGP**).

The Programme offers impartial business advice and support to businesses based in London with fewer than 250 employees and turnover of less than £40m looking to grow across London. We can help unlock your business potential by identifying barriers to growth and providing strategic solutions including mentoring, workshops, business growth advice and opportunities across our London network. The project started in October 2016 and ends in March 2022, subject to additional ERDF funding.

For more information visit our website <http://business.london/business-growth-programme>

To support London & Partners marketing and promotional programmes we have a dedicated in-house design team that deliver print and digital design requests across the business. In addition, we currently use a number of freelance and agency supplier suppliers to support with a high volume of work and who supply services for our ERDF funded programmes.

London & Partners wishes to source a number of suppliers to provide design services to support two separate delivery work streams:

1) Support of our in-house team across London & Partners marketing and promotional business areas;

2) Deliver dedicated works for our MIBP and BGP programmes.

The framework will run for 2 years with option to extend for further 2 years on 2x12-month basis. Further details of L&P requirements and the nature of this opportunity are set out in the ITT Document.

The completed Selection Questionnaire (SQ) from suppliers will be evaluated  against the minimum requirements of economic and financial standing and technical or professional ability. The top 5 of those potential suppliers  following the evaluation of the SQ will be issued with the ITT.

.

London Business Awards, a yearly celebration of success and innovative excellence across London’s business community.

The Awards recognise a number of categories to encompass the accomplishments of businesses and key individuals over the previous 12 months, celebrating the creativity and diversity of London business and ambassadors building London’s reputation for tomorrow.

In addition to this annual event, the team also run quarterly large-scale business events which may require additional creative / design input to raise awareness and promote the programmes e.g. Innovation Festival during London Tech Week.

1.2 L&P wishes to source 3 suppliers to provide design services for 2 years with the option to extend for a further 2 years on 2x12-month basis.

Further details of L&P requirements and the nature of this opportunity are set out in the following sections of this ITT.

1.3 This procurement is not split into lots.

2. General

2.1 This Invitation to Tender (ITT) relates to L&P’s procurement for the provision of Design Services to London & Partners.

2.2 This tender is being carried out in accordance with the restricted procedure as set out in the Public Contracts Regulations 2006 (“the Regulations”) which implement Directive 2004/18/EC.

2.3 L&P received completed Selection Questionnaire (SQ) from potential suppliers and has evaluated minimum requirements of economic and financial standing and technical or professional ability. The top 5 of those potential suppliers who were shortlisted following the evaluation of the SQ have been issued with the ITT.

2.4 The information provided in this section is designed to ensure that all responses to this ITT are given equal and fair consideration. It is important therefore that potential suppliers provide all the information asked for in the format and order specified.

2.5 Potential suppliers should read these instructions carefully before submitting a response. Failure to comply with these requirements for completion and submission of a Tender will result in the rejection of the Tender. Potential suppliers are advised to acquaint themselves fully with the extent and nature of the goods and/or services of the specification of requirements (at Section 2 - Paragraph 9) and contractual obligations. These instructions constitute the Conditions of Tender. Participation in this procurement exercise automatically signals that the potential supplier accepts these Conditions.

**3. Consortia and Subcontracting**

3.1 Where a consortium approach is proposed, potential suppliers together with all consortium members, will be required to complete a questionnaire in respect of the proposed consortium leader to confirm they meet the minimum requirements.

3.2 Relevant information should be provided in respect of the consortium member or subcontractors who will play a significant role (defined as greater than 10% of the contract value) in the delivery of the requirement. Responses must enable L&P to assess the overall consortia or core supply base.

3.3 Where the members of the consortium or supply chain change at any time during the procurement exercise, the potential supplier must inform L&P immediately in writing. In such circumstances, L&P reserves the right to take such action, including excluding the consortium from participation in the procurement exercise, where the change in membership is material in the sense that had it been made earlier it would have affected L&Ps evaluation of the Tender.

**4. Enquiries and Communications**

4.1Unless stated otherwise in this ITT or in writing from L&P, all communications from potential suppliers (including potential supplier sub-contractors, consortium members, consultants and advisers) during the period of this procurement exercise must be submitted via email to [**procurement@londonandpartners.com**](mailto:procurement@londonandpartners.com) (marked for the attention of **Rob Palmer** and with “**Provision of Creative Design Services ITT Submission**” as the subject line) and in any event no later than the deadline for questions. No further questions will be accepted after the deadline. Enquiries by fax, telephone or verbal enquiries will NOT be accepted nor responded too. Please see paragraph 11 for the proposed timetable.

If L&P considers any query to be of significance to other potential suppliers, L&P will circulate the query together with L&P’s response (but not the source of the query) to all potential suppliers that have received this ITT.

4.2 Where a potential supplier, believes that a request for clarification is commercially sensitive e.g. where disclosure of such clarification and the response would or would be likely to prejudice its commercial interests, the potential supplier should clearly indicate that the clarification is commercially sensitive. However, if L&P (at its sole discretion) does not consider that the clarification is commercially sensitive or would potentially benefit all potential suppliers, L&P will:

1. invite the potential supplier submitting the question either to declassify the question and allow the question along with L&Ps response to be circulated to all potential suppliers; or
2. request the potential supplier, if the potential supplier still considers the query to be commercially sensitive, to withdraw the query.

4.3 L&P reserves the right not to respond to a question or request for clarification or to circulate such a request where it considers that the answer to that request would or would be likely to prejudice L&Ps commercial interests. In such circumstances, L&P will inform the relevant potential supplier.

4.4 L&P will endeavour to respond to all queries as quickly as possible but cannot guarantee a minimum response time but in any event will respond at least four (4) days before the deadline for receipt of Tenders.

**5. Costs of Tendering**

5.1Potential suppliers shall bear their own costs and expenses incurred in the preparation and submission of their ITT response and L&P will in no circumstances be responsible or liable for these costs, regardless of the outcome in relation to individual ITT Responses.

**6. Confidentiality and Related Matters**

6.1 Potential suppliers shall treat the ITT and associated documents and the information contained therein as private and confidential, and the fact that an invitation has been issued shall not be disclosed to any third party without the written consent of L&P (except for those professional advisers essential to preparing a Tender for this opportunity and for no other purpose). The contents of this ITT and of any other documentation sent to any potential supplier in respect of this procurement exercise are provided on the basis that they remain the property of L&P. Potential suppliers shall take all necessary precautions to ensure that all confidential information is treated as such and not disclosed (save as described above) or used other than for the purpose of this procurement exercise by the potential supplier.

6.2 If any potential supplier is unable or unwilling to comply with the requirement set out in paragraph 6.1 above, the potential supplier is required to notify L&P and return the ITT and all associated documents immediately.

6.3 All proposed communication and promotional material regarding the potential contract must be sent to L&P for approval.  This includes press releases, media statements, case studies, and web/online articles. L&P reserves the right to lead on any announcements regarding the contract.  In the event of a media issue, the potential supplier should immediately contact the L&P press office to agree an approach and statement.

7. Canvassing

7.1 Any potential supplier who directly or indirectly canvasses any officer, member, employee, tenant, resident or agent of L&P or its members or any other relevant body or any of its officers or members concerning the resulting contract or who directly or indirectly obtains or attempts to obtain information from any such officer, member, employee or agent concerning any other potential supplier, ITT submission or proposed ITT submission will be disqualified from this procurement process.

8. Additional Information

8.1 The potential supplier shall ensure that each and every sub-contractor, consortium member and adviser abides by the terms of these instructions and the Conditions of ITT.

8.2 L&P reserves the right to amend, add to or withdraw all or any part of this ITT at any time during the procurement exercise.

8.3 All material issued in connection with this ITT shall remain the property of L&P and/or as applicable any other relevant body and shall be used only for the purpose of this procurement exercise. All background and supporting documentation and Due Diligence Information provided by L&P for the purpose of better informing potential supplier responses to this ITT shall be securely destroyed by the potential suppliers at the conclusion of the procurement exercise.

8.4 The ITT is issued on the basis that nothing contained in it shall constitute an inducement or incentive nor shall have in any other way persuaded a potential supplier to submit a Tender or enter into any other contractual agreement.

8.5 L&P will disqualify a potential supplier where the potential supplier fails to comply fully with the requirements of this ITT or is guilty of a serious misrepresentation in supplying any information required in this document.

8.6 L&P reserves the right to revisit information obtained in potential supplier submission to take account of subsequent changes to potential supplier circumstances. At any point during this procurement exercise, L&P may require potential suppliers to certify there has been no material change to information submitted in Tenders. If potential suppliers are unable to certify that there has not been a material change, L&P reserves the right to eliminate the potential supplier from the procurement exercise.

8.7 L&P may seek and take up references from any customers designated by potential suppliers.

8.8 In submitting a Tender, a potential supplier undertakes that in the event of their Tender being accepted by L&P and L&P confirming in writing such acceptance to the potential supplier, the potential supplier will, upon being called to do so by L&P execute the Contract in the form set out in Appendix 1.

**PART A: SECTION TWO**

**9. SCOPE and OBJECTIVES**

Section Two of this ITT sets out the requirement for which London & Partners invites potential suppliers to submit a tender response.

The proposed contract period will commence on 1st April 2020 and will be required for an initial period of 2 year with an option to extend on an annual basis, subject to formal annual reviews, for a further 2 years for a total period of 4 years

**OBJECTIVES/REQUIREMENT**

* 1. **Services required**

To support London & Partners marketing and promotional programmes, we have a dedicated in-house design team that deliver print and digital design requests across the business. In addition, we currently use a number of freelance and agency supplier suppliers to support with a high volume of work and who supply services for our ERDF funded programmes.

London & Partners wishes to source 3 suppliers to provide design services to support two separate delivery work streams:

1) Support of our in-house team across London & Partners marketing and promotional business areas;

2) Deliver dedicated works for our MIBP and BGP programmes, including the annual London Business Awards.

We are looking to appoint a pool of external suppliers that can work directly as an extended arm of our internal design team. The chosen suppliers will be expected to work with the team to build up a strong understanding of our brand, workflows and design techniques.

It is crucial that we can find suppliers to build a strong working relationship and business understanding in order to improve efficiency and consistency of our design output.

We require multidiscipline design agencies that can cover the following work types that our design team regularly produce:

1. **Publications, Bid Documents, Brochures and Print-style Design**

* Regular print pieces for professional print runs plus print-on-demand/digital download. Includes brochures, postcards, invites etc.
* Templates for self-served reports and documents
* Bid docs which must conform to specific externally-defined formats, unique to each project
* PowerPoint template design
* Merchandise design
* Logo lock-ups and branding of new templates (with various delivery/supporting partners)

1. **Digital design for owned-channels**

* Web design and UX design including visitlondon.com, business.london, gotogrow.london and businessgrowth.london, conventionbureau.london. londonandpartners.com and study.london
* Website development capabilities for possible microsite production
* Ad units for on-site advertising including takeovers, display and mobile banners
* Templates for e-newsletters and HTML invitations
* Social-media-first assets including animations and infographics, Twitter cards and video
* Video editing & branding - (message overlay/end board/intro & outro etc)

1. **Event design and production**

* Production of invitations, trophies and judges Packs (PPT)
* Venue dressing including pull-up banners, step and repeat boards, zoning areas, digital loop and stand dressing
* Social media assets for LinkedIn and Twitter channels and animated gif

1. **Printing of designed documents/collateral**

* To oversee the printing of designed materials ensuring they conform to the L&P approved print specs
* To arrange for the high-quality printing of designed documents and prompt delivery to the London office, or to an international address when specified.

Expectations on how work would be managed and delivered by supplier:

* + Agreeing the brief
  + Sizing, costing and scheduling the work via dedicated project manager
  + Production following London & Partners brand guidelines and using approved assets e.g. rights-cleared photography
  + Feedback and amends management
  + Delivery on time and budget

How

* + Work with L&P’s in-house design Team Coordinator & MIBP/BGP Marketing Team to scope and plan in work for agency delivery
  + Provide high quality and cost-effective design services, preferably using a regular pool of designers to ensure consistency and to reduce scoping time
  + Liaise directly with L&P content providers and picture editor as agreed
  + Liaise directly with print company (selected by L&P) as agreed
  + Help us set up processes for smooth delivery and drive continuous improvement

Other requirements from supplier:

Ability to scale

We require an agency or supplier that can support up to 4 simultaneous projects at any one time. This means the supplier must have the capacity to be able to scale to this size quickly to support our business needs.

Responsive delivery

We often require quick turnaround work; therefore, the selected supplier should be able to start on a project within 24 hours’ if required.

Video delivery

Supplier should be able to support video editing and animation work requests. Typical animation requests include motion graphics ads for major events electronic boards, web banner ads and animated social media assets. If the supplier cannot supply this directly, they must be able to offer the services as part of the agreement.

Software compatibility

Chosen supplier will need to supply all work files over to our in-house team and therefore use the same design software packages. We use Adobe Photoshop, InDesign, Illustrator, Premiere, After Effects, PowerPoint and InCopy.

Account management

Chosen supplier should provide a dedicated account manager or project manager. This person should be our single point of contact that would be expected to liaise directly with our stakeholders and resource manager to ensure smooth delivery of requests.

Social first design

The chosen supplier should have a proven track record in delivering social first assets such for platforms Facebook, Instagram, Twitter, Snapchat and LinkedIn.

Blended rate pricing structure

The chosen agencies should be able to supply us with a blended rate pricing structure. We’ve found that this works well and allows us to easily cost out work and not worry about the type of people working on projects from the agency side.

**Payment and Invoicing Requirements**

All invoices issued by the Supplier in respect of the Service Fees shall be in arrears.

The Customer shall pay all sums properly due and payable to the Supplier in cleared funds within thirty (30) days of receipt of a Valid Invoice, submitted to the address specified by the Customer in paragraph 5.6 below and in accordance with the provisions of the Enabling Agreement. Any invoices for payment submitted by the Supplier to the Customer pursuant to this paragraph 5 shall be considered and verified by the Customer in a timely manner and that undue delay in doing so is not to be sufficient justification for failing to regard an invoice as valid and undisputed.

The Supplier shall ensure that each invoice contains all appropriate references and a detailed breakdown of the Services supplied and is supported by any other documentation reasonably required by the Customer to substantiate the invoice, including ensuring that each invoice has the following information:

1. Management information as detailed below
2. shows separately:
3. any Service Credits payable;
4. any Commissions payable; and
5. the VAT added to the due and payable Service Fees in accordance with this Schedule, and the tax point date relating to the rate of VAT shown;
6. it is supported by any other Supporting Documentation reasonably required by the Customer to substantiate that the invoice is a Valid Invoice.

All payments due by one Party to the other shall be made within thirty (30) days of receipt of a Valid Invoice unless otherwise specified in the Enabling Agreement, in cleared funds, to such bank or building society account as the recipient Party may from time to time direct.

The Supplier shall submit invoices directly to London & Partners Limited via [supplierinvoices@londonandpartners.com](mailto:supplierinvoices@londonandpartners.com)

**Account Management Requirements**

The chosen supplier should provide a dedicated account manager or project manager. This person should be our single point of contact that would be expected to liaise directly with our stakeholders and resource manager to ensure smooth delivery of requests. The agency will report to the Senior Marketing Manager/Head of MIBP and the Head of Marketing Creative, and to the Senior Compliance Manager in relation with project budget and invoices.

**Management Information Reporting Fields**

The chosen supplier should provide weekly reporting on financials and project status.

**10. LOTS**

This procurement exercise is not divided into Lots.

**11. PROCUREMENT TIMETABLE**

|  |  |
| --- | --- |
| OJEU Reference | Monday 28th October 2019 |
| Issue SQ | Monday 28th October 2019 |
| SQ Clarification Deadline | Monday 25th November 2019 |
| SQ Return Deadline | Monday 2nd December 2019 |
| SQ Evaluation | Tuesday 3rd December – Friday 13th December 2019 |
| Issue ITT | Monday 16th December 2019 |
| ITT Clarification Deadline | Friday 17th January 2020 |
| **Deadline for return of ITT** | **Monday 20th January 2020 – 12pm Midday** |
| Evaluation period | Tuesday 21st January 2020 – Friday 31st January 2020 |
| Presentation / Interviews | Monday 10th February – Friday 14th February 2020 |
| Contract award notification | Wednesday 19th February 2020 |
| Mandatory standstill period ends | Monday 2nd March 21st 2020 |
| **Contract award** | **Tuesday 3rd March 2020** |

11.1 The proposed timetable is only a guideline. L&P reserves the right to make any changes it deems necessary to the proposed timetable.

11.2 At any time prior to the deadline for receipt of Tenders, L&P may amend the ITT. Any such amendment will be notified in writing to all prospective Potential suppliers. In order to give potential suppliers reasonable time in which to take the amendment into account in preparing their Tenders, L&P may, at its discretion, extend the deadline for receipt of Tenders.

**PART A: SECTION 3**

1. Instruction for Completion

12.1 Tender submissions must comprise all of the following documents completed in full:

* Company Details
* Form of Tender
* Non-Conclusive Tendering certificate
* Conflict of Interest certificate
* Ability to Supply
* All parts of the Technical Questionnaire
* All parts of the Pricing Document

12.2 Potential suppliers must answer all questions without making reference to general marketing or promotional information/material. Publicity brochures will not be accepted as answers to questions. Potential suppliers should not make reference to answers used in previous questions but should repeat the information if necessary.

12.3 Potential suppliers must be explicit and comprehensive in their Tender submission as this will be the single source of information on which potential suppliers will be scored and ranked. Potential suppliers are advised neither to make any assumptions about any past or current supplier relationships with London & Partners nor to assume that such prior business relationships will be taken into account in the evaluation process.

12.4 Where a length of response is stipulated, only the information within the set limit will be evaluated. Additional information will not be evaluated and therefore should not be supplied. London & Partners will only take account of information which is specifically asked for in the ITT.

12.5 Failure to provide the required information or particulars for the relevant question(s) or supply documentation referred to in the response within the specified timescale will result in elimination form the procurement exercise.

12.6 The Tender and any documents accompanying it must be in the English language and must be submitted in numerical order to reflect the questions in the ITT.

12.7 Potential suppliers are responsible for ensuring that they have submitted a complete and accurate Tender and that prices quoted are arithmetically correct for the units stated.

12.8 Tenders will be checked for completeness and compliance with the Conditions of Tender and only compliant Tenders will be evaluated. Non-compliant Tenders will be eliminated from the procurement exercise.

# 13. Alterations to Tender

13.1 The format and/or wording of the ITT must not be changed by potential supplier.

13.2 No Tender may be modified after submission to London & Partners.

13.3 A potential supplier may withdraw their Tender at any time prior to the deadline for receipt of Tenders or any other time prior to accepting the offer of a contract by submitting such notice via email to **procurement@londonandpartners.com**

14. Instructions for Submission

14.1 Potential suppliers are required to submit their Tenders email and should send to [procurement@londonandpartners.com](mailto:procurement@londonandpartners.com) .

14.2 Email should be titled with the Tender Reference number and Title:

14.3 The tender submission must arrive at the address in paragraph 14.2 no later than 12:00pm (UK time) on Monday 20th January 2020. These documents, if submitted late or by fax will not be accepted and the Tender will be deemed non-compliant.

**15. Receipt of Tenders**

15.1 Tenders received before the deadline at paragraph 11 will remain unopened until that deadline or such time thereafter when all Tenders will be opened. London & Partners may not consider Tenders received after the deadline.

**16. Acceptance of Tenders**

16.1 London & Partners reserves the right not to award a Contract for some or all of the services for which Tenders are invited.

17. Evaluation Process and Criteria

17.1 London & Partners will use the criteria provided in this ITT to determine which Tender is the most economically advantageous and will award the Contract to that supplier. Tenders will be evaluated on both technical merit and price.

17.2 To ensure the relative importance both criteria are correctly reflected in the overall score, a weighting system has been applied to the evaluation process. The technical merit score will be weighted and forms 75% of the final score and the price evaluation will form 25% of the final score.

17.3 The Tender Evaluation Process will comprise the successive stages as follows:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Stage** | **Capability** | **Award Criteria** |  |  | **Weighting** |
| **Stage 1** | **Company Details** | **All information requested must be provided.** | | | **N/A** |
| 1.0 | Company Information |  | Not Scored | Not Scored | **N/A** |
| **Stage 2** | **Regulatory Compliance & Business Requirements** | All information requested must be provided.  Failure to provide all information will result in elimination from the procurement exercise. |  |  | **N/A** |
| 2.1 | Form of Tender |  | Fail | Pass | N/A |
| 2.2 | Non-Collusive Tendering Certificate |  | Fail | Pass | N/A |
| 2.3 | Conflict of Interest |  | Fail | Pass | N/A |
| **Stage 3** | **Technical Questionnaire** |  | **Available Score**  **-Minimum** | **Available Score**  **-Maximum** | **Weighting**  **of the available marks** |
|  |  |  |  |  | **75%** |
| 3.1 | Understanding of the brief | As per marking scheme | 0 | 10 | **10%** |
| 3.2 | Team Skills | As per marking scheme | 0 | 10 | **20%** |
| 3.3a | Relevant Experience | As per marking scheme | 0 | 10 | **15%** |
| 3.3b | Relevant Experience | As per marking scheme | 0 | 10 | **15%** |
| 3.4 | Solution against the Requirements | As per marking scheme | 0 | 10 | **40%** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **Stage 4** | **Pricing Document** | **Price will be evaluated in accordance with paragraph 17.7.** | **Scored** | **Scored** | **Weighting**  **25% of the available marks** |
| 4.1 | Financial Submission |  |  |  |  |
|  | **Final Score** | The final score for each lot is calculated as follows:  75% is made up of the total from Stage 3  25% is made up from Stage 4  The most economically advantageous tenders will be the Tenders with the 3 highest final score for lot 1 and the most economically advantageous tender will be the tender with the highest final score for lot 2. | | | |

17.4 The Tender evaluation panel will comprise members from London & Partners Marketing, Communications & Multimedia teams and members of the London & Partners Procurement team.

17.5 The Tender evaluation panel will agree either a pass/fail or a score of 0, 1-3, 4-6, 7-9 or 10 (where 10 is the highest score) for questions for which these scores are available. The Tender evaluation panel will undertake independent evaluation of Tender Submissions. Thereafter, a moderation meeting will be held at which time the Tender evaluation panel will reach a consensus score for questions for which scores are available. Detailed criteria relating to each score is provided with each question in Stage 3.

17.6 All scored questions will add up to 100%. Each scored question is given a percentage weighting to indicate the relative importance in the overall evaluation. Weightings are provided with the evaluation criteria for each scored question in paragraph 17.3 of this ITT.

17.7 The price evaluation (Pricing Document) will be scored as follows:

The maximum marks available for this part of the Tender will be **25%** and will be awarded to the lowest price Tender submitted. The remaining Tenderers will receive marks on a pro rata basis from the cheapest to the most expensive price.

The total price submitted by the Tenderer as part of the Pricing Document will be used for the purpose of this evaluation.

The calculation used is the following:

Score = Lowest Tender Price x 25 (Maximum available marks)

Tender Price

For example, if three Tender Responses are received and Tenderer A has quoted £3,000 as their total price, Tenderer B has quoted £5,000 and Tenderer C has quoted £6,000 then the calculation will be as follows:

Tenderer A Score = £3000/£3000 x 25 (Maximum available marks) = 25

Tenderer B Score = £3000/£5000 x 25 (Maximum available marks) = 18

Tenderer C Score = £3000/£6000 x 25 (Maximum available marks) = 15

PART B: SECTION ONE

STAGE 1: COMPANY DETAILS

**All information requested must be provided**. No information in this section is scored however failure to complete could result in elimination from the tender process.

|  |  |  |
| --- | --- | --- |
| **1.1** | Full name of company tendering (or of company acting as lead contact where a consortium bid is being submitted). |  |
| **1.2** | Registered office address |  |
| **1.3** | Company or charity registration number |  |
| **1.4** | VAT registration number |  |
| **1.5** | Name of ultimate parent company |  |
| **1.6** | Is your organisation a member of a group of companies? If so, please provide the name and registered address of:  i) the ultimate holding company;  ii) any member of the group involved in associated sectors; and  iii) all wholly-owned subsidiaries |  |
| **1.7** | Is your organisation affiliated or associated with any other organisation in respect of its expression of interest in tendering for the proposed contract? If so, please provide details including the name and address of its registered office |  |
| **1.8** | Type of company  i) a public limited company  ii) a limited company  iii) a limited liability partnership  iii) other partnership  iv) sole trader  v) other (please specify) |  |
| **1.9** | Is your company registered under the Data Protection Act 1998? If so, what is your company's DPA registration number: |  |

Please provide the contact details of the main contact for enquiries about this ITT. It is the responsibility of the potential supplier to inform L&P immediately of any change to these contact details submitted in accordance with this ITT.

|  |  |  |
| --- | --- | --- |
| **1.10** | Name |  |
| **1.11** | Address |  |
| **1.12** | Post Code |  |
| **1.13** | Country |  |
| **1.14** | Phone |  |
| **1.15** | Mobile |  |
| **1.16** | Email |  |

Please indicate whether there have been any material changes in the information provided since submission of the SQ, including but not limited to change in organisational structure, financial information.

|  |  |
| --- | --- |
| **1.19** | Has there been significant change to your company since submission of the SQ? |
| Response: (Maximum Word Count 200) |

STAGE 2: COMPLIANCE

All information requested must be provided. Failure to provide all information may result in elimination from the procurement exercise.

**2.1 - FORM OF TENDER**

To: Rob Palmer - Procurement Manager

**Offer of Goods and/or Services**

1. We have examined the documents listed below, comprising the Form of Tender. In accordance with the terms and conditions contained in the ITT we offer to provide the goods and/or services required during the contract period for the sums, rates and percentages given in the sections below.

* Specification of Requirements (Part A - Section Two, Paragraph 9)
* Form of Tender (Part B – Section One – Stage 2.1)
* Non-Collusive Tendering Certificate (Part B – Section One – Stage 2.2)
* Conflict of Interest Form
* Technical Questionnaire (Part B – Section One - Stage 3)
* Pricing Document (Part B – Section One - Stage 4)
* L&P Terms and Conditions of Contract (Appendix 1)

**Contract Price**

1. Our pricing proposal (Contract Price) for the provision of the goods and/or services referred to in the ITT is set out in the Pricing Document at Part B – Section One - Stage 4
2. The Contract Price does not include any element of Value Added Tax and is for the full contract period.
3. The Contract Price is made up as per the pricing schedules for individual sections of the goods and/or services as applicable.
4. We understand L&P will pay Value Added Tax (where appropriate) in accordance with the Conditions of Contract.
5. We understand that we will invoice L&P against the agreed activity schedule for work supplied, and L&P will pay in accordance with the Conditions of Contract.

**Adjustment of Price on extension of initial contract period (if applicable)**

1. The Contract Price will remain fixed for the initial contract period. Prices for any extension of the initial contract period will be discussed and agreed by the parties.

**Confidentiality**

1. We have not told and will not tell anyone else, even approximately, what our Contract Price is, or will be, before the deadline for delivery of Tenders. We understand that the only exception is if we need an insurance quotation to calculate our Contract Price. We may give our insurance company or brokers any essential information they ask for, so long as they understand we do so in strict confidence. We have not tried and will not try to obtain any information about anyone else’s Tenders. We have not made and will not make any arrangement with anyone else about whether or not they should tender, or about their or our Contract Price.

The respondent must demonstrate knowledge and adherence to latest Data Protection legislation and General Data Protection Regulation (GDPR 2018) which includes, crucially, returning and/or deleting personal data when the service ends.

**Other Contract Terms or Conditions**

1. We agree that any other terms or conditions or any general reservation which may be provided on any correspondence emanating from us in connection with this Tender or with any contract resulting from this Tender shall **not** be applicable to this Tender or to the resulting Contract.

**Validity of Offer**

1. Our Tender shall remain valid for 90 days from the closing date for receipt of Tenders.

**Acceptance of Offer**

1. We understand that L&P reserves the right to accept or refuse this Tender whether it is lower, the same, or higher than any other Tender.

**General**

1. We confirm and undertake that if any information contained in the Tender becomes untrue or misleading that we shall notify L&P immediately and update such information as required.
2. We confirm that the undersigned are authorised to commit us as a Potential Supplier to the contractual obligations contained in the ITT and the Contract.

**Signed:**

**Date:**

**In the capacity of:**

**Authorised to sign Tender for and on behalf of:**

**Postal Address:**

**E-mail address:**

**2.2 - NON-COLLUSIVE TENDERING CERTIFICATE**

To:

The potential supplier warrants that this is a bona fide Tender and:

1. We certify that this proposal is submitted in good faith and that we have not fixed or adjusted the proposal by or under or in accordance with any agreement or arrangement with any other person or party. We also certify that we have not, and we undertake that we will not, before the award of any contract do the work:

a) communicate to any person other than L&P Limited, or a person duly authorised on their behalf the Tender amount or approximate amount of the Tender or proposed Tender, except where the disclosure, in confidence, of the approximate amount of the Tender was necessary to obtain insurance premium quotations required for the preparation of the Tender;

b) pay, give or offer or agree to pay or give any sum of money or other valuable consideration directly or indirectly to any person(s) for doing or having done or causing or having caused to be done in relation to any other Tender or proposed Tender for the work, any act or thing of the sort described at 1 or a) above;

c) tried to obtain information about anyone else’s bid or proposed bid;

d) made arrangements with anyone else about whether or not they must bid except for the purposes of forming a joint venture to bid for this work.

2. We certify that the prices in this Tender have been arrived at independently without communication, consultation, agreement or understanding for the purpose of restricting competition with any other potential supplier or competitor.

3. We certify no attempt has been made or will be made by the potential supplier to induce any other person or firm to submit or not submit a Tender for the purpose of restricting competition.

4. We agree that L&P may, in consideration of the offer and in any subsequent actions, rely upon the statements made in this Certificate.

Definitions in this Certificate:

"Person(s)" includes any person(s) and anybody or association corporate or unincorporated;

"any agreement or arrangement" includes any transaction, formal or informal and whether legally binding or not; and

"the work" means the work in relation to which this proposal is made.

Dated this . . . . . . . . . . . . . . . . day of . . . . . . . . . . . . . . 2019

Signature: . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .

**2.3 – Conflict of Interest**

As part of this procurement process, you, the Supplier, are asked to disclose any and all potential conflicts of interest to London and Partners for appropriate review and disposition. Examples include, without limitation, a London and Partners employee having an ownership interest in your business, your business being owned by a relative of an London and Partners employee, and your business sponsoring activities with which London and Partners employees are involved.

Your obligation with regard to the disclosure of conflicts of interest is ongoing, therefore we ask that you promptly notify us should you become aware of any potential conflict following the submission of this form.

Please select the appropriate statement:

\_\_\_\_ I AM NOT aware of any relationship between the Supplier and a London and Partners employee which could result in potential personal gain for the London and Partners employee or which could enable the London and Partners employee to influence the Supplier relationship for perceived personal gain.

\_\_\_\_ I AM aware of a relationship between the Supplier and a London & Partners employee which could result in potential personal gain for the London & Partners employee or which could enable the London and Partners employee to influence the Supplier relationship for perceived personal gain.

Employee Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Nature of Relationship: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I confirm that if I discover or should it become apparent during the course of the procurement process (including performance of or amendment to any resulting contract) that such a conflict exists or has arisen, I will declare it immediately to London & Partners and if a conflict of interests is found, I or any staff directly affected will cease to take part in the delivery of the contract obligations and all related activities.

By signing below, you represent and affirm that you have proper authority to act on behalf of the Supplier and that the foregoing statements are true and correct to the best of your knowledge.

Signed (date): ...........................

Name: ..................................

Supplier: ..................................

PLEASE NOTE – Failure to sign this Form of Tender will result in the rejection of your Tender.

**STAGE 3: TECHNICAL QUESTIONNAIRE**

The information supplied in this section will be used to assess how your organisation meets the Specification (Section 2, paragraph 9) and will be assessed by the Tender evaluation panel. This Section is worth 75% of the final score.

To assist you with your responses, L&P have supplied the following documents alongside the issue of this Invitation to Tender

1. Pricing Document (excel spreadsheet)
2. Terms & Conditions

Marking Scheme

|  |  |
| --- | --- |
| Mark | Comment |
| 0 | Failed to provide confidence that the proposal will meet the requirements. An unacceptable response with serious reservations. |
| 1-3 | A Poor response with reservations. The response lacks convincing detail with risk that the proposal will not be successful in meeting all the requirements. |
| 4-6 | Meets the requirements – the response generally meets the requirements, but lacks sufficient detail to warrant a higher mark. |
| 7-9 | A Good response that meets the requirements with good supporting evidence. Demonstrates good understanding. |
| 10 | An Excellent comprehensive response that meets the requirements. Indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence. |

|  |  |  |  |
| --- | --- | --- | --- |
| **ITT Question 1. Understanding of the brief** | | | |
| **3.1** | *Please tell us about your understanding of the purpose of this opportunity, and the services required by L&P.*  *(Maximum word count 2000)* | **Weighting**  **10%** | |
| *Enter response here:* | |

|  |  |  |  |
| --- | --- | --- | --- |
| **ITT Question 2. Team skills** | | | |
| **3.2** | *Please tell us about the team that will be working on this project and what relevant experience/skills they have which will help deliver this project successfully.*  *(Maximum word count 2000)* | **Weighting**  **20%** | |
| *Enter response here:* | |

|  |  |  |  |
| --- | --- | --- | --- |
| **ITT Question 3.1 Relevant experience** | | | |
| **3.3a** | *Please provide 2 case studies demonstrating your experience in of developing and implementing event design and production services, including but not limited to:*  *a. Branding and visual*  *b. Venue dressing*  *c. Social media*  *d. Website and video production*  *e. Project management (incl working flexibly alongside an inhouse team and respond to a changing brief)*  *Case studies should be limited to 2 sides of A4 each)*  *Please confirm that you are happy for us to approach the clients for reference as part of this process.*  *(Maximum word count 2000)* | **Weighting**  **15%** | |
| *Enter response here:* | |

|  |  |  |  |
| --- | --- | --- | --- |
| **ITT Question 3.2 Relevant experience** | | | |
| **3.3b** | *Please provide 2 case studies demonstrating your experience in video editing and animation (including motion graphics ads for major events electronic boards, web banner ads and animated social media assets)*  *(Maximum word count 2000)* | **Weighting**  **15%** | |
| *Enter response here:*  ***NOTES:*** | |

|  |  |  |  |
| --- | --- | --- | --- |
| **ITT Question 4. Solution against the requirements** | | | |
| **3.4** | *Please provide information on your detailed approach to delivering this project including project management, reporting schedule of work and anything else you feel is relevant in ensuring this project is a success, delivered on time and within budget.*  *(Maximum word count 2000)* | **Weighting**  **40%** | |
| Guidance: This seeks to ascertain the supplier’s approach | |
| *Enter response here:* | |

**STAGE 4 PRICING DOCUMENT**

4.1 Financial Submission – this Section is worth 25% of the final score.

Please provide a detailed breakdown of pricing, and discounts as appropriate, for all supplies/services as per requirements detailed in this RFP (unit costs with daily rates), using the excel spreadsheet attached to this tender.

The prices quoted must include (where appropriate) printing, delivery, installation, commissioning and integration cost.

This price does not include Value Added Tax and is for the whole of the Contract Period.

Prices must be firm for 12 months after acceptance. Please also quote any additional cost which you think shall be incurred. Failure to do shall mean that any such cost shall be deemed to be included in prices given in the table below.