

Invitation to Tender

Top Customer (OS Brand Sentiment Survey)

Sections	Page no
1 Introduction.....	1
2 Purpose of this document.....	1
3 Background to the project	1
4 Overview of the project	2
5 Communications and timetable	3
6 General Notices	4
7 Tender Submission Instructions	7
8 Requirements, Evaluation and Award criteria	7-8
Schedule 1 Specification and Detailed Requirements	9
Schedule 2 Draft Contract.....	12
Appendix 1 Statement of Requirements Response Document	13

1 Introduction

Ordnance Survey Ltd is a company registered in England and Wales (company registration number 09121572) whose registered address is at Explorer House, Adanac Drive, SOUTHAMPTON, SO16 0AS, UK (**OS**). OS is a limited company in which the entire share capital is owned by the Department for Business, Energy & Industrial Strategy (**BEIS**).

OS is Britain's mapping agency and is responsible for the surveying, production, maintenance, and marketing of a wide range of geographic information, relied on by government, business and individuals.

Further information on us can be found on our website <http://www.os.uk>

2 Purpose of this document

OS is conducting this tender exercise for the purpose of procuring the goods/services described in the Statement of Requirements (**SOR**). Interested parties (**Participant** or **Potential Supplier**) should review this Invitation to Tender (**ITT**) and submit their completed Response Document (see Appendix 1) in accordance with Section 7 below.

This ITT contains further information about the procurement process, the SOR, and assessment questions for Participants to complete. Each Participant's response (**Tender**) should be detailed enough to allow OS to make an informed selection of the most appropriate solution.

3 Background

Background to Ordnance Survey

Ordnance Survey (OS) is Britain's official national mapping agency, providing mapping data and services to the UK Government, businesses, and the public, either directly or through partners.

Mapping data has numerous uses for businesses and government organisations, however, ultimately it helps with planning services and decision-making. In addition to providing mapping data to large businesses and organisations, OS have a retail website providing outdoor equipment, and digital and paper maps that can be used to plan walking and cycling routes, or for gifts (custom maps) and holidays etc.

The OS business has recently been split into 3 market facing units (MFU's):

- **OS GB:** Predominant focus Business to Government (B2G) and Business to Partners (B2P)
- **OS Consumer:** Predominant focus Business to Customer (B2C)
- **OS Ventures:** Predominant focus Business to Business (B2B)

This project is focused on two MFU's: OSGB and OS Ventures. OS Consumer is out of scope.

OSGB

Relationship with Government: OS currently has a licencing agreement, called the Public Sector Mapping Agreement (PSMA), that covers the supply of mapping data to a wide range of government organisations operating in the public sector. This agreement allows data to be easily shared across government departments. The government pay to have this agreement in place and are an important customer (the largest customer of OS), as well as being our only shareholder (Department for Business, Energy & Industrial Strategy, BEIS).

Licensed Partners: Approximately 50% of our revenue in the B2B market comes through indirect channels, with partners who resell OS data or provide services that incorporates our digital geospatial data. They are an important customer group and they can add value to our data through aggregating our data with other sources of information or providing different solutions for delivering data.

OS Ventures

Commercial businesses: Businesses that own a large amount of infrastructure and assets need location based data to help them plan. OS data helps inform decisions about where to expand services, and enables better planning of maintenance and repairs to existing assets. The energy and infrastructure sectors (including Utilities and Telecoms) are the important users of OS geospatial data.

Synopsis of the project

OS has started on a period of change and transformation in 2017. This transformation includes a shift in position from data capture/delivery to providing content/solutions and professional services; restructuring to reflect business priorities; and extending our reach internationally as well as maintaining a GB focus. One of our strategic ambitions during this change is to maintain a customer-centric approach when carrying out our strategy.

In 2015 and 2016 Ordnance Survey (OS) commissioned an agency to conduct qualitative research with important B2B (businesses and partners) customers. B2G customers were included in 2015 but not 2016, as most had recently been contacted for another purpose. The aim of the research was to understand customer sentiment and perceptions. The results from this research fed into our internal KPI's and allowed OS to monitor customer reactions to service delivery and strategic plans.

The research conducted to date provides a useful snapshot about how OS are perceived, and has also highlighted that opinions can vary within an organisation, from person to person. This year OS would like to build on the research previously conducted, expanding the study to interview a few key personal within each organisation to compare (and contrast) feedback from different key stakeholders and providing a more rounded view about how OS are perceived within an organisation.

There is also a need to measure brand perceptions in more detail, including how OS compares to other mapping providers, and how OS is perceived amongst large organisations not currently buying licensing data directly from OS.

4 Overview of the project

OS would like to conduct research to explore brand advocacy and perceptions of OS amongst important B2B customers and B2G customers (e.g. commercial businesses, partners, and government).

At the beginning of 2017 approx. 20-30 structured depth interviews were carried out with some of our largest B2B customers currently placing business with OS.

The research was designed to understand how OS is perceived amongst these important businesses:

- Net Promoter Score (NPS)/Sentiment towards OS
- Perceived strengths and weaknesses
- Perception of value
- Desired working relationship with OS

OS want to obtain this feedback on an annual basis to understand changes in sentiment over time (a longitudinal study), but tailoring some questions to relevant topical issues each year.

For more details please see the specification (section 9.1)

5 Communications and timetable

5.1 General

- 5.1.1 English is to be the language for all communications between OS and Participants on all matters relating to this tender.
- 5.1.2 Participants must each appoint one individual who will continue to be responsible for all communications with OS and to whom OS should address any enquiries during the tender process. The name, address, telephone and fax numbers and e-mail address of the Participant's contact must be notified (or confirmed if unchanged from that previously provided) to OS's main contact at the address given below within 5 working days of the date of issue of this ITT. Any subsequent changes to the Participant's contact details are to be notified to OS as soon as reasonably practicable.
- 5.1.3 All formal communications (including, but not limited to, the submission of responses) to OS are to be made in writing to **OS's Main Contact** as follows:
- Caroline Eadie
Supplier Relationships Manager
Ordnance Survey, Explorer House, Adanac Drive, SOUTHAMPTON, United Kingdom, SO16 0AS
Phone: 02380 055091
Email: tenderenquires@os.uk
- 5.1.4 OS will notify Participants of any changes to the contact details listed above.

5.2 Outline Timetable

- 5.2.1 The timetable for each stage of the remainder of the procurement process from issue of this ITT to contract award is estimated to be as follows:

Event	Target date
Contracts Finder Contract Notice, Issue ITT	27 th October 2017
Deadline for receipt of clarification questions	12 noon 7 th November 2017
Date of submission of Tenders	12 noon 14 th November 2017
Tender evaluation	16 th November 2017
Contract Award Decision Letter and Unsuccessful ITT Letters issued	24 th November 2017
Contract Award	24 th November 2017
Contract Award Notice Published	28 th November 2017
Commencement Date of Contract	1 st December 2017
Implementation	1 st December 2017

OS may change this timetable at any time at its sole discretion.

5.3 Participant Requests for Clarification

- 5.3.1 OS recognises that clarification may be needed prior to submission of Tenders.

Participants should submit their questions, queries or clarification responses to OS's Main Contact, as detailed in Section 5.1.3 above.

- 5.3.2 All clarifications and responses will be logged and recorded by OS. OS will endeavour to respond to all clarifications within 5 working days of receipt. If the response is not going to be available within 5 working days then the originator of the clarification will be advised of when a response will be given.
- 5.3.3 Participants should clearly identify any clarifications or parts of clarifications which they consider to be confidential or specific to its proposed solution, stating the reasons why it considers the clarification to be so. OS will decide at its sole discretion whether or not to accept the Participant's request. If OS does not accept the request for confidentiality or does not accept that it is specific to its proposed solution, the Participant will be informed and OS will specify a period within which the Participant may choose to withdraw its clarification. If the Participant does not withdraw its clarification in such circumstances, OS will proceed to respond on a non-confidential basis.
- 5.3.4 The cut off for receipt of clarification questions is shown in table 5.2.1 (**12 noon on 7th November 2017**)
- 5.4 OS Requests for Clarification**
- 5.5.1 Any requests from OS to a Participant to clarify, specify or fine-tune a tender following receipt of Tenders will be submitted via email to the Participant's nominated point of contact in the completed Response Document. Participants shall endeavour to respond to all such requests within 3 working days of. If the response is not going to be available within 3 working days then OS should be advised of when the response will be given as soon as is reasonably practicable but in any event no later than the initial 3 working day period.
- 5.4.1 OS may, in its evaluation of Participant's proposals, request demonstrations and/or site visits. Participants must accept responsibility for organising and providing any required demonstrations and/or visits. Participants must bear their own costs for such demonstrations and/or visits.

6 General Notices

6.1 Exclusion Of Liability

OS reserves the right to cease this procurement process at any time without any liability (whether in contract, tort or negligence) to Participants.

Each Participant considering entering into contractual relationships with OS on the basis of the information provided in this ITT should make their own evaluation of the information provided pursuant to the ITT and make their own investigations and form their own opinion on OS and the project. Participants are recommended to seek their own financial and legal advice.

OS reserves the right not to enter into a contract with any Participant without any liability (whether in contract, tort or negligence) for any loss, cost or expense (including legal expenses) incurred by Participants in preparing for or participating in this procurement process, howsoever arising (whether under contract, tort or under any statutory provision or otherwise). OS is not liable for any costs Participants may incur in contemplation of a contractual relationship being entered into.

6.2 Contractual Relationship

Nothing in this ITT or any other pre-contractual documentation shall constitute the basis of a contract that may be concluded in relation to this procurement exercise, nor shall such documentation be used in construing any such contract.

Each Participant must rely on the terms and conditions contained in any contract when, and if, a written contract has been signed and countersigned by both parties and dated, subject to such limitations and restrictions that may be specified in such contract. It is envisaged that the successful Participant's responses to the requirements set out in this ITT will be included in any contract.

6.3 **Accuracy of information**

This ITT has been compiled in good faith. It is intended to provide sufficient information for Participants to provide a full and firm proposal. OS considers that all information (including numbers and other figures) given in this ITT and any information provided pursuant to this ITT is accurate at the time of preparation, but may change in the future. However, neither OS nor its financial or legal representatives, officers, agents or employees make any representation or warranty, or accept any responsibility for the information contained in this ITT (or any other information provided pursuant to this ITT) or for its fairness, accuracy or completeness, nor shall such persons be liable for any loss or damage arising as a result of reliance on such information or any subsequent communication. There is an absolute obligation on each Participant to query any perceived ambiguity in this ITT (or any of its associated documents) whether actual or potential, in the use of technical, functional or other terms. It is the participant's sole responsibility to undertake whatever investigation and due diligence it considers to be appropriate in order to verify the accuracy of any information provided to it by OS through the ITT process.

6.4 **Freedom of Information Act 2000 (FOIA) and Environmental Information Regulations 2004 (EIR)**

OS is committed to open government and meeting its legal responsibilities under FOIA and EIR. Accordingly, any information submitted to OS (including, without limitation, the information contained in this ITT and the Tender submissions received from Participants in response) may need to be disclosed by OS in response to a request for information.

OS may also decide to include certain information in the relevant publication scheme maintained under the FOIA or EIR. In making a submission, each Participant therefore acknowledges and accepts that the information contained therein may be disclosed under the FOIA or EIR.

In respect of any information submitted by a Participant that it considers being commercially sensitive the Participant should:

- Clearly identify such information as commercially sensitive;
- Explain the potential implications of disclosure of such information; and
- Provide an estimate of the period of time during which the Participant believes that such information will remain commercially sensitive.

Please submit responses to each of the above in Appendix 1 and include with the completed ITT submission.

However, Participants should be aware that even where a Participant has indicated that information is confidential or commercially sensitive, OS is responsible for determining, at its absolute discretion, whether such information is exempt from disclosure under the FOIA or EIR, or must be disclosed in response to a request for information.

Participants should also note that the receipt by OS of any information marked 'confidential' or equivalent does not mean that OS accepts any duty of confidence by virtue of that marking, and OS has the final decision regarding the disclosure of any such information in response to a request for information under the FOIA or EIR.

In making a submission in response to this ITT, each Participant acknowledges that OS may be obliged under the FOIA or EIR to disclose any information provided to it.

6.5 **Government Transparency Agenda**

Government has set out the need for greater transparency across its operations to enable the public to hold public bodies and politicians to account. This includes commitments relating to public expenditure, intended to help achieve better value for money.

As part of this agenda, Government has made the following commitments with regard to procurement:

- Publication of all new tender documents over £25,000 and their respective timetables; and
- Publication of all new contracts over £25,000.

Participants should therefore note that this ITT and resulting contract awarded will be published on the following websites:

- OS: <http://www.os.uk>; and
- Contracts Finder: <https://www.contractsfinder.service.gov.uk>.

OS may, at its sole discretion, make limited redactions to the information it publishes.

6.6 Confidentiality

All documents and information contained in this ITT or provided during the tender process are, and shall remain, OS's property. Participants shall not disclose either:-

- the fact that they have been invited to tender or release details of the proposed contract; or
- details of their Tender in whole or in part,

other than on an 'in confidence' basis to those who have a legitimate need to know or WITH whom they need to consult for the purpose of preparing the Tender.

Participants may only use information provided by OS to respond to the requirements set out in this ITT.

OS reserves the right to copy and electronically distribute all or any part of any Participant's Tender exclusively for the purposes of analysis and assessment. Submission of a Tender shall be deemed as confirmation of OS's right to do such acts.

6.7 Cost of preparing response

Each Participant will be responsible for all costs and expenses it incurs:

- in providing responses to this ITT and any other communications, including, without limitation, responses to any invitation to participate in meetings, technical demonstrations and workshops held at OS's offices; and/or
- in any further stages of this procurement; and/or
- in obtaining any additional software and/or hardware and relevant licenses required in order to provide a full response to this ITT; and/or
- in obtaining or providing any additional information required in order to facilitate the evaluation process.

OS accepts no liability for any loss, liability, cost or expense (including legal expenses) incurred by any Participant in preparing for or participating in this tender process, howsoever arising (whether under contract, tort or under any statutory provision or otherwise).

6.8 Publicity

Participants may not make any public statements or undertake any promotional activity relating to this procurement without OS's express prior written consent.

6.9 Conflict of interest

Participants are responsible for ensuring that there are no conflicts of interest either between their own advisers and those of OS, or between the members of its consortium and their sub-contractors. Participant must notify OS of any actual or potential conflict of interest as soon as reasonably practicable as soon as it becomes aware of such a conflict and the measures it has taken and/or proposes to take to deal with such a conflict.

6.10 Non-canvassing, non-collusion, compliance with *Bribery Act 2010* and *The Modern Slavery Act 2015*

OS takes a zero-tolerance approach to bribery. Participants must have demonstrated that they take a robust approach to bribery prevention through either written policies or oral communication and training of its staff and agents.

OS also takes a zero-tolerance approach to slavery and is committed to preventing acts of slavery and human trafficking (as set out in the *Modern Slavery Act 2015 (MSAct)*) from occurring within both its business and supply chain. Ordnance Survey will expect any successful Contractor to be able to ensure it, and its supply chains, are compliant with the MSAct.

Participants must not canvass or solicit or offer any gift or consideration whatsoever as an inducement or reward to any officer or employee of, or person acting as an adviser to, OS in connection with the submission of a Tender, evaluation of responses, short-listing of Participants and in connection with the overall procurement exercise.

Participants must submit a bona fide response and confirm, by a signed return of the certificate contained in Appendix 1, that it has not prepared its response in collusion with any third party and will not engage in collusive behaviour during the tender process.

7 Tender Submission Instructions

- 7.1 Participants are invited to submit Tenders in accordance with the required responses set out in Schedule 1 (inclusive) of this ITT.
- 7.2 Tenders must be returned by date shown in table 5.2.1. Late Tender submissions may at OS's sole discretion be rejected. It is the Participant's responsibility to ensure that the Tender submission is received on time.
- 7.3 All documents to be completed in text point size not below 10 in the English (UK) language.
- 7.4 Participants should ensure that their Tender contains all information required for evaluation. In particular, Participants should ensure that an adequately detailed response is given to each item in the 'response required from Participant' section of the Statement of Requirements. Web-links or other external references will not be taken into consideration.
- 7.5 All prices in the Tender must be fully priced in Sterling (£) exclusive of VAT and totalled in clear terms. Tender must remain open for acceptance or non-acceptance for not less than 120 days from the tender closing date.
- 7.6 Tenders should contain all of the information as required in this ITT.
- 7.7 Subject to paragraph 7.14, the name of the Participant must be clearly indicated at the top of each Tender. The Tender and all supporting documentation should be page numbered and cross-referenced to this ITT where appropriate and should be fully indexed.
- 7.8 Tenders must be valid for a period of 4 months from the date of submission.
- 7.9 OS reserves the right to carry out reference checks and/or financial checks prior to the award of contract(s). By submitting Tenders the Participant will be deemed to have given such consent.
- 7.10 Do not include publicity material of any kind, for example brochures and web references, unless specifically requested, as it will not be evaluated.
- 7.11 Do not reference your answers from 1 requirement, or question, to another, even where there is commonality.

Electronic Tender Submissions

- 7.12 The information and documents relating to this procurement will be accessible via Contracts Finder (<https://www.contractsfinder.service.gov.uk>).
- 7.13 Tender submissions should be submitted via email by no later than **the date shown in table 5.2.1** as a single WinZip® file (identified with the Participant's company/organisation name). Participants are reminded to allow sufficient time in submitting their Tenders prior to the closing date and time (shown above). Participants should submit their responses to TenderEnquires@os.uk, cc caroline.eadie@os.uk.
- 7.14 Submissions will not be permitted after the stated deadline has passed.
- 7.15 Participants must ensure that each document is clearly labelled with the name of their organisation and a title, identifying the content (i.e. Smith PLC - Tender.doc, Smith PLC – appendix1.pdf). Please allow sufficient time for all documents to be uploaded before the closing time of the tender.
- 7.16 Where signatures are requested, typed entries are acceptable. Electronic signatures are not required on electronic tenders.

8 Requirements, Evaluation and Award criteria

- 8.1 The criteria are as follows:
 - a) the Participant's response to the commercial requirements;
 - b) the Participant's response to the security requirement;
 - c) the Participant's response to the technical requirements; and
 - d) the Participant's response to the pricing requirements.

8.2 OS's requirements are set out in Schedule 1 and it has allocated each of the criteria an overall weighting (expressed as a percentage) reflecting its relative importance to OS:

- e) response to the commercial requirements (Total marks available 30)
- f) response to security non-functional requirements (Total marks available 35)
- g) response to the technical requirements (Total marks available 200)
- h) response to the pricing requirements (Total marks available 30)

8.3 Further detail concerning the requirements, sub-criteria, sub-weightings and marking schemes are contained in Appendix 1 Requirements Response Document The commercial, technical, and pricing requirements will be evaluated using the following scoring methodology:

Score	The Participant's response:
0 (Inadequate)	<ul style="list-style-type: none"> a) does not provide a response to the requirement/s; or b) responds to the requirement/s, however fails to address the specific issues (if any) identified by OS; or c) fails to provide any evidence (where applicable) to support its response.
1 (Concerns)	<ul style="list-style-type: none"> a) responds to the requirement/s, however, has only partially addressed the specific issues (if any) identified by OS; and/or b) provides insufficient evidence (where applicable) to support its response; and/or c) responds to all the requirement/s with insufficient detail raising significant concerns about the Participants ability to meet all the requirement/s; and/or d) provides a response which raises significant concerns about the Participants ability to meet the requirement/s.
3 (Potential)	<ul style="list-style-type: none"> a) provides a full response to the requirement/s, however the supporting evidence only partially addresses the requirement; and/or b) provides a response to the requirement/s, which raises concerns about the Participant's ability to meet the requirement/s.
5 (Capable)	provides a full and comprehensive response to the requirement/s, supported by evidence (where applicable), to indicate the Participant can fully meet the requirement/s and does not raise any concerns about the Participants ability to meet all of the relevant requirement/s and/or to deliver the services to the required standard.

Note that:

If a score of **0** is applied, the Participant may be **eliminated**.

If a score of **1** is applied, $\frac{1}{5}$ **available marks** for that question will be awarded (rounded up to the nearest whole number).

If a score of **3** is applied, $\frac{3}{5}$ **available marks** for that question will be awarded (rounded up to the nearest whole number).

If a score of **5** is applied, **all available marks** for that question will be awarded.

Example:

If there are **10 marks** available for a question and a score of **3** is applied to a Participant's response, the Participant will be awarded **6 marks** for that response.

If there are **5 marks** available for a question and a score of **3** is applied to the Participant's response, the Participant will be awarded **3 marks** for that response.

Schedule 1 Specification & Detailed Requirements

9.1 Background

OS is going through a period of change and transformation that requires: a more customer-centric focus; shift in position from data capture/delivery to providing content, solutions, and professional services; restructuring to reflect business priorities; and extending our reach internationally as well as maintaining a GB focus.

To meet our strategic intention to be customer centric, OS would like to canvass the views of customers from two important market facing units (MFU's). OSGB and OS Ventures (see section 3)

Findings from previous research projects with this audience have fed into business KPI's and will continue to this year. Therefore, the NPS question will need to be incorporated in the research and be asked in a consistent manner with 2017.

9.2 Business objective:

Provide actionable recommendations and timely feedback about brand perceptions and sentiment, so OSGB and OS Ventures can focus effort and resources on customer priority areas

- Understand how OS is perceived amongst B2B, B2P and B2G customers.
- Bring the findings to life, through infographics, summaries and presentations that provide a depth of insight that can be acted on by marketing, propositions, and service departments.
- Keep our company relevant by understanding the goals and objectives of our customers.

9.3 Research objectives

Research Objective: To carry out research with senior business leaders and users of data to understand current perceptions of OS and to uncover how OS should change to remain strategically relevant to these customers.

- Measure and monitor **brand advocacy** (NPS), satisfaction, and **brand perceptions** over time
- Understand the drivers impacting perceptions, satisfaction, and advocacy
- Establish customer expectations for service delivery and monitor performance against expectations
- Understand attitudes towards working with OS in the future and future requirements
- Establish overall awareness of our strategic direction and reactions to OS plans
- Benchmark performance against best in class service providers to understand performance in context
- Communicate results to increase employee engagement with results

9.4 Research approach

This year (2017-18) the study should seek to understand a more detailed understanding of how OS is perceived within an organisation. In the past 1-2 interviews have been carried out per organisation, however, a more detailed view by organisation is required (more interviews or a cross section of users and senior stakeholders).

The findings of the research should:

1. Highlight short term actions OS should consider taking to improve brand perceptions or relationships with each audience (e.g. businesses, partners, and government)
2. Provide an understanding of how OS may need to change to be strategically relevant to these businesses in the future

The NPS obtained from this research will feed into OS KPIs and bonus calculations. Therefore, this question must be asked consistently with how it was asked in 2017.

The response document should provide a rough outline of questions/subject areas the selected agency would propose covering to understand brand perceptions and sentiment and outline their experience in capturing brand perceptions.

Methodology

- 60 **structured** phone depth interviews –mix of open and closed questions (e.g. NPS, brand perceptions)
- Interview length: 45-60 minutes

Target Audience

- OS will provide list of key contacts for the research, however, the chosen research agency should expect to use 'snowballing' in some instances to reach the right contact within the organisation.
- To ensure consistency with previous research, the initial priority will be to interview the same organisations/contacts as those selected in 2015/2016.
 - This year OS plan to include some organisations who are either indirect customers or are not customers but are in our priority segments. The results from these organisations will need to be ring-fenced for the purposes of NPS calculations.
 - OS want company by company summaries and, with the permission of the participant, we expect those interviewed to be identified. (Examples of output expected can be provided, if required)
- Due to the seniority or expertise of the people being interviewed **OS require experienced and highly trained interviewers to carry out all the interviews.**

Cost

Please provide a full breakdown of costs for the research for 2017 and 2018, including:

- Price per interview (including incentives, etc.)
- Report
- Two face to face presentations
- Client by client summaries
- Infographic/Animation of results
- Total cost (based on 60 interviews)

Term

The term of the contract will be for 2 years. However, a break clause will be included in the contract to ensure that the research has performed as expected in 2017.

Deliverables

- Interview updates
- Individual interviews summarised (attributed where permission given) – examples of what's expected can be provided on asking
- Tables of any closed questions used within the survey
- Full verbatim file for each respondent
- Powerpoint report – OS template
- F2F de-brief

Please provide details of any optional extras to enhance the communication of findings (e.g. Infographics, etc)

9.6 Selection criteria

9.6.1 Understanding of the brief

- A. Goes beyond just re-stating information in the brief and demonstrates knowledge about the service OS provide/industry
- B. Demonstrates knowledge about the website

9.6.2 Research expertise

Proposals should provide information on your agencies experience and capability to meet these objectives.

- A. Demonstrates experience of conducting brand and sentiment research
- B. Demonstrates experience of running large scale qualitative projects
- C. Shows evidence of experience and expertise at communicating/delivering results
- D. Demonstrates ability to turn insight into action

9.6.3 Overall research design

- A. Suitability of proposed methodology
- B. Appropriate construction of question areas
- C. Expertise in delivering actionable brand feedback
- D. Expertise at communicating/delivering results

9.6.4 Deliverables

- A. Suggests suitable and relevant deliverables
- B. Provides examples of reporting/summaries/infographics that they have previously used which have been effective (please provide the case studies to support your answer)
- C. Shows evidence of ability to deliver/provide tailored data/reports
- D. Provide options for the other value-added services that could add to the research

9.6.5 Account management

- A. Outlines approach to account management and experience of account management team
 - Outlines roles and responsibilities (e.g. day to day contacts, interviewers, presenters, etc.)
 - Process for updates (sample and response updates)

9.6.6 Timescales

- A. Provides a detailed timeframe for delivering the project in year 1.

9.6.7 Price

- A. Pricing is in-line with like for like costs for providing the complete service
- B. A full breakdown of costs is provided

9.6.8 Contract terms

The chosen agency will need to agree to the OS standard contract terms for this contract.

Schedule 2 Draft Contract



Adobe Acrobat
Document

APPENDIX 1 Statement of Requirements Response Document



ITT Response
Document BS0621.2