**REQUEST FOR PROPOSAL (RFP)**

**PROVISION OF A SOCIAL SCHEDULING TOOL**

Date: 07/07/2020

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# INTRODUCTION

This Request for Proposal (RFP) has been prepared by London & Partners Ltd (L & P).

The purpose of this Request for Proposal is to seek offers to supply a Social Scheduling Tool.

Persons to whom this Request for Proposal has been sent are invited to submit such offers in accordance with Section 5 Statement of Requirements contained within this Request for Proposal.

This document:

1. States the conditions which govern the Request for Proposal process (section 2).
2. Provides background information about London & Partners (section 3);
3. Describes the services which London & Partners seeks (section 5)
4. Supplier Questionnaire (section 7)
5. Commercial responses (section 8)

# SPECIAL CONDITIONS OF RFP

## Closing Date

RFP Responses should be submitted by email on **6th August 2020** London & Partners reserve the right to extend this deadline.

## Information to be provided with Request for Proposal

RFP Respondents shall ensure that all information requested in this document is supplied. Failure to provide all the information asked for may render the RFP invalid at the discretion of London & Partners.

## Clarifications

RFP respondents seeking clarifications regarding this Request for Proposal may do so in writing and must be submitted by 28th July 2020. Clarification responses will be sent to all suppliers ensuring transparency and fairness.

All questions by respondents should be asked in a generic fashion, thus enabling London & Partners to provide a response that can be distributed to all RFP respondents.

The following email address will be the main contact source for all RFP respondents: [procurement@londonandpartners.com](mailto:procurement@londonandpartners.com)

## Notice of Intention / Request for Further Information

You should notify L&P on the address above of your intention to make a submission by **14th July 2020**. Failure to notify London & Partners will not eliminate you from submitting a response but may result in having inaccurate information throughout the process.

## Late or Non-compliant Request for Proposal Responses

London & Partners reserve the right to not consider non-compliant or late RFP responses.

## Authority

RFP submissions shall include a signed copy of the Form of Tender. If not provided you will be excluded from this procurement exercise.

## Collusion/ Joint Request for Proposal

RFP submissions shall include a signed copy of the non-collusive certificate. If not provided you will be excluded from this procurement exercise.

## Corrections and Addenda to the Request for Proposal

Corrections and addenda to this Request for Proposal will be provided to all RFP respondents and will form part of this Request for Proposal. RFP respondents must acknowledge in writing receipt of corrections and addenda to this Request for Proposal.

## Notification

Each RFP respondent will be notified in writing from London & Partners of the success or failure of their response.

## Value Added Tax (VAT)

All prices quoted should be excluding VAT and clearly stated as such. RFP respondents must provide their Business Registration Number (Companies House Registration number) or provide a reason as to why one cannot be supplied.

## Standard of Responses

The specifications contained herein are indicative of London & Partners' requirements and any services offered should be of at least the same standard and potential.

## Amendment of Request for Proposal

London & Partners reserves the right to amend this specification and/or any other document prior to the closing date and the amendments will form part of this RFP.

## Withdrawal of the Request for Proposal

London & Partners reserves the right to withdraw this Request for Proposal, or any part or parts of this Request for Proposal, at any time without giving reasons.

## Confidentiality

The RFP respondent and London & Partners (each a “Party”) agrees that it will not at any time, either during or after the RFP process divulge any information in relation to all or any of the other party's affairs or businesses or any fact or matter relating to this RFP process and each of the parties shall use its best endeavours to prevent the publication or disclosure of any information concerning the business of the other party or any of their dealings, transactions or affairs.

## General Conditions of Contract

London & Partners Standard Terms & Conditions Apply (please visit our website [www.londonandpartners.com](http://www.londonandpartners.com) ).

## No contract

Neither this Request for Proposal nor any response is intended to constitute an offer to any party. There shall be no contract between London & Partners and any respondent to the RFP unless and until a separate written legally binding agreement is executed by both parties.

## Request for Proposal Costs

London & Partners shall not be responsible for any costs incurred by RFP respondents in complying with this Request for Proposal or in any subsequent discussions or negotiations.

# COMPANY BACKGROUND INFORMATION

## General

London & Partners is a private company limited by guarantee. It is a not-for-profit public private partnership, funded by the Mayor of London and a network of commercial partners.

We work in partnership with organisations in London and across the world to deliver our vision and mission.

Our remit is to drive leisure and business visitors to London as well as bidding to secure major events in the capital, attract new foreign businesses (Foreign Direct Investment) and help existing foreign owned companies expand. We also promote the capital's universities to international students.

London & Partners employs approximately 200 staff in total. For more information visit our website [www.londonandpartners.com](http://www.londonandpartners.com)

Potential respondents should be aware that London & Partners is subject to public accountability responsibilities in terms of annual reporting to Greater London Authority, which may apply to any contract resulting from this tender process.

# Current Situation

London & Partners has **15** social channels across B2B and B2C. Our Social Media team have been using their current tool for post scheduling and reporting for 5 years and haven’t undergone a full procurement since.

We therefore are looking to carry out a full procurement for a social scheduling tool for an initial contract period of 2 years, with the option to extend by a further year to 3 years.

The tool is used daily by our social media and content delivery teams to schedule posts across Instagram, etc. We also use some of the tools built in content and audience analytics to inform our content plans and monitor content and channel health.

We currently a social scheduling tool to help manage our posting across numerous b2b and b2c channels. The tool is invaluable for our teams as it allows for scheduling, signoff and review as well as allows us to track content performance metrics and compare with other brands/competitors. Our measurement framework is based around engagements so we track this through our current tool as well as also using the tool to track the engagement rate which is a key metric for us that helps show how well the content is resonating with our audience. Other key data that we track is around channel health and we use follower growth to help track this metric.

As a business our work is based on targets and content is based on performance analytics. Our current tool allows us to clearly monitor content engagements and interactions to tell us what’s working and what isn’t. We also have the ability to compare performance with competitors

# Specification

All tools must have the following essential functionalities:

* Can provide 10 licences
* Can schedule posts across our channels (Visit London, London CVB, Study London, London & Partners Business and London & Partners corporate pages) on the platforms we use: Instagram; Twitter; Facebook; LinkedIn; YouTube.
* The tool must have built in role system to allow for publishing/scheduling, reviewing and editing for different members of staff within our organisation
* Can give in-depth reports on post-performance and channel health, including qualitative engagement metrics.
* Can provide a community management functionality by being able to respond back to audiences and log what sentiment comments are.
* Has a dedicated Account Manager and product support throughout the duration of the contract.

The following functionalities are desirable, but not essential:

* Mobile app.
* Can monitor the social posts of our competitors to aid us in benchmarking our channels (note we already use Creator IQ)
* Can have the ability to set roles I.e. publisher, reviewer, editor, scheduler etc
* Can provide social listening (note we already use Bran watch)
* Can schedule posts across TikTok, WeChat and Weibo.
* Can manage Paid Media - be able to pull in data from preferably all paid platforms (Google, YouTube, FB/IG, Twitter, LinkedIn); able to plug in with GA for reporting; able to review notifications, disapprovals etc; ability to reply to comments on ads; be able to set up campaigns.
* Your business/platform is partnered with social platforms giving access to latest platform features, insights and ensuring tool is aligned with new standards and terms & conditions.
* Built-in approval process which sends out notifications to teams.

The benefits we expect from procuring a new Social Scheduling Tool:

* Ability for the Social Media team to approve and monitor posts created by other teams, ensuring consistency and a healthy channel.
* Time saving for the Social Media team – having one place for posting and gathering insights as opposed to using multiple tools.
* Ability to track and monitor our competitors channels ensuring our channels are kept healthy (desirable)
* Pull data and reports for Social Media team to share within the business and stakeholders.

## RFP Timetable

|  |  |
| --- | --- |
| Request for Proposal Issued | 7th July 2020 |
| Clarification Deadline | 28th July 2020 |
| Response to Clarification | 31st July 2020 |
| Deadline for Proposal Responses | **6th August 2020** |
| Evaluation | 7th – 18th August 2020 |
| Clarification Presentations | 26th – 28th August 2020 |
| Contract Awarded | 1st September 2020 |
| Contract Start Date | **1st October 2020** |

This procurement is intended to follow the time-line above but may be subject to change

## Term and Termination

Contract will be for a period of 2 years with the option to extend for a further 1 year.

## Payment Arrangements

London & Partners payment terms are 30 days from the receipt of an invoice following receipt of goods or services.

All RFP respondents must agree to provide invoices in a format which is suitable for London & Partners. London & Partners preference is to pay its accounts by electronic funds transfer (EFT) direct to the nominated bank account of the supplier.

RFP respondents should state any discounts they offer for early settlement.

Prices provided by RFP Respondents are to be quoted in British Pounds and remain valid over three months. In addition, London & Partners reserves the right to purchase extra proposed options over time.

# Evaluation criteria

All responses will be assessed only against the criteria published below, arranged in no particular order of priority. Respondents are advised in their own interest to address the criteria suitably to enable an accurate assessment to be made of their submission.

Up to 3 suppliers will be invited in to clarification meetings between 26th and 28th August 2020. The purpose of these meetings will be to clarify the responses you provided in your written proposal.

The submissions will be evaluated against the following evaluation criteria:

Evaluation weighting

* Technical competence 70%
* Price 30%

|  |  |
| --- | --- |
| 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. |

Price calculations will be as follows:

The maximum marks available for this part of the Tender will be **30%** 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 30 (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 30 (Maximum available marks) = 30

Tenderer B Score = £3000/£5000 x 30 (Maximum available marks) = 18

Tenderer C Score = £3000/£6000 x 30 (Maximum available marks) = 15

# Company Information

|  |  |  |
| --- | --- | --- |
|  | Potential supplier information | |
|  | Question | Response |
|  | Full name of the potential supplier submitting the information |  |
|  | Registered office address (if applicable) |  |
|  | Registered website address (if applicable) |  |
|  | Trading status   1. public limited company 2. limited company 3. limited liability partnership 4. other partnership 5. sole trader 6. third sector 7. other (please specify your trading status) |  |
|  | Date of registration in country of origin |  |
|  | Company registration number (if applicable) |  |
|  | Charity registration number (if applicable) |  |
|  | Head office DUNS number (if applicable) |  |
|  | Registered VAT number |  |
|  | If applicable, is your organisation registered with the appropriate professional or trade register(s) in the member state where it is established? | Yes ☐  No ☐  N/A ☐ |
|  | If you responded yes to 1.1(i) - (i), please provide the relevant details, including the registration number(s). |  |
|  | Is it a legal requirement in the state where you are established for you to possess a particular authorisation, or be a member of a particular organisation in order to provide the services specified in this procurement? | Yes ☐  No ☐ |
|  | If you responded yes to 1.1(j) - (i), please provide additional details of what is required and confirmation that you have complied with this. |  |
|  | Trading name(s) that will be used if successful in this procurement |  |
|  | Relevant classifications (state whether you fall within one of these, and if so which one)   1. Voluntary Community Social Enterprise (VCSE) 2. Sheltered Workshop 3. Public service mutual |  |
|  | Are you a Small, Medium or Micro Enterprise (SME)? | Yes ☐  No ☐ |
|  | Details of Persons of Significant Control (PSC), where appropriate:  - Name;  - Date of birth;  - Nationality;  - Country, state or part of the UK where the PSC usually lives;  - Service address;  - The date he or she became a PSC in relation to the company (for existing companies the 6 April 2016 should be used);  - Which conditions for being a PSC are met;  - Over 25% up to (and including) 50%,  - More than 50% and less than 75%,  - 75% or more.  (Please enter N/A if not applicable) |  |
|  | Details of immediate parent company:    - Full name of the immediate parent company  - Registered office address (if applicable)  - Registration number (if applicable)  - Head office DUNS number (if applicable)  - Head office VAT number (if applicable)  (Please enter N/A if not applicable) |  |
|  | Details of ultimate parent company:  - Full name of the ultimate parent company  - Registered office address (if applicable)  - Registration number (if applicable)  - Head office DUNS number (if applicable)  - Head office VAT number (if applicable)  (Please enter N/A if not applicable) |  |

# Procurement Questionnaire

Please include log-in details to a demo account which we can trial if possible (this is not scored).

|  |  |  |  |
| --- | --- | --- | --- |
| **Please explain in detail your Account Management process including any training, onboarding and ongoing support for our account.** | | | |
| **8.1** | *(Maximum word count 2,500)* | **Weighting**  **20%** | |
| *Enter response here:* | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Please explain in detail what functionalities your tool has which match our specifications, and anything in addition that you can provide. Please attach any relevant documentation.** | | | |
| **8.2** | *(Maximum word count 2,500)* | **Weighting**  **40%** | |
| *Enter response here:* | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Please explain what makes your company and tool unique in the market? Why do you think your tool would suit London & Partners?** | | | |
| **8.3** | *(Maximum word count 2,500)* | **Weighting**  **10%** | |
| *Enter response here:* | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Please outline a similar organisation to London & Partners that you have worked with and explain how they have benefitted from working with your team and using your tool. Please include any relevant data which measures success.** | | | |
| **8.4** | *(Maximum word count 2,500)* | **Weighting**  **30%** | |
| *Enter response here:* | |

# Commercial Submission

Financial Submission – 30%

Our Tender Price for the provision of the goods/services referred to in the Specification is as detailed in the table below:

This price does include Value Added Tax and is for the whole of the Contract Period.

Costs shall be fully inclusive (i.e. inclusive of all travel costs, subsistence, accommodation etc)

|  |  |  |
| --- | --- | --- |
| **Financial Submission** | | |
| Key pricing elements - |  |  |
| Y1 annual subscription (as per specification) |  |  |
| Y2 annual subscription (as per specification) |  |  |
| Y3 annual subscription (as per specification) |  |  |
| Additional licence |  |  |
| Additional profile |  |  |
| Any additional features (please list): |  |  |
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# Non Collusive Tendering Certificate

To: XXXXX

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: . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .

## Form of Tender

To: **London & Partners**

**2 More London Place**

**London**

**SE1 2RR**

Date: [*Tenderer to insert date*]

Tender for *(insert name of tender)*

Having read carefully the Request for Proposal for ***(insert name of tender)*** (the “RFP”) and all other Procurement Documents issued by or on behalf of L&P in connection with that RFP, and being fully satisfied in all respects with the requirements of that RFP (including the Contract set out in Section 4 of Part A of the RFP):

1. I/We hereby offer to provide the Services specified in the Specification set out in Section 1 sub-section 5 of Part A of the RFP and to perform the contract in accordance with the Contract set out in Section 4 of Part A of the RFP and our Tender (including, without limitation, the Pricing Schedule annexed to this Form of Tender).
2. I/We confirm that if our Tender is accepted I/we will upon demand:
   1. produce evidence that all relevant insurances and compliance certificates required by the Procurement Documents issued by or on behalf of L&P in connection with the RFP (including, without limitation, the Contract) are in force; and
   2. execute the Contract Documents in the form attached to the RFP.
3. We agree that my/our Tender shall constitute an irrevocable unconditional offer which may not be withdrawn for a period of not less than 90 days from the date hereof.

Unless and until a formal Contract is prepared and executed, this Tender, together with your written acceptance thereof, shall (subject to any period of standstill) constitute a binding contract between us.

We understand and acknowledge that L&P is not bound to accept any Tender.

This Tender shall remain open for acceptance by **L&P** for a period of not less than 90 days after the due date for return of Tenders specified in the **RFP**.

I warrant that I have all the requisite corporate authority to sign this Tender.

Signed for and on behalf of [*insert name of Tenderer*]:

Signature:

Name:

Date:

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