**REQUEST FOR PROPOSAL (RFP)**

**THE PROVISION OF MARKETING EVALUATION SERVICES**

Date: 25 NOVEMBER 2019

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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 marketing evaluation partner for the next 3 years. Our annual marketing evaluation requirements are summarised below:

1. Measure perception changes and the impact of our marketing activity
   1. Understanding how our marketing changes the perceptions of our audiences
   2. Understanding the impact of creative: e.g. recall, memorability, intent/action, ideally this element can be done as pre-testing to ensure our creative is fit for purpose before we go live

There is also a requirement this year to test our key messages with our audiences:

1. Test key messaging – understanding the resonance and impact of key messaging with our audiences

Each of the above is required for each of our key audiences – international visitors, students and investors.

We require the supplier to provide us with the field work. Our in-house research team will provide the analysis and final reports.

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 **Wednesday 11th December 2019 at 12.00** 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 Friday 6th December 2019. 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 **emailing procurement@londonandpartners.com**. 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

We undertake a wide range of marketing activity for students, investors and leisure visitors (see audience detail below). Our primary Outcome is changing perceptions based on our key messages, along with capturing actions such as the intent to choose London as a destination. We also measure the appeal, recall, resonance of creative and what action it leads the audience to after viewing the creative.

You can read more about our campaigns and activations here:

* [Leisure tourism](https://www.londonandpartners.com/what-we-do/leisure-tourism)
* [Students](https://www.londonandpartners.com/what-we-do/students)
* [Investor](https://www.londonandpartners.com/what-we-do/international-business)

To date we have procured evaluation agencies for each campaign, which is time consuming for agencies and ourselves to contribute to so many briefs. Having a single provider will also increase the consistency of our methodology across our audiences.

We have our own research team in house who will take the data you provide and produce the final analysis and reports.

**Our audiences**

We target five international markets: China, India, USA, France and Germany. Each market is prioritised by audience.

[Leisure tourism](https://www.londonandpartners.com/what-we-do/leisure-tourism) visitors

We target 18-34 year-old passport holding leisure visitors from our target markets. They travel regularly but have not visited London before. The purpose of travel is leisure and not business or visiting friends and family. The priority markets for this audience in 2020/21 are China and US.

International [students](https://www.londonandpartners.com/what-we-do/students)

We target 15-25 year-old prospective international students from our target markets. We target both undergraduate and postgraduate students who are open to studying abroad. They are likely to be from a medium to high income household and already in education. The priority markets for this audience in 2020/21 are China and India.

Foreign Direct [Investor](https://www.londonandpartners.com/what-we-do/international-business)s

Entrepreneurs and early/mid stage start-ups who are 1-2 years away from expanding their business internationally. They are likely to be beyond the seeding stage, are currently based in one of our core markets and working within our strategic sectors. They may be considering London as an expansion option but would not have made any final decisions so our work will focus on getting London further up their consideration funnel. The priority markets for this audience in 2020/21 are China, US and India.

*Strategic sectors:* Creative, Financial, Business Services & Technology (FBST), Urban, Life Sciences, Tourism

See the example audience profiles in the Appendix for more detail.

# Specification

Requirement 1: Perceptions and creative testing

**Overview**

We want to understand how perceptions of London have changed as a result of our marketing activity. We test perceptions once a year for each of our audiences (students, visitors and businesses).

This year

We have already completed perception testing for visitors this year and so our immediate requirements are perception testing for our student and business audiences. The marketing activity for these campaigns has already taken place so we will need to retrospectively test the creative (rather than pre-test)

Future years

In years 2 and 3 we will require testing for all audiences. This should include an element of pre-testing. See the requirements summary table at the end of this section for a full overview.

Research objectives

1. Creative response
   1. Is the creative attention grabbing, memorable and sharable?
2. Changes in perceptions aligned to our key messaging
3. Consideration
   1. Does the creative increase consideration / intent to choose London?
4. Action
   1. Did the creative drive an action?

In addition to understanding audience demographics, we would also like to ask a short number of attitudinal questions to help us segment the data by user behaviour.

Audiences

* 2019/20 – Students (market = China) and investors (market = USA)
* Following years – Students, investors and visitors – see summary detail for market information

Approach

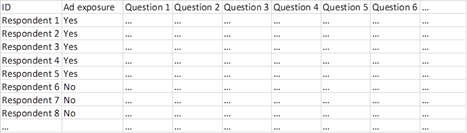
* We do not have sample audiences for this project and are open to creative approaches to reach these respondents.
* Ideally the timing of your methodology will allow us to understand the creative response before we go live (pre-testing)
* We require both an Exposed group and a Control group (essential)
* We prefer a quantitative approach where possible.
* We only require the chosen supplier to deliver the field work and supply the data. Our internal research team will use the data to prepare the final reports.

Timings

* The data for the student and business 2019/20 campaigns before 13 March 2020. Note: this research is a priority ahead of the key message testing (see Requirement 2)
* Timings for future years will be agreed with the selected supplier based on our activity roadmap and an agreed briefing process

Deliverables

* Kick off meeting
* Weekly updates on the progress of the project
* Final data tables structured in rows and columns as shown in the pictured example below and SPSS file



Requirement 2: Key message testing

This brief defines our requirements for testing key messaging for our student, invest and leisure audiences.

Overview

We are currently developing a ‘messaging house’ aligned to our key messages. We have already conducted extensive research to define the key message. We would now like to test awareness and influence of the key reasons to believe (RTBs) that sit within each strand of our key messaging.

A sample of the key messaging and the RTBs is provided in Appendix 2. We require the testing of the RTBs with 3 audiences: leisure visitors, students, and investors in all five of our key markets (China, India, France, Germany and USA).

Research objectives

1. Understand the awareness of each RTB in relation to London
2. Understand the credibility of each RTB specific to London
3. Understand how unique the RTB is specific to London
4. Understand the emotional resonance of the RTB
5. Understand the influence of our RTBs in the destination decision making process

We would like to test a minimum of 10 RTBs for each audience. We will use the outputs of this work to form a ‘messaging house’ for London, using the best ranked RTBs in our marketing material and to help measure future shifts in perceptions.

Approach

* We will supply you with the RTBs. They will be written to a level ready for testing but will not be fully formed/copy written.
* We prefer a quantitative approach but are open to how you might approach this especially considering the budget.
* We do not have sample for this project and are open to creative approaches to reach these respondents.
* We only require the chosen supplier to deliver the field work and supply the data. Our internal research team will use the data to prepare the final reports.

Audiences

Each audience will as closely match our audience profiles [see Appendix 1] as possible. We would like to test the RTBs with the following:

* Students
* Investors
* Visitors

Important: where there is an overlap of audiences for requirement 1 & 2, we would ideally like to combine the two requirements and survey the same panel about both perceptions and key messages at the same time (to help reduce costs/timings)

Markets

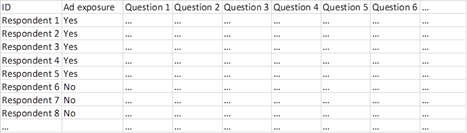
* China (in Mandarin)
* US, India (English)
* Germany and France
  + Please quote for both 1) English only testing and 2) translations for German and French

Timings

We are looking to get results before the end of March 2020.

Deliverables

* Kick off meeting
* Weekly updates on the progress of the project
* Final data tables structured in rows and columns as shown in the pictured example below and SPSS file



Summary of our requirements

We have summarised our known requirements below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Timing** | **Audience** | **Requirement and market** | **Budget** |
| Reporting before March 2020 | Investors | 1. Perceptions and creative : USA only 2. Key messages: all 5 core markets | Confirmed |
| Students | 1. Perceptions and creative: China only 2. Key messages: all 5 core markets | Confirmed |
| Visitors | 1. Key messages: all 5 core markets | Confirmed |
| 2020/21\* | Visitors | Perceptions and creative, incl. pre-testing - Single market tbc | Future business plan |
| Students | Perceptions and creative incl. pre-testing - Single market tbc | Future business plan |
| Investors | Perceptions and creative incl. pre-testing - Single market tbc | Future business plan |
| 2021/22\*^ | Visitors | Perceptions and creative incl. pre-testing - Single market tbc | Future business plan |
|  | Students | Perceptions and creative incl. pre-testing - Single market tbc | Future business plan |
|  | Investors | Perceptions and creative incl. pre-testing - Single market tbc | Future business plan |

\*Financial year beginning April.

\*\*It is difficult for us to forecast requirements beyond the first-year so we have highlighted our expected requirements based on what we know now.

^There will be a requirement for a break clause after year 2 should our marketing strategy change and impact our marketing evaluation requirements.

Budget

The confirmed budget to fulfil all of the research required this financial year – as highlighted in the green in the summary table above – is £50,000 including VAT.

For the research studies in years 2 and 3, we have estimated a budget of £39,000k for each year. The number of research studies required in these years is subject to change and will be confirmed with the supplier before the beginning of each financial year.

The total budget is confirmed as below:

|  |  |  |
| --- | --- | --- |
| **Year** | **Budget** | **Budget Confirmed?** |
| 1 | £50,000 | Yes |
| 2 | c.£39,000 | Indicative – use as a guide for your quote  No |
| 3 | c.£39,000 |
| **Total** | **Up to £128,000** |  |

## RFP Timetable

All times GMT

|  |  |
| --- | --- |
| Request for Proposal Issued | 25 November 2019 |
| Clarification Deadline | 6th December 2019 |
| Response to Clarification | 9th December 2019 |
| Deadline for Proposal Responses | **Noon**, 11 December 2019 |
| Suppliers notified in shortlisted for clarification presentations | 19 December |

|  |  |
| --- | --- |
| Clarification Presentations | 1 hour on either:  7 January 2020 – 2-5pm Or 8 January 2020 – 9-1pm |
| Contract Awarded | 10 January 2020 |
| Initial Project Meeting | W/C 13 January 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. This will allow us to evaluate performance and also make any changes should our marketing strategy change and impact our marketing evaluation requirements. There may also be additional marketing evaluation requirements that we require which are currently unknown.

## 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 top scorers will be invited in to clarification meetings. The purpose of these meetings will be to meet the team and 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

**Pass/Fail questions – You must be able to meet all of the below criteria.**

* Experience and ability of surveying audiences in all of our core markets (China, United States, India, France and Germany)
* Ability to localise surveys for each market to conduct reliable testing and avoiding cultural biases in how panels from market respond to primary research in each of our core markets especially China and India
* Experience and ability to find panels for all our audiences – students, visitors and especially c-suite level business owners/founders
* Experience with key message testing, creative testing and perceptions testing
* Ability to deliver this year’s requirements by 13 March 2020

|  |  |  |  |
| --- | --- | --- | --- |
| **Requirement 1: Perceptions and creative testing methodology** | | | |
| **8.1** | Outline your proposed methodology for Requirement 1 – perceptions and creative testing including timings. Please also state how you would include an element of pre-testing for our requirements in years 2 and 3.  *(Maximum word count 2,500)* | **Weighting**  **30%** | |
| *Enter response here:* | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Requirement 2: Key message testing methodology** | | | |
| **8.2** | Outline your proposed methodology for requirement 2 – key message testing including timings.  *(Maximum word count 2,500)* | **Weighting**  **30%** | |
| *Enter response here:* | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Audiences and panels** | | | |
| **8.3** | Outline your experience of recruiting panel members in each of core markets and state how you conduct reliable testing to avoid cultural biases in how different markets respond to primary research in each of our core markets especially China and India. It is essential you include the size of the samples you will be able to generate for each audience in each market, for the required budget.  *(Maximum word count 2,500)* | **Weighting**  **30%** | |
| *Enter response here:* | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Team experience** | | | |
| **8.4** | *State your experience in conducting similar research and/or research with similar audience to ours, using case studies to demonstrate your experience*  *(Maximum word count 2,500)* | **Weighting**  **10%** | |
| *Enter response here:* | |

# Commercial Submission

Financial Submission – 30%

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

Costs shall be fully inclusive (ie inclusive of all travel costs, subsistence, accommodation etc)

Please use the supplied spreadsheet to detail your costs.

# 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:

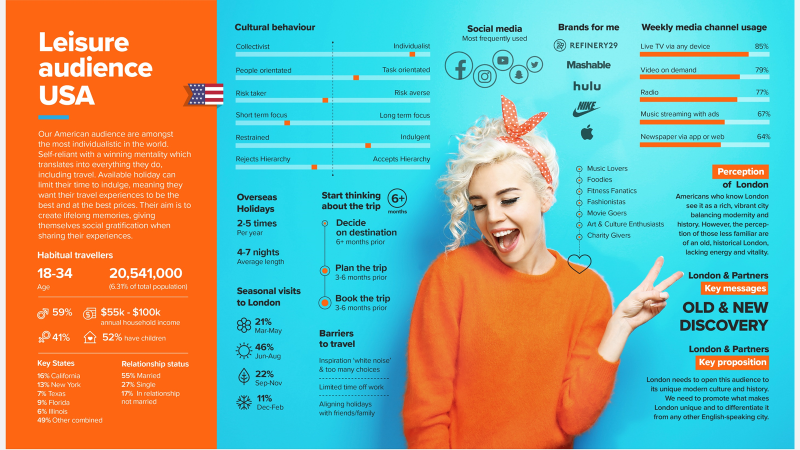
Name:

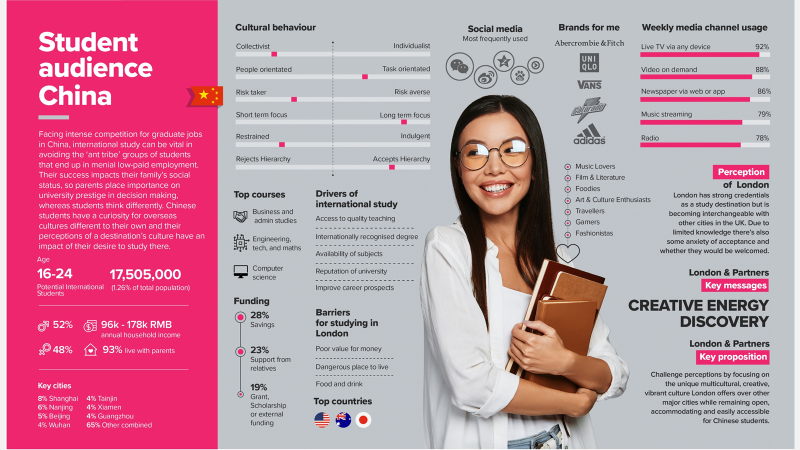
Date:

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

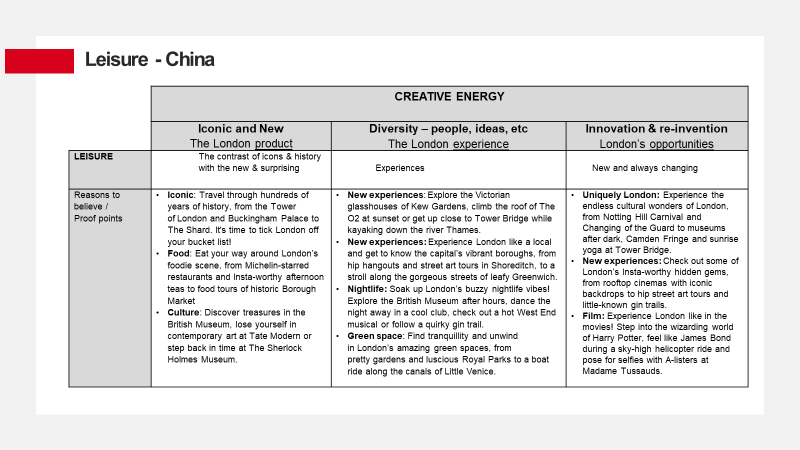
**Appendix 1 - Audience profiles**

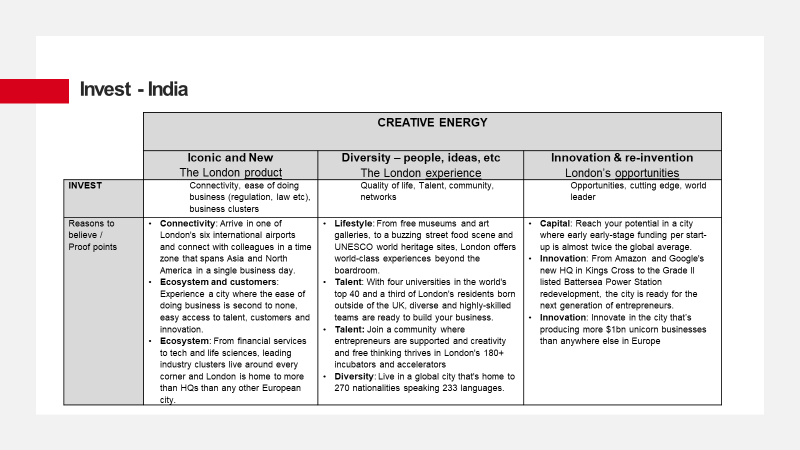
The below are examples of our audience profiles. Full audience profiles will be supplied to the selected agency.

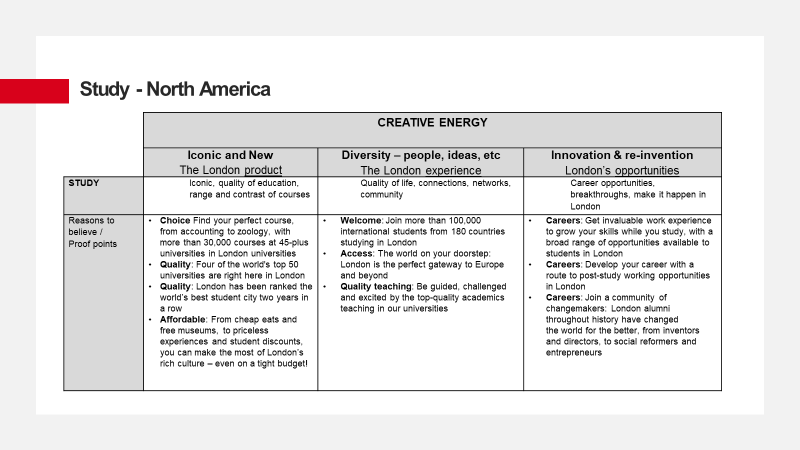
 



**Appendix 2 – Examples of our Reasons to Believe**





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