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|  | Direct No: 02380 055978  E-mail: Jacques.fourie@os.uk  Date: 7th February 2018  RFQ Ref: BS0683.2018 |

Dear Sir/Madam

REQUEST FOR QUOTATION (RFQ) – CONSUMER DISRUPTION

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 the national mapping agency of Britain 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 can be found on our website: <http://www.os.uk>

**This RFQ sets out OS’s requirements for the provision for; Consumer Disruption Research**

OS has a steadily growing core consumer group purchasing paper and digital maps on a seasonal basis. The current customer base for OS actively participate in outdoor activities and OS target this sector through marketing campaigns aimed at encouraging people to ‘GetOutside’. In the UK, 58% of the population are frequent visitors to the Natural Environment\*.

Research by Sport England and the Natural England has divided UK outdoor participants into 8 segments according to their motivations. Ordnance Survey currently target three of these segments through existing propositions:

* **Explorers** (30% population) go outside to explore the natural world, preferring the countryside and seaside. Aged 35-54 Physical activity is driven by emotional purposes revolving around exploring and learning, involving hobbies (e.g. bird watching or photography). *There are three sub-segments; Family Explorer, Social Explorer and Lone Explorer. Family is the largest sub-segment (61%).*
* **Challenger** (21% population) focused on personal achievement and reaching a goal. Most likely to include; mountaineering; hill walking; running; mountain biking. Enjoyment comes from gaining a sense of control and learning about themselves. More likely to be male (74%), aged 24-54. *Social (41%) and Lone Challenger (35%) are the largest sub-segments*
* **Fitness in Nature** (17% population) want to keep fit outdoors for the fresh air and freedom. Prefers to be exercising outdoors and generally doesn’t like the gym or indoor sports. They prefer exercising outdoors to indoor activities (e.g. gym or indoor sports). Physical and mental wellbeing is important, but competing isn’t. *Family Fitness in Nature (52%) is the largest sub-segment. The majority are aged 35+yrs. Most participate close to home in the countryside.*

*\*MENE Headline Report 2015-16*

A third of the UK population are infrequent visitors to the outdoors\*. Reasons commonly cited for stopping participation in outdoors activities or for not doing outdoor activities are shown below.

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| Reasons for stopping outdoor activities: | Reasons for not going outdoors: |
| * Too busy/time constraints (41%) | * Too busy with family responsibilities (32%) |
| * Job/studies/school got in the way (35%) | * Can’t commit regularly (30%) |
| * Family commitments/too busy at home (34%) | * Don’t have the time (30%) |
| * Injury/health reasons (30%) | * Prefer to spend spare time doing other things (29%) |
| * No opportunity (20%) | * It’s too expensive (24%) |

OS has an ambitious growth target for the next 5 years, to meet this target will require a new offer or proposition. ***OS want to disrupt the outdoor sector through a digital product that will attract, inspire and enable everybody to make ‘the outdoors’ part of their everyday.***

**To achieve this OS, want to:**

* **Understand the needs and drivers of UK Consumers** **and develop something unique that taps into a consumer need.** Build a solution that currently fills an unmet need and has widespread appeal to existing and new segments.
* **Broaden out from their existing target segments.** Encourage the infrequently active to become more active. Overcoming barriers to outdoor participation or focusing on what consumers enjoy.

Research is required to understand consumer needs, barriers and potential opportunity propositions. This should include testing concepts created through the research or identified by OS from internal experience and knowledge.

To support this, OS are requesting services, as specified in Appendix A (Statement of Requirements). If you require any additional information to provide the required submission, please submit any questions to the procurement contact above, via the following email address: [TenderEnquiries@os.uk](mailto:TenderEnquiries@os.uk) (marked for the attention of the procurement contact), no later than **12 noon on the 12th February** for final receipt of clarification questions. OS reserves the right to issue the response to any clarification request made by you to all participants.

All submissions must be returned no later than 2pm on the **20th February 2018**. Please note that OS may reject any submission not received by this date.

OS reserves the right to cease this procurement process at any time without any liability (whether in contract, tort or negligence) to the participant. All OS’s technical and commercial information contained within this RFQ must be considered confidential and must not be disclosed to a third party.

OS has no liability for any costs incurred by the participant in preparing or evaluating this quotation. The request and submittal of the quote does not constitute a purchase agreement between OS and the participant. OS reserves the right to amend, add or delete its requirements from this RFQ. This RFQ does not constitute an order or contract offer and there is no obligation for OS to accept your submitted proposal.

All documents and information contained in this RFQ shall remain the property of OS. Participants shall not disclose either: a) the fact that they have been invited to participate in this RFQ or release details of the proposed contract; or b) details of their quotation 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 purposes of preparing the quotation.

**Amendments to RFQ**

At any time prior to the date for submission of RFQ responses, OS may amend the procurement process or the RFQ. Any such amendment shall be issued to all participants at the same time, and if appropriate to ensure participants have reasonable time in which to take such amendment into account, the date for submission of RFQ’s shall, at the discretion of OS, be extended

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

OS is committed to meeting their legal responsibilities under FOIA and EIR. Accordingly, all information submitted to OS (including without limitation, the information contained in the RFQ and the proposals 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 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: 1) clearly define such information as commercially sensitive; 2) explain the potential implications of disclosure of such information; and 3) provide an estimate of the period of time during which the Participant believes that such information will remain commercially sensitive.

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 FOIA or EIR, or must be disclosed in response to a request for information. Blanket labelling of all the content of submissions as ‘confidential’ is not acceptable.

Participants should also note that the receipt by OS of any material marked ‘confidential’ or equivalent does not mean that 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.

**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. Participants 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. OS reserves the right to disqualify the Participant where the measures taken or proposed do not address the conflict to OS’s satisfaction.

**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 at Appendix E, that it has not prepared its response in collusion with any third party and will not engage in collusive behaviour during the tender process.

Please do not hesitate to contact me if you have any questions concerning this project; thank you in advance for your support with this project.

Yours sincerely



Jacques Fourie

Supplier Relationship Management – Business Services

For and on behalf of **Ordnance Survey Limited**

APPENDIX A – STATEMENT OF REQUIREMENTS

**Background to the project:**

Ordnance Survey is the UK’s national mapping agency, providing geospatial data that commercial businesses, partners and the UK population can use to understand the UK landscape.

Consumer products and services focus on encouraging the public to go outside. Core products include; paper maps, the ability to produce and print custom maps and a subscription based digital mapping service that can be used for route planning when going outside. OS Maps, the digital mapping subscription service, has achieved steady growth since its launch, due to continuous improvements to content (e.g. 3D Mapping). This service will see more investment to continue to increase its usage. OS believe that there are more opportunities to develop new digital products that tap into the growth in consumers using digital services to plan or evaluate their outdoor activities and has set an ambitious revenue target to be achieved through the development of new solutions.

**Consumer Innovation Research is required to develop a disruptive new digital offering encouraging UK consumer to participate in the outdoors. The proposition should fulfil an unmet need and identify core potential customer segments, whilst having a mass market appeal.**

**This research should enable OS to:**

* **Understand the needs and drivers of UK Consumers** **and develop something unique that taps into a consumer want or need.** Build a solution that currently fills an unmet requirement.
* **Create a new revenue stream for OS, grow the consumer base and help OS position itself as a key outdoor retailer.**
* **Broadening the reach of OS away from existing target segments.** Encourage the inactive to go outside, or the infrequently active to become more active. Overcoming barriers to outdoor participation or focusing on what consumers enjoy.

This research should seek to develop, and test concepts created through customer co-creation and understand reactions to 8-9 OS generated ideas (example in the table below).

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| Idea | Focus | Description | What’s different? |
| Beginner to Expert | People focused | Learn how to engage with the outdoors safely and enjoyably, building confidence, teaching skills, uncovering experiences | Stage based, building skills and confidence safely through collaboration with champions, media, location, and activities |

**Objectives:**

**Business objective:** To disrupt the outdoor sector through a digital product that will attract, inspire and enable everybody to make ‘the outdoors’ part of their everyday, and creating a new revenue stream for OS.

**Research Objectives:**

* Understand the wants, needs and drivers of UK Consumers in relation to the outdoor
* Explore the barriers or challenges to participating in outdoor activities
* Determine potential new digital solutions that could help solve a problem, fulfil a need or a want
* Understand the potential target segment for new propositions.

**Target Audience:**

The research should target those who go into nature or want to do more in nature (activities not near a road).

The focus is on countryside activities not urban (e.g. the research would involve those cycling off road, rather than road cyclists).

**There are several criteria that can impact on the outdoor activities consumers will undertake or the frequency that they will go outside:**

* Age: 25-35yrs, 36-45yrs, 46yrs+
* Gender: Equal mix male and female
* Health: Able bodied, or disabled (that are active)
* Family: Children / No Children
* Pets: Dog / No Dog
* Type of activity: walking, hiking, trail running, mountaineering, mountain biking
* Work status: currently working full or part time, or retired
* Location: Urban/Suburban
* Transport: All have access to transport
* Social class: ABC1C2

Agency to propose the best mix and approach to create a ‘disruptive’ proposition aimed at the mass market, whilst understanding differences in needs. Including whether to involve ‘extreme’ consumers or industry experts.

**Approach:**

* The research should be qualitative in nature, however, some quantification of ideas maybe required.
* Consumer innovation sessions designed to develop blue-sky thinking. The agency to determine the best approach to fit with the available budget.

**Deliverables:**

* Set up meeting
* Full report and presentation
* Workshop to develop ideas
* On-going updates

**Budget: £50,000 excluding VAT**

**Pricing:**

The submission should provide a full breakdown of costs of any options provided and a recommended approach.

All costs should include travel.

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|  | Option 1 |
| Set up costs (Recruitment, Screening, Discussion Guide or Equivalent) |  |
| Incentives if applicable |  |
| Cost per workshop (if applicable) |  |
| Cost per focus group (if applicable) |  |
| Cost per workshop (if applicable) |  |
| **Total cost of fieldwork** |  |
| Analysis and reporting |  |
| Face to face presentation (including travel & expenses) |  |
| Workshops |  |
| Additional deliverables (infographics, etc) |  |
| **Total cost of deliverables** |  |
| **Full cost of project delivery** |  |

**Submission timescales**

The following dates are for guidance only. If clarification is needed on any aspects of the submission, then these timescales will be adjusted accordingly.

The dates below represent an outline of the planned progress for the procurement, although these dates are for guidance only and are intended to provide Participants with the timeframe which we presently foresee for this procurement. We may change this timetable at any time at our sole discretion.

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| --- | --- |
| 07.02.2018 | Brief sent out to research agencies |
| 12 noon 12.02.2018 | Closing date for receipt of clarification questions |
| 2p.m 20.02.2018 | Closing date for submission of proposals |
| 26.02.2018 | Contract award |
| 06.03.2018 | Project Start |

APPENDIX B - AWARD & SCORING CRITERIA

OS’s award criteria for this RFQ is based on making an evaluation of the most economically advantageous tenders (MEAT), based on an assessment of quality, timing, and price. OS will not be bound to accept the lower price quote. Post-negotiation may be entered into, if necessary to qualify or clarify tenders, or to discuss potential improvement or adjustments to the Participant’s offer. OS’s evaluation team will consist of competent and experienced personnel able to assess and score each aspect of the submissions. A moderation exercise by the team will ensure that scoring is applied on a fair, reasonable and consistent basis.

OS requirements are set out in Appendix A, and has allocated the following marks:

Quality: 100 marks in total are available

Timings: 20 marks in total are available

Price: 10 marks in total are available

# Quality & Timings

Submissions against the quality, and timings and will be marked in accordance with the Evaluation Matrix, and against the below questions. The ‘final evaluated’ values will be added together to give the overall score for the evaluation. The bids will be ranked according to the overall scores achieved.

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| **Quality** |  |  |
| **Functional and Technical Merit (Deliverable Criteria)** | | **100 Marks** |
| 1 | **Understanding of the brief**. The response must demonstrate that they have a reasonable understanding of Ordnance Survey, and what the study is trying to achieve. | 5 Marks |
| 2 | **Research expertise and experience**. The response must demonstrate experience and expertise in:   * Qualitative proposition development research and co-creation * The response should include examples of how these services have been provided to other organisations. Please provide up to 3 case study examples to support the response from similar types of project work. | 30 Marks |
| 3 | **Research design**. The response must clearly demonstrate a recommended approach and methodology, and show how they would deliver the research objectives.   * The response should propose a recruitment structure (target audience for the research) and a clear outline of how the research would be run. | 30 Marks |
| 4 | **Deliverables.** The response should outline the key deliverables that will be provided as standard and any deliverables that are optional.  Please provide clear explanation of how the research findings will be shared and embedded in Ordnance Survey, providing examples of previous successes in summarising results. | 20 Marks |
| 5 | **Account Management.** The response must outline the project team responsible for delivering the research, their experience and roles and responsibilities in relation to this research, including the following requirements:   * Day to day contact * Team members responsible for conducting research * Team members responsible reporting findings to OS   The role profile for each team member should outline research experience, length of time in role, qualifications, and any other relevant information. The quality of the account team will be considered when rating this response. | 15 Marks |
| **Timings** |  |  |
| 1 | **Timings.** The response must provide a detailed timeline and milestones for key activities. Ideally recruitment and fieldwork should commence in March, with outcomes delivered in April. The timeframe must be achievable, and this will be taken into account when rating the timings. | 20 Marks |

Submissions against the Statement of Requirements (in Appendix A) for quality & timings will be marked in accordance with the Evaluation Matrix, using the scoring criteria below.

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| **Judgement** | **Score** | **Performance** |
| Capable | 5 | 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. |
|
| Potential | 3 | Provides a full response to the requirement/s, however the supporting evidence only partially   addresses the requirement; and/or Provides a response to the requirement/s, which raises concerns about the Participant’s ability to meet the requirement/s. |
| Concerns | 1 | Responds to the requirement/s, however, has only partially addressed the specific issues (if any) identified by OS; and/or Provides insufficient evidence (where applicable) to support its response; and/or Responds to all the requirement/s with insufficient detail raising significant concerns about the Participants ability to meet all the requirement/s; and/or Provides a response which raises significant concerns about the Participants ability to meet the requirement/s. |
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| Inadequate | 0 | Does not provide a response to the requirement/s; or Responds to the requirement/s, however fails to address the specific issues (if any) identified by OS; or Fails to provide any evidence (where applicable) to support its response. |
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# Price

The Price evaluation will be based on the total cost of the recommended approach. To compare the prices, the lowest overall price will be given 100 marks. The other scores are calculated as a mark of the lowest price to give a normalised score, i.e. Individual tenderer’s score = Lowest Price /Individual Tendered Price x 100. This ensures that all results are comparable on the same basis.

# Overall Score

The proposal with the highest score, when quality, timings and price are added together will be awarded the contract.

APPENDIX C – TERMS & CONDITIONS

Please note that any order placed, will be under OS’s terms and conditions. All Participants must accept our terms and conditions for this RFQ.

Standard Template – Goods-ServicesContract\_v6-0



APPENDIX D – COMPANY INFORMATION

Please complete and return the attached Company Information form, this will not be scored as part of the evaluation process but will held on our records for information purposes. However, if the information contained in this form, highlights any areas of concern about the viability of your organisation, we reserve the right to eliminate any proposals put forward by you.



APPENDIX E Certificate of Non-canvassing and Non-collusion

In recognition of the principle that the essence of selective tendering is that OS shall receive bona fide competitive Tenders from all those tendering.

WE CERTIFY THAT:

1 the Tender submitted is a bona fide tender intended to be competitive;

2 that we have not nor any person employed by us or acting on our behalf has:

2.1 canvassed or solicited any member, officer or employee of OS in connection with the Tender submitted or the award of the contract; and

2.2 fixed or adjusted the amount of the Tender with any third party (or solicit any third party to fix or adjust their tender); and

2.3 communicated details of our Tender to any third party, other than OS or, where the Tender is submitted on behalf of a consortium, to other consortium members; and

2.4 prevented or dissuaded any third party from tendering; and

2.5 promised, offered, given, requested or accepted any advantage or inducement or consideration directly or indirectly to any third party in connection with the Tender.

3 we will not nor any person employed by us or acting on our behalf will at any time undertake any of the acts in paragraph 2 above.

1. This bone fide form of offer must be signed by an authorised signatory: in the case of a partnership, by a partner for and on behalf of the firm; in the case of a limited company, by an officer duly authorised, the designation of the officer being stated. By signing this document, you are agreeing that you have the authority to submit a tender and enter into a Contract on behalf of the company that you represent.

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| --- | --- |
| **Signature** |  |
| **On Behalf of** |  |
| **Name** |  |
| **Title** |  |
| **Date** |  |
|  |  |