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RFQ: BS0671.2018

Dear Sir/Madam

REQUEST FOR QUOTATION (RFQ) – EXPERIENCE VIDEOS

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 production of a video suite - the experience videos (3)

Ordnance Survey has undergone a major strategic review to define astute and radical approaches to the opportunities and challenges in an ever-changing Geospatial world. It is a world in which technological change and opportunity will revolutionise how we live and work in Great Britain. At the same time our heritage (we're 226 years old) is unique. We're old but we maintain our reputation and relevance by continually learning. That's why we sustain the national geographical data base to levels of accuracy unheard of in most every other country and why our data continues to underpin so much of our lives.

OS requires video content to explain how we capture location data, what we do with the data, and also what the future of mapping and geospatial content will look like. We want to demonstrate the plethora of skills and the capacities within OS and how our meticulous work benefits Great Britain now and in years to come.

To support this, OS are requesting services, as specified in Appendix A (Statement of Requirements). If you require any additional information in order to provide the required submission, please submit any questions to the procurement contact above, via the following email address: procurementgroup@os.uk (marked for the attention of the procurement contact), no later than **noon on Tuesday 30th January 2018** 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 **noon on Monday 25th 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

A handwritten signature in black ink, appearing to read 'Caroline Eadie', written in a cursive style.

Caroline Eadie

Supplier Relationship Manager – Business Services

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

APPENDIX A – STATEMENT OF REQUIREMENTS

Background to the project:

We appreciate the extra dimension that powerful visuals bring to our compelling story in GB and abroad. Ordnance Survey uses the gamete of video techniques to explain our work already and on many platforms (social media, corporate, broadcast, conference). It's quite a range from 10 second clips for twitter or VLOGs (one was a white board explainer on why the height of Ben Nevis had changed!); we support the on-line and broadcast community (news, lives and documentaries) by delivering our own high quality video B-roll/video news release (VNR); we make high end corporate and graphics based content too and right now we need to extend our high end production portfolio with a new suite of first rate, very well produced videos. This is the opportunity to establish a distinctive voice and style. We want three definitive pieces of work about how we capture data to meticulous degrees of accuracy (2cms) which includes every wall, road, house and factory in GB through to how this supports all citizens, businesses and Government in GB. Then the final element is our view of the future and how OS will support the hi-tech, Smart City, driverless car world to come.

Business & Marketing Objectives:

- Illustrate how OS data is the crucial and hidden framework which underpins government and business activity.
- Explain how we always build on our considerable heritage to ensure our relevance and value. Show how we continually create innovative approaches to collecting and manipulating location data. Show how that's happening right now and how we're preparing for the future in which the need for first-class geospatial expertise will grow considerably.
- Explain how we are always restless to improve our offerings and how we have experts who understand and are making plans for radical changes to come.
- Position Ordnance Survey as a world-leading data and technology company.

Deliverables:

OS requires 3 videos, each running up to 2-3 minutes but they don't have to be that long . We don't envisage this being presenter led. The messaging will be by way of voice over, interviews, captioning and other visual techniques. The agency will create the ideas and storyboard the video and we can't emphasise enough how this will be the differentiator. We expect all participants to come with a competence in first class video and animation production skills and be able to meld an assortment of camera, drone, 3D animation and graphical techniques together. We require an agency to bring our world to life with how they tell the story.

We will require all rushes from the project plus stripped versions of the master videos in their constituent tracks: pictures, nat sot and fx, synch, captions, graphical or animation elements etc.

Sub edits of the master videos will be required to use as short vignettes (approx 30"). Up to 2 for each video.

You will be given access to our experts and our data and we will work with you to ensure we can deliver that data in a comprehensive and accessible way to give you the very best chance to create the best possible work.

The three videos:

- a. **Data Collection: Remote Sensing and Photogrammetry**
How we collect data, acknowledging our heritage along the way and showing the work of remote sensing (a unit which flies then interrogates aerial photography to collect geographical information); our field surveyor team and new scanning techniques like laser technology.
- b. **Data Applications (how we touch the life of business, government and our citizens lives and points):**

Show how:
 - OS applications support both public and private sectors to drive efficiencies and economic growth.

- Show how OS data is enabling new businesses with new technologies, public services, government programmes to thrive.
- All GB citizens benefit from OS data in their daily lives.

c. The future of mapping

A demonstration of how location data will be used in the future. We explore digital twin systems and smart cities with real-time (as it happens) data flows between sensors, vehicles, buildings and connected devices. We look at future data capture techniques. We look at using data with augmented and virtual reality technology.

Budget:

The budget for this requirement is up to a maximum of £45,000 (excluding VAT).

Delivery of completed work:

Guide date for delivery of all three videos by April 30th.

Timescale

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.

	Target date
Contracts Finder Contract Notice, Issue ITT	17th Jan 2018
Deadline for receipt of clarification questions	Noon on 30th Jan 2018
Date of submission of Tenders	Noon on 25th Feb 2018
Tender evaluation	W/C 26th Feb 2018
Contract Award Decision Letter and Unsuccessful ITT Letters issued	5th March 2018
Contract Award	5th March 2018
Contract Award Notice Published	6th March 2018
Implementation / Transition begins	6th March 2018
Commencement Date of Contract	6th March 2018

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 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: 120 marks in total are available

Price: 80 marks in total are available

1. Quality

Submissions against the quality 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.

A QUALITY		120 marks
Functional and Technical Merit (Deliverable Criteria)		**
1	<p>CREATIVE AND IDEA DEVELOPMENT:</p> <p>(a) Outline storyboard ideas for how to tell our story. Explaining our story is at the crux of this project therefore there is a requirement to make the visual storyboard, the message and the language memorable, straightforward and clear and also professional. Also show us an example of your storyboarding and how you've brought another company's story to life.</p> <p>(b) Evidence a preferred visual style attending to use of animation, shot footage, 2D/3D effects. (show an example of previous work which is relevant)</p>	70
2	<p>TECHNICAL AND WORKFLOW:</p> <p>(a) Personnel and resourcing: Demonstrate the project management process and work flow (keeping projects on time and on budget); explain the staffing, supplier relationships and their responsibilities. Explain how you will interact with OS. Please also provide examples to support your response (s).</p> <p>(b) Technical assets: Evidence the scope of technical equipment in the filming process (camera, lighting, audio); and post production equipment and tools (graphics, editing, grading, audio etc). Not essential but evidence, how you could take Ordnance Survey data sets and incorporate them into the post-production workflow. Examples of our Geospatial Information (GI) data formats are; shape file, KML, GDB, ECW, GeoTIFF, DXF, GDAL, DEM, GML, TAB, CSV, SLD).</p>	50
B PRICE		80
B	<p>Cost the work to deliver the 3 videos. Break down the costs for each video to include:</p> <ul style="list-style-type: none"> • day rates for all personnel; • hire rates for film and post production equipment; • cost of re-edit; • all additional services e.g. voice over talent • production fee; • Include cost of 2 vignette edits of approx. 30 secs for each video; • Delivery of rushes and stripped tracks from the master videos (see Deliverables); 	80

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

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.
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.

2. Price

The Price evaluation will be based on the total cost. In order 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 = $\text{Lowest Price} / \text{Individual Tendered Price} \times 100$. This ensures that all results are comparable on the same basis.

3. Overall Score

The proposal with the highest score, when quality 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.



Ordnance Survey
Standard Template -

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 be 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.



Company
Information.docx

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.
4. This bona 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.

Signature	
On Behalf of	
Name	
Title	
Date	