



Valuation Office
Agency

INVITATION TO TENDER

SPECIFICATION

For the provision of a Contract to supply
Footfall Data in Town Centre Retail Locations
in England & Wales to the Valuation Office
Agency

VOA/2021/003

1. INTRODUCTION

1.1. The Valuation Office Agency (VOA) is an executive agency of her Majesty's Revenue and Customs (HMRC). As the public sector's property valuation experts, we provide valuations and property advice to the government and local authorities in England, Scotland and Wales to support taxation and targeted financial support for families and individuals. The VOA also provide property valuation and surveying services to public sector bodies. Its work includes:

- compiling and maintaining lists of council tax bands for approximately 26 million domestic properties;
- compiling and maintaining lists detailing the rateable value of over 2 million commercial properties for business rates;
- determining Local Housing Allowance rates across England;
- advising local authorities of the maximum subsidy level payable for Housing Benefit claims under the local reference rent system;
- maintaining a register of fair rents for regulated tenancies in England;
- providing statutory valuations to support taxes administered by HMRC and the administration of benefits by the Department for Work and Pensions; and
- providing a range of independent property advice and valuations across the public sector.

1.2. Please see www.voa.gov.uk for further details.

2. BACKGROUND

2.1. The footfall and retail vacancy rates in a particular town centre are traditionally regarded as a measure of the economic health of the location and a contributory factor in the levels of rents paid for retail units in the location. Any changes in footfall or vacancy rates can have a knock on effect to rental values.

2.2. It is generally acknowledged that footfall is a strong indicator of a location's trading performance, and this has been corroborated by the private sector

identifying that town centres, with higher footfall volumes, generate a greater level of spend.

2.3. This often translates into the levels of rents that are paid for retail outlets, and aids in comparison between streets in a town/city centre, within streets and between town centres.

2.4. As the Rateable Values determined by the VOA have a direct relationship with the rental value of premises, as at a defined date, it follows that footfall can have a direct comparative relationship between Rateable Values.

2.5. It is proposed that the VOA acquire suitable footfall data to assist in the preparation of Rateable Values for the 2023 Rating Lists.

2.6. The contract will run to April 2024.

3. REQUIREMENT

3.1 The dataset that the VOA requires is as follows:

3.1.1 The data should separately cover and identify 100+ town / city centres in England and Wales. For city centres and larger town centres it should be broken down to separately provide data for identified main shopping streets. It would be an advantage if "landmark" shopping streets, such as Oxford Street in London were further broken down into defined geographical sectors.

3.1.2 Initially the data should cover the period from 1st April 2021 to 1st April 2024 and be supplied on an ongoing quarterly basis from the beginning of the contract.

3.1.3 For each centre/street it must provide:

- Weekly average footfall by month;
- Data to be provided as volumes and year-on-year percentage change;
- Data to be provided in Excel spreadsheet format;
- There needs to be no restriction against the VOA downloading the data provided, storing it on our own systems and quoting the data at a later date.

3.1.4 Each quarterly Footfall report must:

- Detail approach and methodology adopted;
- Detail any variances in both approach and methodology;
- Summary of key findings;
- Main Body of report - Weekly average footfall by month;
- Conclusions;
- Report signed off by Author.

4. MANAGEMENT INFORMATION

4.1. The nature of contract management reviews and management information will be agreed between the VOA Contract Manager and Supplier Contract Manager post-contract award. Reviews will be scheduled as a minimum on a quarterly basis.

5. TIMETABLE

The estimates timetable for delivery is set out below

DATE	ACTIVITY
5 th February 2021	Publication of ITT
5 th February 2021	Clarification period starts
3pm 19 th Feb 2021	Clarification period closes (" Tender Clarifications Deadline ")
22 nd February 2021	Deadline for the publication of responses to Tender Clarification questions
3pm 26 th February 2021	Deadline for submission of Tenders to the Agent (" Tender Submission Deadline ")
01 st March 2021	Bids Compliance Checks
2 nd March 2021	Commencement of Evaluation Process
08 th March 2021	Proposed Award Date of Contract
1 st April 2021	Expected commencement date for Contract

6. Length of Contract

The contract term will be from April 2021 until to April 2024.

An extension of a further 12 months by mutual agreement may be negotiated to accommodate this requirement.

7. VOA CONTRACT MANAGER DETAILS

- 7.1. The VOA will appoint a contract manager.
- 7.2. The VOA reserves the right to appoint an alternative contract manager at any given point throughout the duration of the contract.
- 7.3. The supplier will be required to appoint a contract manager to serve as the VOA's point of contact within the organisation.

8. PAYMENT TERMS

8.1. Payments will be made via an electronic payments system, SAP Ariba P2P (MYBuy). Invoices should be provided for each milestone within one month of agreement of deliverables and sent to voainvoices.ap@hmrc.gov.uk copying in **contract manager email address** (including the purchase order provided). Payments will be made into the bank account provided by the supplier.

9. TERMS AND CONDITIONS



VOA Short Form
Ts&Cs_2018.doc

10. TENDER REQUIREMENTS

Quality Criteria (this will form 80% of the evaluation)

- 10.1 Please demonstrate the ability to supply data that separately covers and identifies 100+ town / city centres in England and Wales. (20%)
- 10.2 Please demonstrate whether your data break down for city centres and larger town centres to separately provide data for identified main shopping streets. (20%)
- 10.3 It would be an advantage if "landmark" shopping streets, such as Oxford Street in London were further broken down into defined geographical sectors (5%)
- 10.4 With reference to the Specification, please demonstrate the delivery of data that covers the period from 1st April 2021 to 1st April 2024 and be supplied on an ongoing quarterly basis from the beginning of the contract (10%)
- 10.5 Will the historic data be supplied at the beginning of the contract? (10%)

10.6 With reference to the Specification, please confirm that for each centre/ street the data will provide:

10.7 Weekly average footfall by month; (10%)

10.8 Data to be provided as volumes and year-on-year percentage change; (10%)

10.9 Data to be provided in MS Excel spreadsheet format; (5%)

10.10 There needs to be no restriction against the VOA downloading the data provided, storing it on our own systems and quoting the data at a later date. (10%)

Pricing (This will form 20% of the evaluation)

10.11 Please submit a firm and final price to meet the full specification. Prices should be submitted in pounds Sterling inclusive of any expenses, but exclusive of VAT. Please provide a breakdown of the prices over the three years of the contract duration.

11 SCORING

11.1 Scores will be allocated for each quality question in line with the scoring scheme located in Appendix A. The maximum available score will be 100.

11.2 The contract will be awarded to the Tender with the highest combined cost and quality score.

12 TENDER QUERIES

12.1 Tenderers with any queries about the should contact tenders@voa.gov.uk by email before **3pm on 19th February 2021** with the subject title "Footfall Tender Query".

13 TENDER SUBMISSION

- 13.1** You should send a PDF or read-only electronic copy of your proposal by e-mail to tenders@voa.gov.uk, as an attachment to an e-mail message entitled “**Footfall 2021**”. Tender to arrive **no later than 3pm on 26th February 2021** (unless the date is subsequently amended in writing by the VOA).
- 13.2** Please note that email messages with this title will not be opened in advance of that deadline. No hard copies of the tender are required.

Appendix A

Score	‘Closed’ Question Criteria	‘Open’ Question Criteria
100	Excellent answer which meets all of the requirements and provides all of the required detail.	<p>An excellent response that:</p> <ul style="list-style-type: none"> • is completely relevant, addressing all of the requirements; • demonstrates an excellent understanding of the requirements, is comprehensive, robust and unambiguous; • provides highly credible supporting evidence, benefits or innovation; and/or • meets the requirements in all aspects, with no ambiguity or weaknesses identified and no clarification required.
80	Good answer which meets all of the requirements but lacks some minor detail	<p>A good response that:</p> <ul style="list-style-type: none"> • is highly relevant, addressing all of the requirements; • demonstrates a good understanding of the requirements and is comprehensive; • provides supporting evidence of sufficient detail; and/or • meets the requirements in all aspects, but contains minor weaknesses or a small amount of ambiguity.
60	Satisfactory answer, which meets the requirements in many aspects, but fails to provide sufficient detail in some areas.	<p>A satisfactory response that:</p> <ul style="list-style-type: none"> • is relevant, addressing most or all of the requirements; • demonstrates a satisfactory understanding of the requirements; • provides supporting evidence but lacks detail in some areas; and/or • meets the requirements in most aspects, but contains manageable weaknesses or some ambiguity and may require some
40	Limited answer which satisfies some aspects of the requirements, but fails to meet the specification in the whole.	<p>A limited response that:</p> <ul style="list-style-type: none"> • is mostly relevant, addressing most of the requirements; • demonstrates a limited understanding of the requirements; • provides supporting evidence but lacks detail in

Score	'Closed' Question Criteria	'Open' Question Criteria
		<p>some or most areas; and/or</p> <ul style="list-style-type: none"> • contains weaknesses or ambiguity which suggest that the requirements would not be met unless clarified.
20	<p>Poor answer which significantly fails to meet the requirements.</p>	<p>A poor response that:</p> <ul style="list-style-type: none"> • is only partially relevant, addressing some of the requirements; • demonstrates a poor understanding of the requirements; • provides supporting evidence that is of limited/insufficient detail or explanation; and/or • contains multiple and/or significant weaknesses or ambiguity that suggest the requirements would not be met.
0	<p>The response is not considered relevant.</p> <p>The response is unconvincing, flawed or otherwise unacceptable.</p> <p>Response fails to demonstrate an understanding of the requirement.</p> <p>No evidence is provided to support the response.</p> <p>Or nil response.</p>	<p>An unacceptable response that:</p> <ul style="list-style-type: none"> • is not fully relevant, addressing some or none of the requirements; • demonstrates very limited or no understanding of the requirements; • provides little or no supporting evidence that is of insufficient detail or explanation; and/or • is unconvincing, flawed or otherwise inadequate, suggesting that the requirements will not be met. <p>Or nil response.</p>