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RFQ Ref: BS0665.2018

Dear Sir/Madam

Request for Quotation (RFQ) – Marketing Services for Geovation

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 of a Marketing Agency for the Geovation Hub;

Geovation is OS' Start-up Accelerator – we take fledgling businesses and give them support via funding, knowledge and expertise to grow their business and build their product. Geovation has its own branding and separate brand collateral to core OS business, and we need a marketing agency to step in and take control delivering that brand, strategy, and collateral to meet our requirements, across print and web.

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 30th January 2018**. 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 6th 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 'ceadie'.

Caroline Eadie

Supplier Relationship Manager

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

APPENDIX A – STATEMENT OF REQUIREMENTS

Specification:

Background to the project:

Geovation is Britain's pioneering location data lab – we take fledgling businesses and give them support via funding, skills and expertise to build their product and company into sustainable business, in exchange for equity. We work specifically with start-ups who use geospatial data at their core to deliver innovative solutions to solve problems.

We have identified gaps in our brand and marketing strategy that we wish to fill by bringing in external expertise. Following research with our key audience (programme members) we discovered that they discovered us through networking or offline channels, so therefore we need to take a look at our digital presence to reach as many potential applicants as possible, and to make sure our communication and messaging in those spaces is targeting the right people and start-up businesses. To do this we will need to consider strategy, content and positioning on the web to raise our presence and get our message out. Alongside this we will need to build and deliver a new web experience that targets our key audiences with the content most relevant for those users.

Additionally, to be able to successfully communicate our message, brand and values we've decided we need to further define what Geovation is from an internal and external viewpoint with the aims to develop a brand essence alongside an evolution of the existing Geovation brand collateral.

Project Overall

Help us define the brand externally and internally, help us to create a stronger presence in key areas, as detailed below in the specifications.

Specification of required services;

There are four distinct areas of work (services), within this tender that the participant can bid for one or multiple. These are named in the below sections as below: -

Service 1 - Brand Articulation

Service 2 - Customer Journey /Stakeholder Engagement

Service 3 - Website / Digital Experience

Service 4 - Marketing / Collateral

The four areas are detailed below;

1. Brand Articulation (Service 1)

Geovation requires an agency who can facilitate/lead engagements with key internal stakeholders to fully understand our current perceptions of who we are and what we do next. Support us to look to evolve these perceptions to drive our brand strategy into the next stage.

We need an agency to provide us with a clear expression of a Geovation brand vision statement, including a brand essence.

We don't anticipate this work to include the logo or mark (this is the yellow benchmark illustration for Geovation) now, but it may inform future design direction. We do expect it to inform messaging, brand values and vision.

Deliverables:

Your proposal should include the below;

- Deep dive workshop(s)
- Outcomes and insights
- Brand vision statement
- Brand essence
- Brand strategy
- Timings

Budget: up to £10,000

2. Customer Journey/Stakeholder engagement (Service 2)

We need to conduct some customer insight, as we currently do not have a full understanding of our customers' requirements. Therefore, we need to understand who they are, what their needs and goals are, and why our customers visit the Geovation brand, what draws them to the Geovation brand as opposed to other start up agencies. This will include building and validating customer persona's and customer journey mapping for our key customers (e.g.: start-ups, government stakeholders, investors, and corporates) to understand motivations and touchpoints with the brand.

Deliverables:

Your proposal should include the below;

- User research strategy which should include the following:
 - Key customer discovery and stakeholder engagement
 - Customer and market research
 - Personas for key customers
 - Journey Maps for key customers
 - Timings

Budget: up to £10,000

3. Website / digital experience (Service 3)

Geovation's website needs to be redesigned, and we want to take the opportunity to build a new digital experience for Geovation. taking into account user research and using user centred design principles to design an experience that meets all of our key customers' needs and goals. We will need to evolve the visual language of the website to ensure it fits in with our brand strategy and refreshed brand essence.

The website is a static website without the need for any dynamic pages or database-driven pages. It will link to our Nexodus platform via a top level piece of navigation. The website will have a CMS suitable for content marketing, social distribution and rapid page creation.

We have listed some deliverables however, this is not limited to:

- UX Design – you are free to suggest your own strategy keeping in mind user research/customer engagement and personas will have already been developed for Geovation. We have also started work on a content strategy that will have to be aligned.
- UI Design – this should reflect the brand essence and evolution that has been developed as part of this process, allowing us to move forward our digital identity.
- Build – Develop and launch and maintain the website. Provide the hosting and CMS system to allow the website content to be updated and maintained.
- Timings

Non-functional requirements

- The CMS to allow relevant OS staff to manage and publish content changes
- The CMS to be SaaS, provisioned and managed by the supplier, and not require any software installation in OS data centre or on OS client devices (i.e. standard browser based access without need for plugins or apps)
- The CMS to facilitate a development /work environment, with ability to publish to a test/staging area, before subsequent publish to production
- The supplier to provide the cost for additional template building or confirm if we are allowed access to build our own templates.

Budget: up £30,000, and then a maximum of £2,000 for maintenance / hosting per year

Term: 2 Years

4. Marketing / collateral (Service 4)

Following on from the new brand strategy, we will require an agency to work with us to design and deliver a refreshed visual language across our print and digital channels. These are key pieces for work, as they are used for several events, channels and partnerships that Geovation exists across. The new visual language will follow the new brand strategy, vision and essence to develop a look and feel that evolves the Geovation presence. Examples of the print material required are below. These deliverables are design only, not production.

Deliverable examples:

Flyers
Pull up banners
Posters
Booklets

Budget: Up to £10,000

Term: 2 Years

Project Deliverables:

The services would be delivered in the below order (however, this can be changed if required). Do you feel this is achievable, and if so please provide relevant milestones;

1. Brand Articulation
2. Customer Journey/Stakeholder Engagement
3. Website/digital experience
4. Marketing/digital collateral

RFQ responses should also include:

- A proposal which clearly demonstrates your solution to fulfilling the requirements outlined in the statement of requirement and,
- The award criteria's are detailed in the 'BS0665.218 Matrix' attached to this RFQ. Please read and answers the questions for all the relevant services you would like to bid for within your proposal.
- Resource plan with roles and named resources.
- Evidence of delivering similar successful data services to at least two existing customers.

Timescales:

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.

16/01/2018	Brief send out to Agencies (via Contracts Finder)
Noon on 30/01/2018	Closing date for receipt of Clarification Questions
Noon on 06/02/2018	Closing date for submission of proposals
16/02/2018	Tender evaluation
19/02/2018	Contract Award Decision Letter and Unsuccessful ITT Letters issued
19/02/2018	Contract Award
20/02/2018	Contract Award Notice Published
21/02/2018	Implementation
21/02/2018	Commencement date of contract

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:	Service 1 Brand Articulation	25 marks available
	Service 2 Customer Journey / Stakeholder engagement	25 marks available
	Service 3 Website / Digital Experience	25 marks available
	Service 4 Marketing Collateral	55 marks available
Price:	10 marks in total are available	

1. Quality

Technical ability/competence will be assessed against seven criteria (as outlined in the Evaluation Matrix). The maximum possible points score for any one section is 5. A weighting will be applied according to importance. For Example, if the candidate scored 3 for any one question with a weighting of 25, then the score for the question will be calculated as $25 / 5 \times 3 = 15$.

The award criteria are detailed in the 'BS0665.218 Matrix' attached to this RFQ. Please read and answers the questions for all the relevant services you would like to bid for within your proposal. 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 for each service. In order to compare the prices, the lowest overall price will be given 10 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 10. This ensures that all results are comparable on the same basis.

3. OVERALL SCORE

The proposal with the highest percentage 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.



Standard Template
- Goods-ServicesCor

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 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.

Signature	
On Behalf of	
Name	
Title	
Date	