



REQUEST FOR PROPOSAL (RFP)

THE PROVISION OF GRAPHIC DESIGN SERVICES FOR LONDON & PARTNERS

Date: 8 November 2018



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1 PROJECT BRIEF

1.1 Summary

We are looking for an agency to help us support our in-house design team by providing design services on an ad hoc, quick-turnaround basis for the [Mayor's International Business Programme](#) and the [Business Growth Programme](#). The successful agency will work with us to create assets quickly and efficiently that are in-line with our brand and house style.

1.2 Background

London & Partners

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 our 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 securing major events in the capital, attracting new foreign businesses (Foreign Direct Investment) and helping existing foreign owned companies expand. We also promote the capital's universities to international students.

London & Partners employs approximately 150 staff in total with around 15 staff being situated overseas.

For more information visit www.londonandpartners.com

1.3 Background to the projects

London & Partners deliver two programmes which are part-funded by the European Regional Development Fund programme (ERDF):

- [The Mayor's International Business Programme](#) (MIBP) is an exclusive programme providing a bespoke mentoring scheme to companies, delivered by leading entrepreneurs and business leaders; expert advice and workshops; targeted trade missions; and access to live leads and opportunities. The overarching objective of the programme is to support the global growth ambition of London businesses operating in the life sciences, technology, creative and urban sectors, assisting them in overcoming the barriers which restrict their abilities to achieve their growth ambitions. The programme will assist SMEs in preparing for international trade, guiding companies to develop in market business plans. Activities include trade missions in market, meet the mentor events, meet the corporate events, 1-to-1 mentoring, practical events and workshops.



- [Business Growth Programme](#) (BGP) is an initiative aiming to help London-based SMEs to overcome their barriers to growth and to grow across London (including the outer boroughs). The project will provide ongoing guidance and support in the form of a tailored growth plan, a dedicated account manager, events & workshops, access to experts via the mentoring programme and opportunities to collaborate with large corporates.

1.4 London & Partners' Design Team

L&P produces:

1. Publications, Brochures and Print-style Design
 - Regular print pieces for professional print runs plus print-on-demand/digital download. Includes brochures, reports, folders, postcards, invites etc.
 - Templates for self-served reports and documents
 - Event dressing including pull-up banners and stand dressing
 - Logo lock-ups and branding of new templates (with various delivery/supporting partners)
2. Digital design for owned-channels
 - Web design including business.london, gotogrow.london and businessgrowth.london
 - Ad units for on-site advertising including takeovers, display and mobile banners
 - Templates for e-newsletters and HTML invitations
 - Social-media-first assets including animations, infographics, Twitter cards and video
 - Editing of videos – editing raw footage, adding assets/message overlay to videos
3. Printing of designed documents/collateral
 - To oversee the printing of designed materials ensuring they conform to the L&P approved print spec
 - To arrange for the high-quality printing of designed documents and prompt delivery to the London office, or to an international address when specified

As a guide, the table below shows the volume of design work produced (in-house and outsourced) for MIBP & BGP over the last year (2018) (indicative only as some activity was combined and we foresee a small uplift next year):

Items	MIBP	BGP
Brochures Collateral – brochure, invites, folders, postcards etc (design & print)	12	6
Reports (design)	1	1
Digital assets (design)	8	8



Videos (editing)	4	1
e-newsletters (template only)	6	4
Event (design for assets/dressing)	4	4

1.5 Services Required

Design Work – print and digital

Work with us to scale-up capacity and turnaround work quickly. This would include:

- Agreeing the brief
- Sizing and scheduling the work
- Delivery following L&P design guidelines and using approved assets e.g. rights-cleared photography
- Feedback and amends management
- Final delivery on time and budget

How

- Work with L&P’s in-house design Team Coordinator & MIBP/BGP Marketing Team to scope and plan in work for agency delivery
- Provide high quality and cost-effective design services, preferably using a regular pool of designers to ensure consistency and to reduce scoping time
- Liaise directly with L&P content providers and picture editor as agreed
- Liaise directly with print company (selected by L&P) as agreed
- Help us set up processes for smooth delivery and drive continuous improvement

Evaluation

- High quality, on brand design work delivered to brief, on time and on budget
- L&P marketing team will survey its internal and external clients on how the outsourcing is working and the performance of the selected agency
- L&P’s Agile Resource Manager will monitor in-house and outsourced delivery

1.6 Key considerations

- Costing required per item prior to starting work
- L&P prefers to work collaboratively, and each piece of work will be signed-off by in-house designer
- Flexibility is essential – timelines move and content is sometimes subject to delay or change



- If you can only cover some of the areas of work listed above e.g. print but not video, you will still be considered. Please make your capabilities clear in the response.
- There will be no exclusivity. L&P reserves the right to work with other agencies or individuals (subject to L&P procurement policy)

1.7 Milestones

- Opportunity advertised – 8th November 2018
- Notify L&P of your intent to bid – 14th November 2018
- Deadline for receipt of quotations – 5pm on 23rd November 2018 for hard copies and electronic copy
- Evaluation and selection – Week commencing 26th November 2018
- Interview/Presentations – Week commencing 3rd December 2018
- Notification of preferred supplier – 6th December 2018
- Standstill period – 10 days
- Indicative start date of contract – 21st December 2018
- Inception meeting – 7th January 2019
- Kick-off session in London

2 Key Information in your response

All responses should include the following as a minimum:

- Written proposal describing approach(es) and method(s) for
 1. Planning in work
 2. Ensuring consistency and efficiency e.g. by implementing new tools, developing new templates and changing ways of working
 3. Service levels that can be expected once work agreed including turnaround times
 4. Communication at all stages of delivery with in-house team
- Specification of the design capabilities you can offer including depth of specific experience
- Proposed costing structure should include detailed breakdown of cost elements and discounted rates for governmental organisations and NFPs, including consideration of the value London & Partners can provide as a client
- Relevant recent case studies with demonstrable results
- Information on skills and experience of staff who will undertake the work
- Declaration of any (potential) conflicts of interest that may rise through working on this project
- Required documentation evidencing financial, economic, technical and professional capacity as per section 3.2.
- Confirmation of availability to present your response at L&P's offices on week commencing 3rd December 2018.

If shortlisted

- References
- Pitch Presentation in person in London

2.1 Budget

Our budget is a max amount of £70K including VAT until end of October 2019.

2.2 Critical Success Factors

London and Partners will evaluate all quotations on the following criteria:

- Value for money of total proposal
- Solutions against the requirements
- Understanding of the brief and requirements
- Relevant skills and experience, with a proven track record of success for similar projects
- Team and communication skills

3 Evaluation criteria

3.1 Exclusion Criteria

Tenderers shall be excluded from participation in a procurement procedure if:

- they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations
- they have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata
- they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify
- they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed
- they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the European Union's financial interests
- following another procurement procedure or grant award procedure financed by the European Union budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

3.2 Selection Criteria

Tenderers should have the necessary financial, economic, technical and professional capacity to perform their obligations under the contract.

Documentary evidence of the Tenderers' claims in respect of the below-mentioned criteria is required.

- **Previous experience**

The Tenderer must provide evidence of previous relevant experience

- **Financial and Economic Capacity**

Evidence of financial and economic standing shall be furnished by the following documents and minimum requirements: (a) Copy of the financial statements (balance sheets and profit and loss accounts) for the last financial year for which accounts have been closed, where publication of the accounts is required under the company law of the country in which the economic operator is established. If the tenderer is not obliged to publish its accounts under the law of the state in which it is established, a copy of audited accounts for the last financial years should be presented. (b) A statement of the average turnover of the last financial years for which accounts have been closed.

- **Technical and professional capacity**

The evidence provided of the relevant background and technical capacity of the Tenderer shall cover the following aspects: a) Report presenting the company and describing its activities b) Good working knowledge of English c) Tenderer should provide a list of references (minimum 2, public or private)

4 Award Criteria

4.1 Quality of the Offer

Once the Tenderer has demonstrated the appropriate capacity to perform the Contract on the grounds of the selection criteria, the offer will be assessed based on the award criteria.

No	Qualitative Award Criteria	Weighting (max. points)
Criteria 1	Understanding of the brief	20%
Criteria 2	Solutions against the requirements	40%
Criteria 3	Team skills	20%
Criteria 4	Relevant experience	20%

Total	Qualitative Points (QP)	100%
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Minimum attainment per criterion: offers scoring less than 50% for any criterion will be deemed to be of insufficient quality and eliminated from further consideration. Minimum attainment overall: offers scoring less than 60% after the evaluation process will be considered to be of insufficient quality and eliminated from the following phase.

4.2 Price

The offer will be assessed based on the best value for money. The qualitative award criteria points will be weighted at 75% in relation to the price.

4.3 Presentation Stage

The Tenderers representing the top 3 may be invited to present to a panel representing MIBP/BGP. The presentations will last up to 60 minutes including time for questions and answers. The presentation team should comprise no more than 4 people, including those who would provide the Services. The presentation will be based upon the Tenderers original response and give the tenderer the opportunity to detail how they will provide the services and give greater clarity to their tender responses. The presentations will take place at the London & Partners offices in London. The presentation stage contributes to the determination of the final award of contract. The presentation stage shall be scored by the panel and based upon the Tenderer's understanding of the MIBP/BGP's needs and the services required, and their overall technical submission. Marks of 0 – 4 will be allocated using the scoring definitions stated below. The total marks received during the tender stage will be adjusted up or down based on the presentation and clarifications. The final ranking will be determined from the final marks allocated following the presentation stage.

Grade	Quality	Description
0	Totally inadequate response	No confidence that the Tenderers can meet the requirement
1	Poor response	Very limited and or poor quality of evidence provided that supports that the tenderer meets little of the requirement with major concerns that leads to the conclusion of a low level of confidence that the tenderer can meet the requirement.
2	Reasonable response	Evidence provided that supports that the tenderer



		meets most of the requirement with minor concerns that leads to the conclusion of a mid-level of confidence that the tenderer can meet the requirement.
3	Good response	Evidence provided that supports that the tenderer meets the entire requirement that leads to the conclusion of a mid to high level of confidence that the tenderer can meet the requirement.
4	Excellent response	Comprehensive evidence provided that supports that the tenderer meets all the requirement that leads to the conclusion of a high level of confidence that the tenderer has the required skills, experience or resources required.

5 Award of The Contract

The contract will be awarded to the offer which is the most cost effective (offers the best value for money) which obtains the highest number of points after the tender evaluation based on the ratio between the quality criteria (75%) and the price (25%)*, adjusted on the result of the presentation and clarifications. *The following formula will be used: $TWP = (QP \times 0.75) + (PP \times 0.25)$ Where;

QP = Qualitative points; PP = Weighted price points; TWP = Total weighted points score

6 Estimated contract value

The value for this contract is max of £70,000 inclusive of VAT (including all services provided).

7 Special condition of RFP

7.1 Closing Date

The deadline to submit your RFP Response is 23rd November 2018, 5 p.m. (UK time). No extensions will be issued.

7.2 Lodging of Request for Proposal Responses

Submissions should be addressed to Priscilla Padroni at LGNProcurement@londonandpartners.com Any hard copy supporting information if applicable can be sent in duplicate to: Priscilla Padroni London & Partners 6th Floor, 2 More London, London SE1 2RR

Please name the subject of your email: MIBP/BGP Design

7.3 Information to be provided with Request for Proposal

RFP Respondents shall ensure that all information specific in this document is supplied. Failure to provide all the information asked for may render the RFP invalid at the discretion of London & Partners.

7.4 Presentation

RFP submissions that meet the requirements stated in section 5& 6 may be invited to provide a presentation of their proposed service(s).

7.5 Further Information

RFP respondents seeking further information regarding this Request for Proposal may do so in writing. The following email address will be the main contact source for all RFP respondents: LGNProcurement@londonandpartners.com

7.6 Notice of Intention / Request for Further Information

RFP respondents should notify the contact source above of their intention to make a submission by Wednesday 14th November 2018 so that all notifications and amendments can be forwarded. Failure to notify London & Partners will not eliminate the respondent from submitting a response but may result in the respondent having inaccurate information. Additional information provided in response to an enquiry and which, in the opinion of the London & Partners, may affect all RFP respondents, will be provided to all RFP respondents in writing. 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.

7.7 Late or Non-Compliant Request for Proposal Responses

Late or non-compliant RFP responses may not be considered by London & Partners.

7.8 Authority

RFP responses shall be accompanied by a cover letter executed by a signatory with the authority, on behalf of the respondent, to negotiate terms and conditions, consult with London & Partners, and execute any contracts related to this Request for Proposal.

7.9 Alterations, Erasures or Illegibility

RFP responses having alterations or erasures therein and in which prices are not legibly stated are liable to rejection at the discretion of London & Partners.

7.10 Collusion/ Joint Request for Proposal

RFP respondents will not approach or otherwise communicate with any other RFP respondent in relation to any RFP without the full knowledge of and prior written authorisation from London & Partners. A single joint RFP submitted to London & Partners by two or more RFP respondents is permitted at the discretion and written permission of London & Partners.

7.11 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.

7.12 Negotiations and further submissions

London & Partners may invite one or more of the RFP respondents to negotiate or make further submissions if deemed to be necessary.

7.13 Notification

Each RFP respondent will be notified in writing from London & Partners of the success or failure of their response.

7.14 Value Added Tax (VAT)

All prices quoted should be inclusive of 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.

7.15 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. Respondents submitting alternative offers are advised also to submit a RFP in accordance with the specifications wherever possible.

7.16 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.

7.17 Statement of Compliance

Where an RFP respondent believes that it can offer an alternative which would have benefits for London & Partners, it is at liberty to do so. Such alternatives should be fully described and the advantages stated. Although the RFP respondent may offer an alternative, it will be in their interest to also submit a RFP against the requirements as presently defined in the Request for Proposal. Responses must be concise and clear.

7.18 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 endeavors to prevent the publication or disclosure of any information concerning the business of the other party or any of their dealings, transactions or affairs. The RFP respondent must demonstrate knowledge and adherence to latest Data Protection legislation which includes, crucially, returning and/or

deleting personal data when the service ends. The supplier will need to comply with the requirements of the ERDF summative assessment guidance and the Data Protection Act (and GDPR 2018 as applicable).

7.19 General Conditions of Contract

RFP Respondents should present their standard form of contract.

London & Partners reserves the right to vary the terms on which it will contract with the successful respondent and it reserves the right to terminate the contract.

7.20 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.

7.21 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.

7.22 Payment Arrangements

London & Partners payment terms are 30 days from the receipt of an invoice following receipt of goods or services. Our preferred frequency of billing is monthly or quarterly. Invoices must be itemised and MIBP & BGP require separate billing.

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 payments within certain time periods. 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.