

**THE INFORMATION COMMISSIONER’S**

**INVITATION TO TENDER: PART B**

**TENDER SUBMISSION**

**Privacy Trust Mark:**

**Marketing Strategy & Logo Design**

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| --- |
| **THIS DOCUMENT IS TO BE COMPLETED BY THE TENDERER  AND SUBMITTED TO ICO** |

**Closing date for submission of Tender**

**4:00pm, Friday 2 October 2015**

|  |
| --- |
| **NAME OF TENDERER:**………………………………………….………..  **Company Registration No:**……………………………………………………….. |

**To be returned to:**[**procurement2@ico.org.uk**](mailto:procurement2@ico.org.uk) **]**

**Contents**

This Part B is for completion by the Tenderer and return to ICO in accordance with the instructions given in the ITT for completing and submitting a Tender (section 5 of the ITT, Part A).

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# **COMPANY DETAILS**

General information questions are asked for information purposes only and the responses will not be evaluated. The answers do however give the evaluation panel an overview of the organisation and its structure so it is important these are completed in full.

|  |  |
| --- | --- |
| **A.1** | **ORGANISATION DETAILS** |
| A.1.1 | Please state the full name of the organisation submitting this Tender: |
| A.1.2 | Please state the full registered office address including post code: |
| A.1.3 | Please state the company registration number: |
| A.1.4 | Please state the VAT registration number: |
| **A.2** | **FINANCIAL** |
| A.2.1 | Please state the annual turnover of your organisation: |
| A.2.2 | Please state the ratio between your organisations overall assets and overall liabilities: |
| A.2.3 | Please state the levels of insurance you hold for the following:  Public Liability –  Employer’s Liability –  Professional Indemnity – |
| A.3 | **CONTACT DETAILS (for communications, correspondence and enquiries relating to this Tender submission)** |
| A.3.1 | Please state the contact’s name, and position within the organisation:  Name -  Position - |
| A.3.2 | Please state the contact’s full address: |
| A.3.3 | Please state the contact’s telephone number and email address:  Telephone number –  Email address - |
| A.4 | SUB-CONTRACTING |
| A.4.1 | Do you intend to sub-contract any element of the Services? YES / NO |
| A.4.2 | If YES please list the names of the sub-contractors and the Service element which will be sub-contracted to them: |

# **RESPONSE TO REQUIREMENT AND SPECIFICATION**

Response to Questions – Quality Assessment

Tenderers must provide answers in response to the questions below, to describe how they will meet the requirements of the Contract. There are 7 questions in total.

Tenderers are required to respond to all of the questions. Questions should be answered in full and should not refer to other documents or appendices.

For each answer please adjust as necessary the size of the ‘Answer’ box in order to accommodate your response.

Tenderers are referred to section 4 of the ITT (Part A) and are reminded that evaluation of their answers to these questions will account for 80% of the total score for their Tender.

Each question is given a relative importance weighting to reflect its significance in the evaluation. The question weighting is shown alongside each question.

|  |  |  |
| --- | --- | --- |
| QUESTION  No: |  | Weighting |
| Q.1. | Please describe in detail how you will design and deliver the marketing strategy to support the introduction of the new trust mark.  Please include your proposed timescales for delivery by the end of February 2016, or earlier.  If this deadline cannot be met, please explain why and provide a timetable that is as close as possible to our preferred deadline. | X1 |
| Answer |  |  |
| Q.2. | Please describe in detail how you will design and deliver the new logo for the trust mark, including the brand guidelines and how you propose to carry out consumer research and testing.  Please include your proposed timescales for delivery by the end of February 2016, or earlier.  If this deadline cannot be met, please explain why and provide a timetable that is as close as possible to our preferred deadline. | X1 |
| Answer |  |  |
| Q.3. | Please provide evidence of your capability to provide the services required.  Include the resources you intend to employ on the project. | X1 |
| Answer |  |  |
| Q.4. | Please describe and provide evidence of other recent similar projects you have successfully delivered. | X2 |
| Answer |  |  |
| Q.5. | What is your knowledge of the ICO and its work? | X1 |
| Answer |  |  |
| The following questions will not be scored but a positive response is desirable. | | |
| Q.6. | Will all staff working on the Contract be paid the living wage? | |
| Answer | Yes / No | |
| Q.7 | Briefly outline your environmental sustainability policy. | |
| Answer |  | |

**References**

Please provide details of up to three of your existing or recent contracts that are similar and relevant to ICO’s requirements. Contracts for the supply of goods or services should have been performed during the past three years. The people names as contacts should be prepared to speak to ICO to confirm the accuracy of the information provided below if we wish to contact them.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Reference 1 | Reference 2 | Reference 3 |
| Name of Organisation: |  |  |  |
| Contact details: | Name:  Phone:  Email: | Name:  Phone:  Email: | Name:  Phone:  Email: |
| Contract details: | Start date:  End date and reason for ending (if ended):  Value: | Start date:  End date and reason for ending (if ended):  Value: | Start date:  End date and reason for ending (if ended):  Value: |
| Brief description of contract: |  |  |  |

# **COSTS SCHEDULE**

**Guidance**

Tenderers are referred to section 4 of the ITT (Part A) for further information on how costs will be evaluated and are advised to ensure that they fully understand the evaluation methodology to be used to assess costs.

Tenderers must take care to ensure they provide a cost for each item/element of the schedule as specified. Failure to complete the schedule in full may result in the Tender being rejected.

In the event you are unclear with regards to any section, please contact us. Contact details are provided in the ITT (Part A), section 1. All costs must be in pounds sterling.

**1. Fixed Costs Tendered**

|  |  |
| --- | --- |
| **Fixed Costs Response Weighting 20%** | |
| Please confirm here the fixed costs that you would typically apply to the following elements of the Services as described in the requirements and specification set out in the ITT (Part A)  **Costs should be quoted EXCLUSIVE OF VAT** | |
| **Service / Cost Element:** | **Tender Response:** |
| **Development & delivery of the final version of the marketing strategy for the new trust mark** | **£** |
| **Creation of the logo for the new trust mark, including the brand guidelines, consumer research & testing and delivery of final artwork** | **£** |
| **TOTAL FIXED COSTS £** | |

For information only, please set out below the day rates chargeable for the key personnel you propose to allocate to the Contract. This is intended for use should the Tenderer be asked to proceed with Phase 2 of the Services. It will not be evaluated for the purposes of this ITT but must be provided.

Please ensure that you also include roles which may provide relevant additional / optional Services. Rates should be fully inclusive but **excluding VAT**:

|  |  |
| --- | --- |
| **Table of Day Rates – For information only – Not Scored** | |
| **Job / Role Title** | **Cost:** |
|  | £ |
|  | £ |
|  | £ |
|  | £ |

**2. Further Cost Information**

Tenderers are required to be clear about all costs that ICO may incur if their Tender is chosen. If anything pertinent to the requirements and specification set out in this ITT (Part A) is not included in the costs quoted above you must clarify this using the box below.

If any item is not excluded or separately costs here as an addition, an optional extra or an expense ICO will assume that it is included and the total costs of the Tender and the resulting Contract will be assessed and entered into on that basis if your Tender is chosen.

Tenderers should use this box to set out any additional relevant information necessary to support the costs quoted that is not provided elsewhere. This could include a summary of the assumptions you have made.

|  |
| --- |
| **Additional Information Regarding the Costs Quoted:** |

# **FREEDOM OF INFORMATION EXCLUSION SCHEDULE**

Tenderer’s attention is drawn to the Conditions of Tender in section 6 of the ITT (Part A) and the terms and conditions of the Contract.

Tenderers should state here which items of information (if any) supplied by them in their Tender they regard as confidential or commercially sensitive or which should not be disclosed in response to a request for information under the Freedom of Information Act. Tenderers should state why they consider the information to be confidential or commercially sensitive and the period for which they feel it should remain confidential.

Tenderers must accept that ultimately disclosure of any information is at the sole discretion of ICO. (Please supply a pdf version of this page showing the relevant signature).

I/We declare that I/we wish the following information to be designated as confidential or commercially sensitive for the reasons and for the time period specified in the table below:

|  |  |  |  |
| --- | --- | --- | --- |
| **Relevant Tender Information** | **Exemption under FOIA (include section no.)** | **Reason for Suggesting Exemption Applies** | **Time Period** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Signed:

Date:

Name of Signatory:

Name of Organisation:

# **TENDERING DECLARATION**

(Please supply a pdf version of this page showing the relevant signature)

In response to the ITT for the provision of “**Privacy Trust Mark: Marketing Strategy & Logo Design**” I/We, the undersigned, confirm that in submitting a Tender that I/We:

1. undertake that the offer in the Tender shall remain valid and open for acceptance for a period of 90 days from the date of submission unless specifically withdrawn in writing;
2. certify that the information supplied in this Tender is accurate to the best of my/our knowledge and accept that any error, omission, false statement or misrepresentation could result in the rejection of this Tender or withdrawal of an award of the Contract at any stage of the procurement process;
3. understand that ICO is not bound to accept any Tender it receives;
4. agree that ICO may disclose any part of this Tender within Government for the purposes of ensuring effective cross-Government procurement processes and value for money purposes;
5. will contract and agree, on the acceptance of this Tender in whole or part, to perform the Services detailed in the ITT (Part A), at the prices and terms quoted in this Tender;
6. accept the terms and conditions of the Contract set out in the ITT and undertake to perform the Contract in strict conformity with those terms and conditions;
7. understand that my/our responses to the questions posed in the ITT, including any explicit or reasonably implied undertakings, will form part of the Contract if subsequently entered into between myself/ourselves and ICO;
8. confirm that if my/our Tender is accepted I/we will, if required and upon demand, produce evidence that all relevant insurances and compliance certificates with relevant legislation and policy are held and in force;
9. certify that no grounds for mandatory exclusion apply to me or my organisation as set out in the Public Contracts Regulations 2015 paragraph 57(1)-(3);
10. certify that no grounds for discretionary exclusion apply to me or my organisation as set out in the Public Contracts Regulations 2015, paragraph 57(4)&(8) or where they do they have been fully explained to ICO and all relevant information has been provided;
11. certify that I/We have not done, and I/We will not, at any time before the notification of Tender results, do any of the following:
    1. communicate to any person other than ICO the amount or approximate amount of the proposed Tender, other than in confidence in order to obtain insurance quotations or guarantees required for the preparation of the Tender;
    2. enter into any agreement or arrangement with any person that he/she shall refrain from tendering or as to the amount of any Tender to be submitted;
    3. offer any inducement, fee or reward to any officer or employee of ICO or any person acting as advisor to ICO in connection with the ITT or canvass the opinion of such persons on the content of this or any other Tender or on the award of the Contract;
    4. offer to pay or give or agree to pay any sum of money or valuable consideration directly or indirectly to any person for doing or causing to be done in relation to this or any other Tender any act or thing of the sort described above;
    5. committed any offence under the Bribery and Corruption Act 2010.

In the context of this clause the word ‘person’ includes any persons, body or association, corporate or unincorporated; and ‘any agreement or arrangement’ includes any such transaction, formal or informal, and whether legally binding or not.

12 I/we acknowledge that ICO will rely upon the representations in this Tender response in selecting a preferred bidder and in the award of the Contract and may seek its wasted costs if any representations are materially untrue or incorrect (or later become untrue or materially incorrect in the absence of immediate notification by the Tenderer to the ICO).

**This Tendering Declaration should be signed by a director, partner or other senior authorised representative in his/her own name and on behalf of the organisation.**

Signed:

Date:

Name of Signatory:

Name of Organisation:

# **DECLARATION OF INTERESTS IN OR**

# **CONNECTIONS WITH ICO**

Please tick the appropriate box for A or B and if B complete the table, adding additional lines if required: (Please supply a pdf version of this page showing the relevant signature)

In response to the ITT for the provision of “***Privacy Trust Mark: Marketing Strategy & Logo Design”*** I/We, the undersigned, confirm that in submitting a Tender that I/We:

A: do not have any interests in the business of ICO nor do we have any personal, financial or business connections with any officer or employee of the ICO.

Or

B: have the following interests in or connection with ICO:

|  |  |
| --- | --- |
| **Nature of interest or connection** | **Name of individual within ICO** |
|  |  |
|  |  |
|  |  |
|  |  |

Signed:

Date:

Name of Signatory:

Name of Organisation:

# **QUALIFICATION OF TENDER**

Please delete A or B as appropriate:

A. I/We do not wish to make any qualifications to the offer contained in the Tender:

B. I/We wish to make the following qualification(s) to the offer contained in the Tender:

Signed:

Date:

Name of Signatory:

Name of Organisation:

# **ENCLOSURES CHECKLIST**

**THANK YOU FOR TAKING THE TIME TO COMPLETE THIS TENDER.**

To ensure your Tender submission is evaluated properly ICO needs to have a complete response from you.

**Before returning this document, please check you have answered all sections and ensure that you have enclosed any relevant documents by completing the checklist below.**

Please tick the appropriate box where you have completed the section.

|  |  |
| --- | --- |
| **CHECKLIST:** | |
| **Please also ensure that you have:** | **Tick Below** |
| Completed the Company Details section. |  |
| Answered all questions asked in section 2, Response to Requirement and Specification.  *(Your tender will be non-compliant if you have not completed this schedule)* |  |
| Completed section 3, the Costs Schedule, in full as directed.  *(Your tender will be non-compliant if you have not completed this schedule)* |  |
| Completed the Freedom of Information Exclusion Schedule in section 4. |  |
| Signed the Tendering Declaration page in section 5.  *(NB it must be signed by suitably senior personnel as directed)* |  |
| Signed the Declaration of Interests or Connections with ICO page in section 6.  *(NB it must be signed by suitably senior personnel as directed)* |  |
| Indicated whether or not you wish to qualify your Tender and if so given details in section 7. |  |