

# Cyclists Welcome

Site development

Request for Proposal

October 2020

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# 1 Introduction

## 1.1 Confidentiality Clause

The contents of this ITT together with all other information, materials, specifications or other documents provided by Cycling UK, or prepared by the tenderers specifically for Cycling UK, shall be treated at all times as confidential by the tenderers. Tenderers shall not disclose any such information, materials, specifications or other documents to any third parties or to any other part of the tenderers' group or use them for any purpose other than for the preparation and submission of a response to this ITT nor shall tenderers publicise Cycling UK's name or the tender without the prior written consent of Cycling UK. Cycling UK in turn confirms that it shall treat all information provided to it by the tenderer as confidential and further confirms that such information will not be disclosed by Cycling UK to any third parties, other than to (i) members of Cycling UK committees and (ii) advisers and consultants to Cycling UK.

Tenderers shall ensure that all third parties to whom disclosure is made shall keep any such information, materials, specifications or other documents confidential and not disclose them to any other third party except as set out above.

Tenderers must seek the approval of Cycling UK before providing to third parties any information provided in confidence by Cycling UK or its professional advisers and must maintain a register of all employees and third parties who have or have had access to such information. If so requested by Cycling UK, tenderers must make such a register available for immediate inspection by Cycling UK or its duly authorised representatives. The sharing of this information with any third party sub-contractor is also bound by the provisions.

## 1.2 Intellectual property

All intellectual property rights in this ITT and all materials provided by Cycling UK or its professional advisers in connection with this ITT are and shall remain the property of Cycling UK or its direct or indirect (licensing through an intermediary) licensors.

## 1.3 Warning / disclaimers

Nothing contained in this ITT or any other communication made between Cycling UK or its representatives and any party or part thereof shall constitute an agreement, contract or representation between Cycling UK and any other party (except for a formal award of contract made in writing by Cycling UK). Receipt by the tenderer of this ITT does not imply the existence of a contract or commitment by or with Cycling UK for any purpose and tenderers should note that this ITT may not result in the award of any business.

Cycling UK reserves the right to change any aspect of, or cease, the tender process at any time.

The information contained in this ITT is subject to constant updating and amendment in the future and is necessarily selective. It does not purport to contain all of the information which a tenderer may require. While Cycling UK has taken all reasonable steps to ensure, as at the date of this document, that the facts which are contained in this ITT are true and accurate in all material respects, Cycling UK does not make any representation or warranty as to the accuracy or completeness or otherwise of this ITT, or the reasonableness of any assumptions on which this document may be based. All information supplied by Cycling UK to the tenderers, including that contained in this ITT, is subject to the Supplier's own due diligence. Cycling UK accepts no liability to tenderers whatsoever and however arising and whether resulting from the use of this ITT, or any omissions from or deficiencies in this document.

Cycling UK may exclude any tenderers from the tender process who have been found to be in breach of confidentiality or intellectual property rights and may pursue any remedy or take any other action for breach as it considers appropriate.

Cycling UK shall have the right, at its request, to require unsuccessful respondents immediately to return or destroy all documents and other materials and working papers relating to this project and all copies thereof and to destroy all electronic copies. The respondent shall, at Cycling UK's request, be required to confirm in writing that all such information has been returned or destroyed.

Cycling UK may use the information included in a tenderer's response for any reasonable purpose connected with this ITT. In particular, once a tenderer has been excluded, Cycling UK reserves the right to use any ideas contained in that tenderer's bid in any ongoing discussions with other tenderers but undertakes not to reveal the identity of the provider of such ideas.

Respondents should note that any quantities or volumes contained in this ITT are indicative only and any future quantities or volumes may vary from those stated.

It is the responsibility of suppliers to obtain for themselves, at their own expense all additional information necessary for the preparation of their response to this ITT. No claims of insufficient knowledge will be entertained.

Any supplier who directly or indirectly canvasses any employee of Cycling UK, whether they work for the representational arm of Cycling UK, or any member of their respective committees or working parties concerning the award of the contract will be disqualified.

All suppliers are recommended to seek their own financial and legal advice.

## 2 Context and project requirements

### 2.1 Background to the Client

Cycling UK is a membership charity who have championed the cause of Cycling for more than 140 years. For 125 years this was as the Cyclists Touring Club (CTC) and from 2012 as Cycling UK. They currently have around 71,000 members and 8,000 volunteers with a diverse range of stakeholders including activists, educators, employers, community groups and the wider cycling community to connect, equip and facilitate the cycling movement.

This is operationally delivered by 100 staff based across the country and from their Headquarters located in Guildford.

Their five-year strategy has a mission to enable millions of people to cycle through their Key Strategic activities:

- Organisationally we will grow and diversify our income and develop our organisation
- Grow a bigger, more diverse volunteer network
- Improve the way we engage with groups
- Expand our behaviour change programmes
- Collaborate more
- Influence a wider range of people
- Be more responsive to the needs of different places

Cycling UK's digital presence is primarily through their website, <https://www.cyclinguk.org/> which is a Drupal 7 based site which is developed and updated in-house. Currently the organisation is undergoing a digital transformation which will include an upgrade to Drupal 9 on the main website.

### 2.2 Background to the Project

#### EXPERIENCE Project

Cycling UK is one of fourteen partners collaborating on [EXPERIENCE](#), a four-year tourism project across six pilot regions in England and France (Norfolk, Kent, Cornwall, Compiègne, Morlaix and Pas-De-Calais), running to June 2023. The €23.3 million project is funded by the European Regional Development Fund through the Interreg France (Channel) England Programme and will deliver an innovative, sustainable and year-round tourism strategy, by developing sustainable tourism products, equipping local businesses to market themselves to generate 20 million new off-season visitors and delivering sustainable economic growth across the Channel region by June 2023.

Experiential tourism connects visitors with the essence of a place and its community. It engages people through a combination of memorable travel adventures, revealed over time, that are inherently personal, engage the senses, and make connections on an emotional, physical, spiritual or intellectual level.

Cycling UK's activities within the EXPERIENCE project are:

- Cycle Hubs in Norfolk, Kent and Cornwall – destinations combining high quality cycle routes with Cycle Friendly accommodation and hospitality businesses. Cycling UK is working with regional

partners to develop routes, train businesses and develop itineraries to boost visitor numbers and increase length of stay and spend in local businesses.

- Cycle Friendly Places – a new accreditation programme for accommodation and hospitality providers, recognising excellent facilities and a warm welcome for anyone arriving by bike or cycling during their trip. Businesses will apply for accreditation, access benefits, and list themselves on the site.
- Events – showcasing the hubs, routes and businesses during the off-season to increase visitor numbers and encourage cycle tourism.

EXPERIENCE is a pilot project in which Cycle Hubs and Cycle Friendly Places will be tested, with a long-term view to scaling up across the UK and further afield in future.

### Cyclists Welcome

Cyclists Welcome (<https://www.cyclistswelcome.co.uk/>) has existed since the Cyclists' Touring Club was formed in 1878, initially as a paper guidebook recommending businesses which welcome cyclists, and later developing into a website listing accommodation, cafes, cycle suppliers and attractions. Cyclists across the UK have contributed knowledge of businesses and routes, and Cycling UK has a history of developing and promoting routes and county guides.

We require a Drupal experienced web agency as this project involves a transformation of the current site from Drupal 7 into Drupal 9 alongside Cycling UK's wider digital transformation. The agency would need to demonstrate an understanding of the specific functionality of Drupal 9 in terms of risks, challenges and opportunities for Cycling UK's upgrade to Drupal 9.

As part of the EXPERIENCE project, Cyclists Welcome will be updated and improved to support the Cycle Hubs and Cycle Friendly Places programme. It will provide a comprehensive and user friendly directory of businesses, and a platform for businesses to apply for the Cycle Friendly Places accreditation and access benefits such as training and advice. Initially launching in the project regions (Norfolk, Kent, Cornwall), the accreditation and directory will be maintained beyond the project lifetime as part of Cycling UK's heritage, supporting businesses across the UK to better attract cycling customers.

Cyclists Welcome currently has 1200 listers but individual listings require updating and reengaging. The site attracts an average of 5,000 page views monthly (August 2019-August 2020). The site includes a directory of accommodation, hospitality and bike shops.

The new site should provide cyclists with everything they need to know to plan a trip to the project pilot areas initially, and later the whole of the UK. At least 33% of all EXPERIENCE activities must be accessible by those with sensory and mobility issues.

The site will encourage visits to the EXPERIENCE Cycle Hubs in Norfolk, Kent and Cornwall, by combining credible, quality routes, itineraries, and business listings from Cycling UK and partners, as well as accepting recommendations from the cycling community. The destinations will be beautifully marketed to present a natural choice for a visit. The site will display credible, up to date business listings, giving cyclists confidence that their chosen business will understand their needs.

As well as providing cyclists with all the information they need, the site needs to offer businesses a platform to improve their engagement with cyclists, by offering a new, exclusive area for accredited businesses.

Businesses and the site owner should be able to monitor the impact of listings through tracking.

We are seeking a partner to deliver the following:

1. A comprehensive, easy to use and engaging site for anyone planning a cycle tour (any trip involving cycling for leisure), combining inspiring Cycle Hub Guides, routes, and reputable places to stay or eat.
2. An up to date directory of Cycle Friendly businesses, easy to search and filter to meet the individual cyclist's needs.
3. A comprehensive, integrated platform for businesses to apply for accreditation, be assessed by Cycling UK, and access exclusive training and support once accredited, to demonstrably increase bookings and visibility.
4. Maximise opportunities to engage with businesses and ensure listings remain updated through automated communications and impact monitoring.
5. A manageable site beyond the project lifetime (to at least 2028)

### 3 How to respond to this Request for Proposal

#### 3.1 The Request for Proposal Process and Schedule

Cycling UK is happy to answer questions and/or provide clarification to interested suppliers prior to submission of proposals, and actively encourages such dialogue.

Please contact Wynand de Jager (Digital Product Owner) [wynand.de.jager@cyclingsuk.org](mailto:wynand.de.jager@cyclingsuk.org), referring to the dates provided below regarding availability for a discussion, as well as directing any other questions to them by email in the first instance.

Following an initial review of submitted proposals a shortlist of suppliers will be selected to go forward in the process.

The shortlisted suppliers will be invited to engagement meetings to meet (some or all of) the client project team. This meeting will have an open agenda and is an opportunity for you to meet the individuals involved in the process, to ask any questions you have, to verify anything you've picked up from this brief, and to ensure you know what the client is expecting to see in your subsequent presentation.

A revision of your proposal or additional documentation can be submitted prior to the final presentation.

Please note also that once Cycling UK has reviewed the proposal documents submitted and the presentations/demonstrations have taken place, it intends to select a preferred supplier.

Cycling UK aims to confirm its selection of the preferred supplier/solution and to notify them of their plans to commence the project shortly after.

The dates relating to this RFP are shown below and are pre-booked in relevant diaries, and therefore cannot be altered.

Date	Details	Relevant Notes
6th October	RFP advertised on website	
13th October	Deadline for Confirmation of Interest and questions	Send confirmation of interest and questions by email to Wynand de Jager (Digital Product Owner) <a href="mailto:wynand.de.jager@cyclingsuk.org">wynand.de.jager@cyclingsuk.org</a>
27th October	Deadline for written responses (to be received electronically)	Refer to section 3.2 for details of what to submit.  Please send this information by email to Wynand de Jager (Digital Product Owner) <a href="mailto:wynand.de.jager@cyclingsuk.org">wynand.de.jager@cyclingsuk.org</a>



<b>28<sup>th</sup>-30<sup>th</sup> October</b>	Internal review and shortlisting notification	
<b>2<sup>nd</sup> November</b>	Engagement meetings with Project Team	45 minutes
<b>6<sup>th</sup> November</b>	Deadline for submission of: <ul style="list-style-type: none"> <li>• Governance Information</li> <li>• Reference Information</li> <li>• Revised Proposal</li> <li>• Additional documentation</li> </ul>	Refer to section 3.4 for details of this initial response Please send this information by email to Wynand de Jager (Digital Product Owner) <a href="mailto:wynand.de.jager@cyclingsuk.org">wynand.de.jager@cyclingsuk.org</a>
<b>9<sup>th</sup>-11<sup>th</sup> November</b>	Internal review	To review written responses, references, governance info, feedback from meetings, then to prep for the presentations
<b>16<sup>th</sup> November</b>	60 min final presentation	
<b>17<sup>th</sup>-18<sup>th</sup> November</b>	Internal decision meeting	Team to review all inputs and appoint preferred provider(s)
<b>19<sup>th</sup> November</b>	Final appointment	
<b>Week commencing 23<sup>rd</sup> November</b>	New provider project kick-off meeting	

## 3.2 Cycling UK Format of Response

*All responses to the RFP should be made in electronic format only, no hard copies are required.*

Cycling UK would like the following information from prospective suppliers:

## 3.3 Proposal

1. An outline of the proposed approach including a description of the key techniques and methodologies to be applied
2. A breakdown of the project deliverables and their content
3. An outline project plan with phases, review points, milestones and timescales for the project
4. Details of the delivery team, their background and where and how they will be involved
5. An overview of your initial assumptions and risks (with mitigations)
6. Full costs including:
  - a. Professional Services broken down by phase
  - b. Details of which costs are required, and which may be optional
  - c. Costs for any third-party products or services
  - d. Any expense and travel costs
7. Dependencies, including estimated involvement of Cycling UK staff and stakeholders
8. Validity period. State for how long the quotation is valid.

## 3.4 Governance and Reference information

Where the proposal is shortlisted, suppliers are required to submit governance pack and details of reference clients whom Cycling UK can contact directly, in line with the tender process schedule.

The **governance pack** must include:

1. Company profile, brief history and organisational structure
2. An up-to-date copy of your company organogram
3. A sample contract or standard terms & conditions of business
4. A sample payment schedule for a project of this nature to show whether payments are based on milestones, time periods etc., together with a clear statement of payment terms
5. The past three years of filed company accounts
6. Detail of organisation business growth: previous two years and projected two years
7. A copy of your GDPR, Data Protection and Information Security policies
8. A copy of your Equality and Diversity Policy

With respect to **reference clients**, these are of specific interest to Cycling UK and will play an important part in their decision -making. They should be organisations you have carried out similar projects for, whom you feel will reflect the approach and strengths of the proposition you can offer Cycling UK.

Cycling UK is particularly interested in references from membership and charitable organisations of similar size, scale and complexity.

Please provide at least three references:

- 1 At least one reference client should have completed a project within the past 3 – 6 months if possible
- 2 At least one reference client should have completed a project less than 18 months ago if possible

For each reference provided, please indicate what has been delivered, and why this is relevant to Cycling UK.

Two or more references will be taken up for all companies shortlisted, prior to the final presentation.

Please provide full contact details of individuals at each organisation, who can be contacted directly by Cycling UK:

- Name, Job title, email address and the role they played in the project you delivered