



Ordnance Survey
Adanac Drive, Southampton,
United Kingdom, SO16 0AS.

+44 (0)3456 050505 (General enquiries)
+44 (0)2380 056146 (Textphone)
customerservices@os.uk
www.os.uk

Direct No: 02380 055091
E-mail: caroline.eadie@os.uk
Date: Tuesday 29th August 2017
RFQ Ref: BS0601.2017

Dear Sir/Madam

REQUEST FOR QUOTATION (RFQ) – PR Campaigns

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 for a PR Campaign agency

OS intends to appoint a Broadcast PR agency to support the in-house PR team in delivering successful consumer broadcast campaigns. The OS Communication Strategy is managed by the in-house Communications Team covering media, PR and social media. The appointed agency will work with the in-house team to develop and deliver campaigns, including product launches, research results or awareness activity. OS data is used by customers from business, government and consumer markets and the appointed agency will produce targeted communication activity and messaging to promote OS's relevance and offering to specific customer groups.

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 Tuesday 5th September 2017** for final receipt of clarification questions. 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 Tuesday 12th September 2017**. 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

Caroline

Caroline Eadie

Supplier Relationship Management – Business Services

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

APPENDIX A – STATEMENT OF REQUIREMENTS

Overview of the project

The appointed agency will deliver high profile campaigns aligned to the business goals of OS. For example:

- maximise OS value to GB
- Enhance OS relevance

The agency will provide a campaign management support including concept development, consultancy services, content creation (copy, online and video/audio), media sell-in services and evaluation of the campaign.

The communications activity will deliver positive media coverage promoting OS as a digital organisation providing valuable products and services across multiple markets, with a specific focus on the consumer. The activity will promote the OS brand values and help shift brand perception.

The appointed agency will be required to work on campaigns during the year.

This is for a three-year contract.

Agency services:

- **Campaign development** – from initial campaign concepts to execution of high profile consumer broadcast campaigns.
- **Studio facilities** – requirement for studio facilities. To include Live Streaming expertise and video/audio capture.
- **News distribution and media relation services** – resource to proactively pitch stories and generate media interest in news and activity.
- **Evaluation** – in-depth evaluation and reporting service to demonstrate ROI.
- **Talent acquisition** – access to talent with the potential to support proactive campaigns
- **Account Management** - who would be the nominated account manager? frequency of calls, monthly/quarterly reviews

Experience:

- **Media** - track record of delivering high profile campaigns across national and regional media.
- **Brand perception** – examples of communication activity which has positively shifted brand perception
- **Online media** – record of maximising broadcast activity through additional online content.
- **Content** – record of producing engaging content including media briefings/flags, video/audio and social media
- **Evaluation** – delivery of detailed evaluation reports highlighting ROI

Deliverables:

To create engaging campaigns and broadcast content/opportunities supporting the strategic goals of OS:

- a) **Maximise our value to GB**
- b) **Grow and diversify revenues**
- c) **Be engaged and motivated**
- d) **Make OS an efficient digital business**
- e) **Enhance OS relevance**

To deliver:

- **Campaigns** – to manage and deliver PR campaigns during the year. Supporting product launches, initiatives, and strategic developments. To develop campaign ideas, engage with target media outlets and secure interview and broadcast opportunities.
- **Content** – to deliver and produce high quality content to support OS communication activity. To ensure that content is aligned to OS business goals and is customer focussed.
- **News agenda** – to identify PR and broadcast opportunities with future news agendas and forward planning discussions.

The proposal should also include:

- Previous examples of how the participant have delivered ROI on a consumer broadcast campaign? The participants may wish to include relevant evidence in support of their response in terms of how ROI was measured and which methodologies work best for each specific campaign. Please provide campaign budget details.
- The participant must provide an example of how they have supported communications activity to shift brand perception for an organisation? Participants may wish to include relevant evidence in support of their response, in terms of how their communication approach was agreed, the type of media broadcast used to help in the shift in brand perception and how success was measured to confirm success?
- The participant needs to demonstrate how they have previously maximised the impact of a broadcast activity, or what measures does the participate take to achieve success and exceed goals? Provide supporting documentation
- The participant must outline how they would launch a consumer campaign (using the given example for Pricing), detailing how they would; plan, outline and launch the activity. Demonstrating expected levels of success for the campaign. (Maximum of 600 words)

Budget:

- Current annual budget is £20k.
- The budget excludes talent fees and any costs for example, consumer surveys, multimedia etc.

Price

The agreement will be for a three-year term, from the commencement date.

Participants will be required to provide a total cost a campaign (as per the below requirements). The pricing will be passed on the example campaign pricing

Campaign Example	Campaign Cost
The launch of a new mapping GPS product, a first for OS. The range of OS GPS units are for walkers and cyclists. To include story/idea development, media engagement/sell -in, broadcast/studio day and evaluation report	

The Participant identified as the lowest price for the Campaign Example, provided by OS will be awarded 100 of the marks available

Timescale

The following dates are for guidance only.

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.

29 th August 2017	Brief sent out to suppliers (via Contracts Finder)
Noon on 5 th September 2017	Closing date for receipt of clarification questions
Noon on the 12 th September 2017	Closing date for submission of proposals
20 th September	Contract award decision letter and unsuccessful letter
22 nd September	Contract Award
25 th September	Contract Award Notice Published
2 nd October	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: 225 marks in total are available

Price: 100 marks in total are available

1. Quality & Timings

Submissions against the quality, and timings and will be marked in accordance with the Evaluation Matrix, and against the below questions. The 'final evaluated' values will be added together to give the overall score for the evaluation. The bids will be ranked according to the overall scores achieved.

Quality		225 marks available
Functional and Technical Merit (Deliverable Criteria)		
1	Does the participate demonstrate they have fully understood OS's requirements and deliverables, and provided the supporting evidence / case studies	50
2	Does the campaign example demonstrate a thorough outline, good media tactics and execution?	50
3	Does the Participate provide detailed examples of how their have measured the ROI on consumer campaigns, and what methodology worked best	50
4	Does the Participate provide case studies which demonstrate how they have achieved a long-term shift in brand perception for an organisation?	50
5	Does the Participant demonstrate how the account will be managed, with the relevant support level?	25

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 cost of the campaign example. In order to compare the prices, the lowest overall price will be given 100 marks. The other scores are calculated as a mark of the lowest price to give a normalised score, i.e. Individual tenderer's score = $\frac{\text{Lowest Price}}{\text{Individual Tendered Price}} \times 100$. This ensures that all results are comparable on the same basis.

3. Overall Score

The proposal with the highest 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. Although the exact form of the Contract, and minor terms in it, may vary depending on post bid clarification. It must be noted that this contract will not be substantially altered.

[subject to contract]



Contract for Goods and / or Services

This Contract Is entered Into between:

- (1) Ordnance Survey Limited, a company registered in England and Wales (company registration number 09121572) whose registered address is at Explorer House, Adanac Drive, SOUTHAMPTON, UK, SO16 0AS (OS); and
- (2) [Company Name], a company registered in England and Wales (company registration number [insert company registration number] whose [registered office / principal place of business] is at [insert address as on Companies House] (the Supplier).
- (2) [Individual Name] [trading as [insert trading name] of [insert address] (the Supplier). OR
- (2) [Partnership Name LLP] a limited liability partnership registered in England and Wales (registration number [insert registration number]) whose registered office is a [Address] (the Supplier).

This Contract comprises all terms contained in this document (including the Schedules) together with the Purchase Order and any other documents referred to herein.

1 Definitions & Interpretations

1.1 In this Contract the following terms shall, unless the context otherwise requires, have the following meanings:

Expression	Meaning
Acceptance Test(s)	means the test(s) to be carried out by OS in order to verify that the Deliverables and / or the Goods and / or the Services confirm with OS's requirements and this Contract.
Acceptance Testing	means the carrying out of the Acceptance Tests.
Acceptance Test Period	means a period of 10 Working Days commencing on the Working Day following the delivery of the Goods and / or Services.
Agency Worker Regulations	means the <i>Agency Worker Regulations 2010</i> .
Best Industry Practice	means the exercise of the highest degree of skill, care and foresight which would be expected from a highly skilled and experienced person at the leading edge of their field engaged in the same type of undertaking under the same or similar circumstances.
Bribery Act 2010	means the <i>Bribery Act 2010</i> .
Code	means the Secretary of State for Constitutional Affairs' Code of Practice on the discharge of public authorities' functions under Part I of the <i>Freedom of Information Act 2000</i> .
Confidential Information	means any Commercially Sensitive Information and any other information that is marked or identified as confidential, or that would reasonably be considered to be confidential in nature, that relates to the affairs of a Party and is acquired by the other Party in anticipation of or as a result of the Contract.
Commercially Sensitive Information	means any information identified as such in the Schedules.
DPA	means the <i>Data Protection Act 1998</i> .
Data Protection Legislation	means the <i>Data Protection Act 1998</i> and all applicable laws and regulations relating to processing of personal data and privacy, including where applicable the guidance and codes of practice issued by the Information Commissioner.

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.

Signature	
On Behalf of	
Name	
Title	
Date	