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|  | Email: TenderEnquiries@os.uk  Contact Ref: Steve Douch  RFQ Ref: BS0735.2018  Date: 5th July 2018 |

Dear Sir/Madam

**REQUEST FOR QUOTATION (RFQ) – COPYWRITING FOR NEW WEBSITE**

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 copywriting for our new website to re-organise our government and business content and present consistent copy on the new website pages. It also provides participants with specific instructions which must be followed, when responding to this RFQ.

OS has undertaken a major strategic review, and the Board of OS has agreed a strategy to take the organisation in a new direction. The OS Strategy represents an ambitious choice for growth and as such needs thought leadership content to position Ordnance Survey at the centre of geospatial in GB. The new site will support our vision to be the world’s most inspiring and trusted geospatial partner. The content will reflect our ambition to be at the heart of geospatial in Britain and internationally. We need to improve the experience for customers on our website, shift perception of our brand, make it easier to navigate and understand the products & services we provide.

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: TenderEnquiries@os.uk (marked for the attention of the procurement contact), no later than **12noon on Friday 18th July 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 **12noon on Friday 25th July 2018** via the following email address: TenderEnquiries@os.uk. 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.

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

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 faithfully,

Steve Douch, Category Manager

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

1. Communications and timetable
   1. **General**
      1. English is to be the language for all communications between OS and Participants on all matters relating to this tender.
      2. All formal communications (including, but not limited to, the submission of responses) to OS are to be made in writing to **OS's Main Contact** as follows:

Steve Douch, Category Manager

Email: TenderEnquiries@os.uk

* + 1. OS will notify Participants of any changes to the contact details listed above.
  1. **Outline Timetable** 
     1. The timetable for each stage of the remainder of the procurement process from issue of this ITT to contract award is estimated to be as follows:

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| --- | --- |
| **Event** | **Target date** |
| Contracts Finder Contract Notice, Issue ITT | 05/07/18 |
| Deadline for receipt of clarification questions | 12noon on 18/07/18 |
| Date of submission of Tenders | 12noon on 25/07/18 |
| Tender evaluation | 26/07/18 – 01/08/18 |
| Presentation for shortlisted supplier | 02/08/18 – 07/08/18 |
| Contract Award Decision Letter and Unsuccessful ITT Letters issued | 13/08/18 |
| Commencement Date of Contract | 14/08/18 |

OS may change this timetable at any time at its sole discretion.

* 1. **Participant Requests for Clarification** 
     1. OS recognises that clarification may be needed prior to submission of Tenders.

Participants should submit their questions, queries or clarification responses to OS’s Main Contact, as detailed in Section 1.1.3 above.

* + 1. All clarifications and responses will be logged and recorded by OS. OS will endeavour to respond to all clarifications within 5 working days of receipt. If the response is not going to be available within 5 working days then the originator of the clarification will be advised of when a response will be given.
    2. Participants should clearly identify any clarifications or parts of clarifications which they consider to be confidential or specific to its proposed solution, stating the reasons why it considers the clarification to be so. OS will decide at its sole discretion whether or not to accept the Participant's request. If OS does not accept the request for confidentiality or does not accept that it is specific to its proposed solution, the Participant will be informed and OS will specify a period within which the Participant may choose to withdraw its clarification. If the Participant does not withdraw its clarification in such circumstances, OS will proceed to respond on a non-confidential basis.
    3. The cut off for receipt of clarification questions is **12noon on 18th July 2018.**
  1. **OS Requests for Clarification**

5.5.1 Any requests from OS to a Participant to clarify, specify or fine-tune a tender following receipt of Tenders will be submitted via email to the Participant's nominated point of contact in the completed Response Document. Participants shall endeavour to respond to all such requests within 5 working days of. If the response is not going to be available within 5 working days then OS should be advised of when the response will be given as soon as is reasonably practicable but in any event no later than the initial 5 working day period.

* + 1. OS may, in its evaluation of Participant’s proposals, request demonstrations and/or site visits. Participants must accept responsibility for organising and providing any required demonstrations and/or visits. Participants must bear their own costs for such demonstrations and/or visits.

1. General Notices
   1. **Exclusion Of Liability**

OS reserves the right to cease this procurement process at any time without any liability (whether in contract, tort or negligence) to Participants.

Each Participant considering entering into contractual relationships with OS on the basis of the information provided in this ITT should make their own evaluation of the information provided pursuant to the ITT and make their own investigations and form their own opinion on OS and the project. Participants are recommended to seek their own financial and legal advice.

OS reserves the right not to enter into a contract with any Participant without any liability (whether in contract, tort or negligence) for any loss, cost or expense (including legal expenses) incurred by Participants in preparing for or participating in this procurement process, howsoever arising (whether under contract, tort or under any statutory provision or otherwise). OS is not liable for any costs Participants may incur in contemplation of a contractual relationship being entered into.

* 1. **Contractual Relationship**

Nothing in this ITT or any other pre-contractual documentation shall constitute the basis of a contract that may be concluded in relation to this procurement exercise, nor shall such documentation be used in construing any such contract.

Each Participant must rely on the terms and conditions contained in any contract when, and if, a written contract has been signed and countersigned by both parties and dated, subject to such limitations and restrictions that may be specified in such contract. It is envisaged that the successful Participant’s responses to the requirements set out in this ITT will be included in any contract.

* 1. **Accuracy of information**

This ITT has been compiled in good faith. It is intended to provide sufficient information for Participants to provide a full and firm proposal. OS considers that all information (including numbers and other figures) given in this ITT and any information provided pursuant to this ITT is accurate at the time of preparation, but may change in the future. However, neither OS nor its financial or legal representatives, officers, agents or employees make any representation or warranty, or accept any responsibility for the information contained in this ITT (or any other information provided pursuant to this ITT) or for its fairness, accuracy or completeness, nor shall such persons be liable for any loss or damage arising as a result of reliance on such information or any subsequent communication. There is an absolute obligation on each Participant to query any perceived ambiguity in this ITT (or any of its associated documents) whether actual or potential, in the use of technical, functional or other terms. It is the participant’s sole responsibility to undertake whatever investigation and due diligence it considers to be appropriate in order to verify the accuracy of any information provided to it by OS through the ITT process.

* 1. ***Freedom of Information Act 2000* (FOIA) and *Environmental Information Regulations 2004* (EIR)**

OS is committed to open government and meeting its legal responsibilities under FOIA and EIR. Accordingly, any information submitted to OS (including, without limitation, the information contained in this ITT and the Tender submissions 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 the 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:

* Clearly identify such information as commercially sensitive;
* Explain the potential implications of disclosure of such information; and
* Provide an estimate of the period of time during which the Participant believes that such information will remain commercially sensitive.

Please submit responses to each of the above in the RFQ response document.

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 the FOIA or EIR, or must be disclosed in response to a request for information.

Participants should also note that the receipt by OS of any information marked ‘confidential’ or equivalent does not mean 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.

In making a submission in response to this ITT, each Participant acknowledges that OS may be obliged under the FOIA or EIR to disclose any information provided to it.

* 1. **Government Transparency Agenda**

Government has set out the need for greater transparency across its operations to enable the public to hold public bodies and politicians to account. This includes commitments relating to public expenditure, intended to help achieve better value for money.

As part of this agenda, Government has made the following commitments with regard to procurement:

* Publication of all new tender documents over £25,000 and their respective timetables; and
* Publication of all new contracts over £25,000.

Participants should therefore note that this ITT and resulting contract awarded will be published on the following websites:

* OS: <http://www.os.uk>; and
* Contracts Finder: <https://www.contractsfinder.service.gov.uk>.

OS may, at its sole discretion, make limited redactions to the information it publishes.

* 1. **Confidentiality**

All documents and information contained in this ITT or provided during the tender process are, and shall remain, OS’s property. Participants shall not disclose either:

* the fact that they have been invited to tender or release details of the proposed contract; or
* details of their Tender 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 purpose of preparing the Tender.

Participants may only use information provided by OS to respond to the requirements set out in this ITT.

OS reserves the right to copy and electronically distribute all or any part of any Participant’s Tender exclusively for the purposes of analysis and assessment. Submission of a Tender shall be deemed as confirmation of OS’s right to do such acts.

* 1. **Cost of preparing response**

Each Participant will be responsible for all costs and expenses it incurs:

* in providing responses to this ITT and any other communications, including, without limitation, responses to any invitation to participate in meetings, technical demonstrations and workshops held at OS’s offices; and/or
* in any further stages of this procurement; and/or
* in obtaining any additional software and/or hardware and relevant licenses required in order to provide a full response to this ITT; and/or
* in obtaining or providing any additional information required in order to facilitate the evaluation process.

OS accepts no liability for any loss, liability, cost or expense (including legal expenses) incurred by any Participant in preparing for or participating in this tender process, howsoever arising (whether under contract, tort or under any statutory provision or otherwise).

* 1. **Publicity**

Participants may not make any public statements or undertake any promotional activity relating to this procurement without OS’s express prior written consent.

* 1. **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. Participant 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.

* 1. **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 contained in Appendix B, that it has not prepared its response in collusion with any third party and will not engage in collusive behaviour during the tender process.

1. Tender Submission Instructions

Refer to requirements sections before completing Appendix B.

* 1. Participants are invited to submit Tenders in accordance with the required responses set out in Appendix A (inclusive) of this ITT.
  2. Tenders must be returned by **12noon on 25th July 2018**. Late Tender submissions may at OS's sole discretion be rejected. It is the Participant's responsibility to ensure that the Tender submission is received on time.
  3. All documents to be completed in text point size not below 10 in the English (UK) language.
  4. Participants should ensure that their Tender contains all information required for evaluation. In particular, Participants should ensure that an adequately detailed response is given to each item in the ‘response required from Participant’ section of the Statement of Requirements. Web-links or other external references will not be taken into consideration.
  5. All prices in the Tender must be fully priced in Sterling (£) exclusive of VAT and totalled in clear terms. Tender must remain open for acceptance or non-acceptance for not less than 90 days from the tender closing date.
  6. Tenders should contain all of the information as required in this ITT.
  7. Subject to paragraph 7.14, the name of the Participant must be clearly indicated at the top of each Tender. The Tender and all supporting documentation should be page numbered and cross-referenced to this ITT where appropriate and should be fully indexed.
  8. Tenders must be valid for a period of 6 months from the date of submission.
  9. OS reserves the right to carry out reference checks and/or financial checks prior to the award of contract(s). By submitting Tenders the Participant will be deemed to have given such consent.
  10. Do not include publicity material of any kind, for example brochures and web references, unless specifically requested, as it will not be evaluated.
  11. Do not reference your answers from 1 requirement, or question, to another, even where there is commonality.

**Electronic Tender Submissions using Vault**

* 1. The information and documents relating to this procurement will be accessible via Contracts Finder (<https://www.contractsfinder.service.gov.uk>).
  2. Tender submissions should be submitted via email by no later than **12noon on 25th July 2018** as a single WinZip® file (identified with the Participant’s company/organisation name). Participants are reminded to allow sufficient time in submitting their Tenders prior to the closing date and time.
  3. Submissions will not be permitted after the stated deadline has passed.
  4. Participants must ensure that each document is clearly labelled with the name of their organisation and a title, identifying the content (i.e. Smith PLC - Tender.doc, Smith PLC – appendix1.pdf). Please allow sufficient time for all documents to be uploaded before the closing time of the tender.
  5. Where signatures are requested, typed entries are acceptable. Electronic signatures are not required on electronic tenders.

1. Requirements, Evaluation and Award criteria
   1. OS’s requirements are set out in Appendix A and it has allocated each of the criteria an overall weighting (within Appendix B) reflecting its relative importance to OS:
2. response to the commercial requirements – Pass / Fail

response to the technical requirements – **95 Marks**

response to the pricing requirements – **5 Marks**

* 1. Further detail concerning the requirements, sub-criteria, sub-weightings and marking schemes are contained in Appendix B. The technical requirements will be evaluated using the following scoring methodology:

|  |  |
| --- | --- |
| **Score** | The Participant’s response: |
| **0 (Inadequate)** | a) does not provide a response to the requirement/s; or  b) responds to the requirement/s, however fails to address the specific issues (if any) identified by OS; or  c) fails to provide any evidence (where applicable) to support its response. |
| **1  (Concerns)** | a) responds to the requirement/s, however, has only partially addressed the specific issues (if any) identified by OS; and/or  b) provides insufficient evidence (where applicable) to support its response; and/or  c) responds to all the requirement/s with insufficient detail raising significant concerns about the Participants ability to meet all the requirement/s; and/or  d) provides a response which raises significant concerns about the Participants ability to meet the requirement/s. |
| **3  (Potential)** | a) provides a full response to the requirement/s, however the supporting evidence only partially   addresses the requirement; and/or  b) provides a response to the requirement/s, which raises concerns about the Participant’s ability  to meet the requirement/s. |
| **5  (Capable)** | 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. |

**Note that**:

If a score of **0** is applied, the Participant may be **eliminated.**

If a score of **1** is applied, **1/5 available marks** for that question will be awarded (rounded up to the nearest whole number).

If a score of **3** is applied, **3/5 available marks** for that question will be awarded (rounded up to the nearest whole number).

If a score of **5** is applied, **all available marks** for that question will be awarded.

**Example:**

If there are **10** **marks** available for a question and a score of **3** is applied to a Participant’s response, the Participant will be awarded **6 marks** for that response.

If there are **5** **marks** available for a question and a score of **3** is applied to the Participant’s response, the Participant will be awarded **3 marks** for that response.

**APPENDIX A – STATEMENT OF REQUIREMENTS**

## **Background**

OS is creating a new, customer-centric digital experience that delivers a step-change in our customers’ perceptions of the OS brand. This involves a new website built on a new CMS platform by our supplier agency Zengenti.

This project consists of the following phases:

* Discovery
* Design & development
* Build & testing
* Launch & analytics

**Discovery (August 2017-June 2018)**

The discovery phase is complete and consisted of:

* Analysis of the OS digital estate
* Scoping of business requirements
* IT infrastructure requirements
* UX research with outputs including a broad IA and persona types to be used for the next phases of the project i.e. design & development, build & testing
* Workflow analysis for website – current state and future state
* Digital marketing strategy including content strategy, audit and a procurement process for a supplier to write the content for the new website (this RFQ document)

**Design & development (June 2018-September 2018)**

* IA
* UX wireframes
* Locked down templates & style guide
* Three design concepts
* Proposed future workflow based on OS requirements

**Building & testing**

* Build of the new website
* Start content population of new website and some migration
* Testing of new website
* External hosting of CMS and website

Content copywriting (August 2018 – October 2018)

* See requirements below

**Where we are now**

We currently have 1,700 pages on www.ordnancesurvey.co.uk excluding our leisure pages. The page copy and design is inconsistent, wordy and the tone is too formal. We want to implement copy that is SEO optimised, consistent in tone, presentation and mobile friendly.

New website objectives

The future website will be the visual entry point into the many applications, tools and interactive demos which currently reside in the OS digital estate. It will improve the experience for customers on our website, shift perception of our brand, make it easier to navigate and understand the products & services we provide.

The new website will be smaller in terms of content; more targeted and optimised to attract the relevant audiences to the relevant content.

New processes around content, campaign creation and updates will be put in place, alongside workflows for basic self-service updates.

Content objectives

The new content will need to reflect our ambition to be at the heart of geospatial in Britain and internationally and support our vision to be the world’s most inspiring and trusted geospatial partner

The content will also support our marketing and digital campaigns with digital-first language with an SEO and SERPs approach.

Content language and tone will match the archetypes identified in the UX part of the project.

## **Requirements**

* Review our existing content
* Review a recent content audit
* Create new frameworks for how copy is presented and structured
* Research and understand our SEO requirements
* Re-write existing copy
* Write new copy for new pages
* Create consistency around tone of voice, digital and mobile first language and copy layout. These conventions and rules will form the basis of a new ‘writing for the web’ guidelines
* Ensure SEO approach – optimise content for search

**Estimated Scope**

* 300 pages will require re-writing
* 100 pages of new copywriting
* Pricing to be based on 300 words a page

**Budget**

The maximum budget for this project is £20,000.

**APPENDIX B - RFQ RESPONSE DOCUMENT**

Please complete and submit Appendix B as your RFQ response.

**APPENDIX C - AWARD & SCORING CRITERIA**

This shows the evaluation criteria weightings that will be applied to evaluate bids.

**APPENDIX D – TERMS & CONDITIONS**

Please note that any order placed, will be under OS’s terms and conditions. It must be noted that this contract will not be altered.

