



Invitation to Quote

Invitation to Quote (ITQ) on behalf of UK Research and Innovation (UKRI), formerly known as Innovate UK

Subject: Provision of Google Tag Support Services to Catapult Network

Sourcing Reference Number: IT18111



UK Shared Business Services Ltd (UK SBS)
www.uksbs.co.uk

Registered in England and Wales as a limited company. Company Number 6330639.
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Section 1 – About UK Shared Business Services

Putting the business into shared services

UK Shared Business Services Ltd (UK SBS) brings a commercial attitude to the public sector; helping our Contracting Authorities improve efficiency, generate savings and modernise.

It is our vision to become the leading service provider for the Contracting Authorities of shared business services in the UK public sector, continuously reducing cost and improving quality of business services for Government and the public sector.

Our broad range of expert services is shared by our Contracting Authorities. This allows Contracting Authorities the freedom to focus resources on core activities; innovating and transforming their own organisations.

Core services include Procurement, Finance, Grants Admissions, Human Resources, Payroll, ISS, and Property Asset Management all underpinned by our Service Delivery and Contact Centre teams.

UK SBS is a people rather than task focused business. It's what makes us different to the traditional transactional shared services centre. What is more, being a not-for-profit organisation owned by the Department for Business, Energy & Industrial Strategy (BEIS), UK SBS' goals are aligned with the public sector and delivering best value for the UK taxpayer.

UK Shared Business Services Ltd changed its name from RCUK Shared Services Centre Ltd in March 2013.

Our Customers

Growing from a foundation of supporting the Research Councils, 2012/13 saw Business, Energy and Industrial Strategy (BEIS) transition their procurement to UK SBS and Crown Commercial Services (CCS – previously Government Procurement Service) agree a Memorandum of Understanding with UK SBS to deliver two major procurement categories (construction and research) across Government.

UK SBS currently manages £700m expenditure for its Contracting Authorities.

Our Contracting Authorities who have access to our services and Contracts are detailed [here](#).

Section 2 – About the Contracting Authority

UK Research and Innovation

Operating across the whole of the UK and with a combined budget of more than £6 billion, UK Research and Innovation represents the largest reform of the research and innovation funding landscape in the last 50 years.

As an independent non-departmental public body UK Research and Innovation brings together the seven Research Councils (AHRC, BBSRC, EPSRC, ESRC, MRC, NERC, STFC) plus Innovate UK and a new organisation, Research England.

UK Research and Innovation ensures the UK maintains its world-leading position in research and innovation. This is done by creating the best environment for research and innovation to flourish.

For more information, please visit: www.ukri.org

Catapult

The Catapult centres are a network of world-leading centres designed to transform the UK's capability for innovation in specific areas and help drive future economic growth.

They are a series of physical centres where the very best of the UK's businesses, scientists and engineers work side by side on late-stage research and development – transforming high potential ideas into new products and services to generate economic growth.

The network of Catapult centres was established by [Innovate UK](http://www.innovateuk.org). Each Catapult centre is a company limited by guarantee (CLG), a separate legal entity from Innovate UK. They are controlled by their own Boards with an Executive Management team responsible for the day-to-day management of each Catapult. Innovate UK monitors and control the online corporate presence of all the network using a number of subdomains of catapult.org.uk

For more information about the network please visit www.catapult.org.uk

Section 3 - Working with the Contracting Authority.

In this section you will find details of your Procurement contact point and the timescales relating to this opportunity.

Section 3 – Contact details		
3.1	Contracting Authority Name and address	UK Research and Innovation (Formerly known as Innovate UK) Polaris House North Star Avenue Swindon Wiltshire SN2 1FL
3.2	Buyer name	Sophie Mumford
3.3	Buyer contact details	ICTProcurement@uksbs.co.uk 01793 867005
3.4	Estimated value of the Opportunity	Up to £78,000.00 (excluding VAT) including any options to extend, although there is no commitment to spend up to this amount. The estimated value for the initial 1 year term is up to £26,000.00 excluding VAT. The estimated value for the optional year 2 extension period is up to £26,000.00 excluding VAT. The estimated value for the optional year 3 extension period is up to £26,000.00 excluding VAT. Please note there is no commitment to spend beyond the initial 1 year contract term.
3.5	Process for the submission of clarifications and Bids	All correspondence shall be submitted within the Emptoris e-sourcing tool. Guidance Notes to support the use of Emptoris is available here. Please note submission of a Bid to any email address including the Buyer <u>will</u> result in the Bid <u>not</u> being considered.

Section 3 - Timescales

3.6	Date of Issue of Contract Advert and location of original Advert	26/04/2018 Contracts Finder
3.7	Latest date/time ITQ clarification questions shall be received through Emptoris messaging system	03/05/2018 14:00
3.8	Latest date/time ITQ clarification answers should be sent to all Bidders by the Buyer through Emptoris	04/05/2018 14:00
3.9	Latest date/time ITQ Bid shall be submitted through Emptoris	10/05/2018 14:00
3.10	Date/time Bidders should be available if telephone / written clarifications are required	16/05/2018 – 17/05/2018
3.11	Anticipated notification date of successful and unsuccessful Bids	23/05/2018
3.12	Anticipated Award date	25/05/2018
3.13	Anticipated Contract Start date	28/05/2018
3.14	Anticipated Contract End date	27/05/2019 with the option to extend for an additional 2 years on an annual basis.
3.15	Bid Validity Period	60 Days

Section 4 – Specification

4.1 Glossary

GTag – Google Tag

PEN tests – penetration tests

UKRI – UK Research and Innovation

4.2 Background and Scope

Innovate UK have invested heavily in adding the appropriate Google Tag management scripts across all of the Catapult sites over a number of years. Legacy analytics have been processed using this platform and dashboard. As such this requirement is for operational support services for Google Analytics in order to ensure the timely and accurate delivery of Google Analytics and Tag Management services based on monthly activity and analytic reports. This is in relation to the Catapult Network only.

We are seeking ONE supplier to provide this service and in particular to support us with the following activities:

- Strategic Google Analytics Consultancy – working with Innovate UK and the Catapult teams to identify and evaluate benefits and opportunities derived from the gathering of Google Analytics Data
- Implementation consultancy – maintenance, implementation and remedial action related to the presence and wider deployment of Google Tag containers across all of the Catapult assets (main and related sites)
- Deep dive analysis of analytic data using AIR methodology and in particular:
 - Clearer understanding of users and user journeys
 - Marketing campaign values*
 - Attributes related to specific campaigns run by individual Catapults
- Technical support for Google Analytics and Google Tag Manager via phone and email
- Training (on line and in person). These are group training session on a topic to be agreed to be held at least twice yearly for approximately 3-4 hours and will be aimed at Senior Communication Executives. Training will normally take place in London, but could take place at another suitable Catapult location to be decided in advance of each group training session.
- Provision of monthly summary reports to Innovate UK and each Catapult (currently using Quill Engage, but another analytics reporting programme can be used to generate the reports required). The monthly summary reports should highlight any areas of concern and any other easy to interpret dashboard-like information.

- Support is required and intended as assistance in relation to Google Tag Management and the provision of analytics and additional in depth reports from the GA control panel. Support should be carried out inline with the below SLAs and will be required between 8.30 - 17.00 Monday to Friday.

Priority	Priority Name	Target Response Time	Target resolution
1	Critical Business Impact	15 minutes	2 hours
2	Significant business impact	1 hour	4 hours
3	Some Business Impact	4 hours	3 days
4	Minimal Business Impact	1 day	5 days

This requirement covers all Catapult websites that are part of the program in question and any ancillary sites related to the Catapult network. All Catapult main websites can be found from the main domain at www.catapult.org.uk. Ancillary sites are those created by each Catapult to support a specific event or short term project. These sites are created ad hoc and it is expected that the supplier will provide a suitable tag container for each of these sites, linking analytics to those of each respective Catapult.

There is no indication at this stage of specific demand fluctuations related to incident response management but we expect around 11 hours per month to be allocated to the tasks in question overall.

The provision of services is limited to UK locations where Innovate UK and the Catapults operate as listed below:

- Innovate UK – Swindon
- Cell and Gene Therapy – London
- Compound Semiconductor Applications - Cardiff
- Digital - London
- Energy Systems - Birmingham
- Future Cities - London
- High Value Manufacturing -

- Manufacturing Technology Centre - Coventry
- Medicines Discovery - Cheshire
- Offshore Renewable Energy – Glasgow
- Satellite Applications - Harwell
- Transport Systems – Milton Keynes

Innovate UK will provide access to the Google Analytics control panel.

The provision of the support services should be content managed independently.

This agreement will be in place for a period of twelve months from the start of the contract. There will also be two 12 month optional extension periods.

Innovate UK will support the appointed digital agency in the implementation and control of Google tag management features (e.g. provision of appropriate code to be embedded within the specific site).

*The supplier will be expected to evaluate the success of content marketing campaigns using the following metrics as a minimum:

- Visitor tracking
- Audience insight
- Campaign goals
- Campaign segmentation

4.3 Service Conditions and Environmental Factors

The services will be provided within the context of the requirements of HMG Security Policy Framework and in compliance with any specific directives or regulation that may be issued further on by either HMG or its agencies in relation to cyber security resilience (e.g. NCSC recommendations).

The Catapult web estate consists of the following:

- i) Environment: Cloud (AWS)
- ii) CMS – Wordpress and one site on Drupal

4.4 Quality Assurance Requirements

We expect the supplier to be a Google Analytics certified partner. We will not consider bids from supplier unable to provide evidence of this certification.

4.5 Management of the Agreement

- Initial scoping meeting for each piece of work to take place at Innovate UK or alternative location to be mutually agreed or, if necessary by remote conferencing
- Supplier to provide a scoping document within 3 days of the meeting
- Scoping documentation to detail progress reporting including how this will be provided
- Scoping document to provide specific details of start and end dates and deliverables
- Interim meetings via remote communication
- Final meeting remotely or face to face at Innovate UK offices in Swindon
- Quarterly review meetings in person or remotely but at least two of these in person
- Work will be carried out during normal working hours (Monday to Friday 8:00 – 17:30)
- Unused monthly hours to be rolled over to the following month only

4.6 Documentation

Documentation will be exchanged using a secure service to be set up by the appointed supplier.

Variant bids / options are not permitted and will not be accepted.

Terms and Conditions

Bidders are to note that any requested modifications to the Contracting Authority Terms and Conditions on the grounds of statutory and legal matters only, shall be raised as a formal clarification during the permitted clarification period.

Section 5 – Evaluation model

The evaluation model below shall be used for this ITQ, which will be determined to two decimal places.

Where a question is 'for information only' it will not be scored.

The evaluation team may comprise staff from UK SBS and the Contracting Authority and any specific external stakeholders the Contracting Authority deems required. After evaluation the scores will be finalised by performing a calculation to identify (at question level) the mean average of all evaluators (Example – a question is scored by three evaluators and judged as scoring 5, 5 and 6. These scores will be added together and divided by the number of evaluators to produce the final score of 5.33 ($5+5+6=16 \div 3 = 5.33$))

Pass / fail criteria		
Questionnaire	Q No.	Question subject
Commercial	SEL1.2	Employment breaches/ Equality
Commercial	FOI1.1	Freedom of Information Exemptions
Commercial	AW1.1	Form of Bid
Commercial	AW1.3	Certificate of Bona Fide Bid
Commercial	AW3.1	Validation check
Commercial	SEL3.11	Compliance to Section 54 of the Modern Slavery Act
Commercial	SEL3.12	Cyber Essentials
Commercial	AW4.1	Contract Terms Part 1
Commercial	AW4.2	Contract Terms Part 2
Quality	AW6.1	Compliance to the Specification
Quality	AW6.2	Variable Bids
Quality	AW6.3	Google Analytics Certification
-	-	Invitation to Quote – received on time within e-sourcing tool

Scoring criteria

Evaluation Justification Statement

In consideration of this particular requirement the Contracting Authority has decided to evaluate Potential Providers by adopting the weightings/scoring mechanism detailed within this ITQ. The Contracting Authority considers these weightings to be in line with existing best practice for a requirement of this type.

Questionnaire	Q No.	Question subject	Maximum Marks
Price	AW5.2	Price	30%
Quality	PROJ1.1	Monthly Analytics	20%
Quality	PROJ1.2	Scenario	20%
Quality	PROJ1.3	Training Modules	20%
Quality	PROJ1.4	Content Marketing Campaign Assessment	10%

Evaluation of criteria

Non-Price elements

Each question will be judged on a score from 0 to 100, which shall be subjected to a multiplier to reflect the percentage of the evaluation criteria allocated to that question.

Where an evaluation criterion is worth 20% then the 0-100 score achieved will be multiplied by 20%.

Example if a Bidder scores 60 from the available 100 points this will equate to 12% by using the following calculation:

$$\text{Score} = \{\text{weighting percentage}\} \times \{\text{bidder's score}\} = 20\% \times 60 = 12$$

The same logic will be applied to groups of questions which equate to a single evaluation criterion.

The 0-100 score shall be based on (unless otherwise stated within the question):

0	The Question is not answered or the response is completely unacceptable.
10	Extremely poor response – they have completely missed the point of the question.
20	Very poor response and not wholly acceptable. Requires major revision to the response to make it acceptable. Only partially answers the requirement, with major deficiencies and little relevant detail proposed.
40	Poor response only partially satisfying the selection question requirements with deficiencies apparent. Some useful evidence provided but response falls well short of expectations. Low probability of being a capable supplier.
60	Response is acceptable but remains basic and could have been expanded upon. Response is sufficient but does not inspire.
80	Good response which describes their capabilities in detail which provides high levels of assurance consistent with a quality provider. The response includes a full description of techniques and measurements currently employed.
100	Response is exceptional and clearly demonstrates they are capable of meeting the requirement. No significant weaknesses noted. The response is compelling in its description of techniques and measurements currently employed, providing full assurance consistent with a quality provider.

All questions will be scored based on the above mechanism. Please be aware that the final score returned may be different as there may be multiple evaluators and their individual scores will be averaged (mean) to determine your final score.

Example

Evaluator 1 scored your bid as 60

Evaluator 2 scored your bid as 60

Evaluator 3 scored your bid as 40

Evaluator 4 scored your bid as 40

Your final score will $(60+60+40+40) \div 4 = 50$

Price elements will be judged on the following criteria.

The lowest price for a response which meets the pass criteria shall score 100.

All other bids shall be scored on a pro rata basis in relation to the lowest price. The score is then subject to a multiplier to reflect the percentage value of the price criterion.

For example - Bid 1 £100,000 scores 100.

Bid 2 £120,000 differential of £20,000 or 20% remove 20% from price scores 80

Bid 3 £150,000 differential £50,000 remove 50% from price scores 50.

Bid 4 £175,000 differential £75,000 remove 75% from price scores 25.

Bid 5 £200,000 differential £100,000 remove 100% from price scores 0.

Bid 6 £300,000 differential £200,000 remove 100% from price scores 0.

Where the scoring criterion is worth 50% then the 0-100 score achieved will be multiplied by 50.

In the example if a supplier scores 80 from the available 100 points this will equate to 40% by using the following calculation: Score/Total Points multiplied by 50 ($80/100 \times 50 = 40$)

The lowest score possible is 0 even if the price submitted is more than 100% greater than the lowest price.

Section 6 – Evaluation questionnaire

Bidders should note that the evaluation questionnaire is located within the **e-sourcing questionnaire**.

Guidance on completion of the questionnaire is available at
<http://www.uksbs.co.uk/services/procure/Pages/supplier.aspx>

PLEASE NOTE THE QUESTIONS ARE NOT NUMBERED SEQUENTIALLY

Section 7 – General Information

What makes a good bid – some simple do's 😊

DO:

- 7.1 Do comply with Procurement document instructions. Failure to do so may lead to disqualification.
- 7.2 Do provide the Bid on time, and in the required format. Remember that the date/time given for a response is the last date that it can be accepted; we are legally bound to disqualify late submissions. Unless formally requested to do so by UK SBS e.g. Emptoris system failure
- 7.3 Do ensure you have read all the training materials to utilise e-sourcing tool prior to responding to this Bid. If you send your Bid by email or post it will be rejected.
- 7.4 Do use Microsoft Word, PowerPoint Excel 97-03 or compatible formats, or PDF unless agreed in writing by the Buyer. If you use another file format without our written permission we may reject your Bid.
- 7.5 Do ensure you utilise the Emptoris messaging system to raise any clarifications to our ITQ. You should note that we will release the answer to the question to all Bidders and where we suspect the question contains confidential information we may modify the content of the question to protect the anonymity of the Bidder or their proposed solution
- 7.6 Do answer the question, it is not enough simply to cross-reference to a 'policy', web page or another part of your Bid, the evaluation team have limited time to assess bids and if they can't find the answer, they can't score it.
- 7.7 Do consider who the Contracting Authority is and what they want – a generic answer does not necessarily meet every Contracting Authority's needs.
- 7.8 Do reference your documents correctly, specifically where supporting documentation is requested e.g. referencing the question/s they apply to.
- 7.9 Do provide clear, concise and ideally generic contact details; telephone numbers, e-mails and fax details.
- 7.10 Do complete all questions in the questionnaire or we may reject your Bid.
- 7.11 Do check and recheck your Bid before dispatch.

What makes a good bid – some simple do not's Ⓜ

DO NOT

- 7.12 Do not cut and paste from a previous document and forget to change the previous details such as the previous buyer's name.
- 7.13 Do not attach 'glossy' brochures that have not been requested, they will not be read unless we have asked for them. Only send what has been requested and only send supplementary information if we have offered the opportunity so to do.
- 7.14 Do not share the Procurement documents, they are confidential and should not be shared with anyone without the Buyers written permission.
- 7.15 Do not seek to influence the procurement process by requesting meetings or contacting UK SBS or the Contracting Authority to discuss your Bid. If your Bid requires clarification the Buyer will contact you. All information secured outside of formal Buyer communications shall have no Legal standing or worth and should not be relied upon.
- 7.16 Do not contact any UK SBS staff or the Contracting Authority staff without the Buyers written permission or we may reject your Bid.
- 7.17 Do not collude to fix or adjust the price or withdraw your Bid with another Party as we will reject your Bid.
- 7.18 Do not offer UK SBS or the Contracting Authority staff any inducement or we will reject your Bid.
- 7.19 Do not seek changes to the Bid after responses have been submitted and the deadline for Bids to be submitted has passed.
- 7.20 Do not cross reference answers to external websites or other parts of your Bid, the cross references and website links will not be considered.
- 7.21 Do not exceed word counts, the additional words will not be considered.
- 7.22 Do not make your Bid conditional on acceptance of your own Terms of Contract, as your Bid will be rejected.

Some additional guidance notes

- 7.23 All enquiries with respect to access to the e-sourcing tool and problems with functionality within the tool must be submitted to Crown Commercial Service (previously Government Procurement Service), Telephone 0345 010 3503.
- 7.24 Bidders will be specifically advised where attachments are permissible to support a question response within the e-sourcing tool. Where they are not permissible any attachments submitted will not be considered as part of the evaluation process.
- 7.25 Question numbering is not sequential and all questions which require submission are included in the Section 6 Evaluation Questionnaire.
- 7.26 Any Contract offered may not guarantee any volume of work or any exclusivity of supply.
- 7.27 We do not guarantee to award any Contract as a result of this procurement
- 7.28 All documents issued or received in relation to this procurement shall be the property of the Contracting Authority. / UKSBS.
- 7.29 We can amend any part of the procurement documents at any time prior to the latest date / time Bids shall be submitted through Emptoris.
- 7.30 If you are a Consortium you must provide details of the Consortiums structure.
- 7.31 Bidders will be expected to comply with the Freedom of Information Act 2000 or your Bid will be rejected.
- 7.32 Bidders should note the Government's transparency agenda requires your Bid and any Contract entered into to be published on a designated, publicly searchable web site. By submitting a response to this ITQ Bidders are agreeing that their Bid and Contract may be made public
- 7.33 Your bid will be valid for 60 days or your Bid will be rejected.
- 7.34 Bidders may only amend the contract terms during the clarification period only, only if you can demonstrate there is a legal or statutory reason why you cannot accept them. If you request changes to the Contract terms without such grounds and the Contracting Authority fail to accept your legal or statutory reason is reasonably justified we may reject your Bid.
- 7.35 We will let you know the outcome of your Bid evaluation and where requested will provide a written debrief of the relative strengths and weaknesses of your Bid.
- 7.36 If you fail mandatory pass / fail criteria we will reject your Bid.
- 7.37 Bidders are required to use IE8, IE9, Chrome or Firefox in order to access the functionality of the Emptoris e-sourcing tool.
- 7.38 Bidders should note that if they are successful with their proposal the Contracting Authority reserves the right to ask additional compliancy checks prior to the award of any Contract. In the event of a Bidder failing to meet one of the compliancy checks

the Contracting Authority may decline to proceed with the award of the Contract to the successful Bidder.

- 7.39 All timescales are set using a 24 hour clock and are based on British Summer Time or Greenwich Mean Time, depending on which applies at the point when Date and Time Bids shall be submitted through Emptoris.
- 7.40 All Central Government Departments and their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further, the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement - including ensuring value for money and related aspects of good procurement practice.

For these purposes, the Contracting Authority may disclose within Government any of the Bidders documentation/information (including any that the Bidder considers to be confidential and/or commercially sensitive such as specific bid information) submitted by the Bidder to the Contracting Authority during this Procurement. The information will not be disclosed outside Government. Bidders taking part in this ITQ consent to these terms as part of the competition process.

- 7.41 The Government is introducing its new Government Security Classifications (GSC) classification scheme on the 2nd April 2014 to replace the current Government Protective Marking System (GPMS). A key aspect of this is the reduction in the number of security classifications used. All Bidders are encouraged to make themselves aware of the changes and identify any potential impacts in their Bid, as the protective marking and applicable protection of any material passed to, or generated by, you during the procurement process or pursuant to any Contract awarded to you as a result of this tender process will be subject to the new GSC. The link below to the Gov.uk website provides information on the new GSC:

<https://www.gov.uk/government/publications/government-security-classifications>

The Contracting Authority reserves the right to amend any security related term or condition of the draft contract accompanying this ITQ to reflect any changes introduced by the GSC. In particular where this ITQ is accompanied by any instructions on safeguarding classified information (e.g. a Security Aspects Letter) as a result of any changes stemming from the new GSC, whether in respect of the applicable protective marking scheme, specific protective markings given, the aspects to which any protective marking applies or otherwise. This may relate to the instructions on safeguarding classified information (e.g. a Security Aspects Letter) as they apply to the procurement as they apply to the procurement process and/or any contracts awarded to you as a result of the procurement process.

USEFUL INFORMATION LINKS

- [Emptoris Training Guide](#)
- [Emptoris e-sourcing tool](#)
- [Contracts Finder](#)
- [Equalities Act introduction](#)
- [Bribery Act introduction](#)
- [Freedom of information Act](#)