

REQUEST FOR PROPOSAL (RFP)

THE PROVISION OF THE LONDON GROWTH NETWORK DATA EVALUATION TOOL

Date:

15/02/17



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1 INTRODUCTION

This Request for Proposal (RFP) has been prepared by London & Partners Ltd (London & Partners).

The purpose of this Request for Proposal is to seek offers to supply development and support services for the development of an account managed data evaluation tool for the London Growth Network.

Persons to whom this Request for Proposal has been sent are invited to submit such offers in accordance with Section 4. Statement of Requirements contained within this Request for Proposal.

This document:

- (a) States the conditions which govern the Request for Proposal process (section 2).
- (b) Provides background information about London & Partners (section 3);
- (c) Describes the services which London & Partners seeks (section 4) and special information to be supplied by Respondents (section 5).

2 SPECIAL CONDITIONS OF RFP

2.1 Closing Date

RFP Responses will be received by email 5pm, on Wednesday 8th March. No extensions will be issued.

2.2 Lodging of Request for Proposal Responses

Submissions should be addressed to Beckie Macadie –
LGNprocurement@londonandpartners.com

Please name the subject of your email 'London Growth Network, Data Evaluation Tool Proposal'

Please send a corresponding hard copy to:

London Growth Network, Data Evaluation Tool Proposal, c/o Beckie Macadie, London & Partners, 6th Floor, 2 More London Riverside, SE1 2RR

2.3 Information to be provided with Request for Proposal

RFP Respondents shall ensure that all information specific in this document is supplied. Failure to provide all the information asked for may render the RFP invalid at the discretion of London & Partners.

2.4 Demonstrations

RFP submissions that meet the requirements stated in section 4 may be invited to provide a demonstration of their proposed solution(s).

2.5 Further Information

RFP respondents seeking further information regarding this Request for Proposal may do so in writing. The following email address will be the main contact source for all RFP respondents: LGNProcurement@londonandpartners.com

2.6 Notice of Intention / Request for Further Information

RFP respondents should notify the contact source above of their intention to make a submission one week after the RFP is issued so that all notifications and amendments can be forwarded. Failure to notify London & Partners will not eliminate the respondent from submitting a response but may result in the respondent having inaccurate information.

Additional information provided in response to an enquiry and which, in the opinion of the London & Partners, may affect all RFP respondents, will be provided to all RFP respondents in writing.

All questions by respondents should be asked in a generic fashion, thus enabling London & Partners to provide a response that can be distributed to all RFP respondents.

2.7 Late or Non-Compliant Request for Proposal Responses

Late or non-compliant RFP responses may not be considered by London & Partners.

2.8 Authority

RFP responses shall be accompanied by a cover letter executed by a signatory with the authority, on behalf of the respondent, to negotiate terms and conditions, consult with London & Partners, and execute any contracts related to this Request for Proposal.

2.9 Alterations, Erasures or Illegibility

RFP responses having alterations or erasures therein and in which prices are not legibly stated are liable to rejection at the discretion of London & Partners.

2.10 Collusion/ Joint Request for Proposal

RFP respondents will not approach or otherwise communicate with any other RFP respondent in relation to any RFP without the full knowledge of and prior written authorisation from London & Partners. A single joint RFP submitted to London & Partners by two or more RFP respondents is permitted at the discretion and written permission of London & Partners.

2.11 Corrections and Addenda to the Request for Proposal

Corrections and addenda to this Request for Proposal will be provided to all RFP respondents and will form part of this Request for Proposal. RFP respondents must acknowledge in writing receipt of corrections and addenda to this Request for Proposal.

2.12 Negotiations and further submissions

London & Partners may invite one or more of the RFP respondents to negotiate or make further submissions if deemed to be necessary.

2.13 Acceptance

The lowest price of any RFP will not necessarily be accepted as the preferred proposal. If London & Partners selects any preferred proposals for further negotiation or discussion, London & Partners will notify the preferred respondent in writing.

London & Partners reserves the right to reject one, some or all of the RFP responses submitted in response to this Request for Proposal.

London & Partners reserves the right to accept other than the lowest priced response for any reason at its discretion, the right to take the response it regards as most favourable as a basis for further negotiation with the respondent and the right to purchase services offered in this RFP in a phased manner to meet its needs.

2.14 Notification

Each RFP respondent will be notified in writing from London & Partners of the success or failure of their response.

2.15 Value Added Tax (VAT)

All prices quoted should be inclusive of VAT and clearly stated as such. RFP respondents must provide their Business Registration Number (Companies House Registration number) or provide a reason as to why one cannot be supplied.

2.16 Standard of Responses

The specifications contained herein are indicative of London & Partners' requirements and any services offered should be of at least the same standard and potential.

Respondents submitting alternative offers are advised also to submit a RFP in accordance with the specifications wherever possible.

2.17 Amendment of Request for Proposal

London & Partners reserves the right to raise or amend this specification and/or any other document prior to the closing date and the amendments will form part of this RFP.

2.18 Withdrawal of the Request for Proposal

London & Partners reserves the right to withdraw this Request for Proposal, or any part or parts of this Request for Proposal, at any time without giving reasons.

2.19 Statement of Compliance

It should also be made clear which of the requirements are also being met by the proposal.

Where an RFP respondent believes that it can offer an alternative which would have benefits for London & Partners, it is at liberty to do so. Such alternatives should be fully described and the advantages stated. Although the RFP respondent may offer an alternative, it will be in their interest to also submit a RFP against the requirement as presently defined in the Request for Proposal.

Responses must be concise and clear.

2.20 Confidentiality

The RFP respondent and London & Partners (each a "Party") agrees that it will not at any time, either during or after the RFP process divulge any information in relation to all or any of the other party's affairs or businesses or any fact or matter relating to this RFP process and each of the parties shall use its best endeavours to prevent the publication or disclosure of any information concerning the business of the other party or any of their dealings, transactions or affairs.

2.21 General Conditions of Contract

RFP Respondents should present their standard form of contract.

London & Partners reserves the right to vary the terms on which it will contract with the successful respondent, additionally it reserves the right to terminate the contract after the scoping phase and re-tender for the build phase.

2.22 No contract

Neither this Request for Proposal nor any response is intended to constitute an offer to any party. There shall be no contract between London & Partners and any respondent to the RFP unless and until a separate written legally binding agreement is executed by both parties.

2.23 Request for Proposal Costs



European Union

European Regional
Development Fund

London & Partners shall not be responsible for any costs incurred by RFP respondents in complying with this Request for Proposal or in any subsequent discussions or negotiations.

3 COMPANY BACKGROUND INFORMATION

3.1 General

London & Partners is a private company limited by guarantee. It is a not-for-profit public private partnership, funded by the Mayor of London and our network of commercial partners.

We work in partnership with organisations in London and across the world to deliver our vision and mission.

Our remit is to drive leisure and business visitors to London as well as bidding to secure major events in the capital, attract new foreign businesses (Foreign Direct Investment) and help existing foreign owned companies expand. We also promote the capital's universities to international students.

London & Partners employs approximately 180 staff in total with around 12 staff being situated overseas.

For more information, visit our website www.londonandpartners.com

Potential respondents should be aware that London & Partners is subject to public accountability responsibilities in terms of annual reporting to Greater London Authority, which may apply to any contract resulting from this tender process.

The London Growth Network is supported by the European Regional Development Fund through the provision of a 50% grant.

3.2 Independence and Integrity

London & Partners is prohibited from accepting the performance of any service, or the provision of any facility, where it is likely that the independence or integrity of London & Partners would be affected.

4 Project Brief

4.1 Overview

The London Growth Network Project is an initiative funded through the European Regional Development Fund (ERDF) and a GLA grant. It will be delivered by London & Partners, utilising existing teams as well as the recruitment of new members of staff. The project will form part of a wider range of business support initiatives supported by the Mayor of London as part of the London Growth Hub (www.growthhub.london).

The Scope of the Project:

The project will aim to assist in providing growth advice to SMEs. For those SMEs which fulfil the qualifying criteria, a minimum of 12 hours assistance will be provided. Once the project has been implemented, the following activities will be included within its scope:

1) SME Account Management

An account management team will be recruited to specifically focus on attracting SMEs who are either set up in London or want to expand into London. The account management team will offer a diagnostic service which evaluates what the SMEs current 'barriers to growth' are. They will then seek to help remove these barriers by matching SMEs with mentors who have previous experience.

2) Corporate Collaboration & Supply Chain Management

Part of the dedicated London Growth Network team will be responsible for developing and maintaining relationships with larger corporations who have an interest in learning about SME products. L&P will undertake to host networking events which seek to connect interested corporate parties with relevant SMEs to develop new business relationships.

3) London Outer Borough Proposition Assistance

As part of L&P's offering, marketing executives will work with the London Outer Boroughs to assist in the development of propositions to attract new businesses to these areas. The aim is to make the outer Boroughs more attractive to SMEs which are looking to expand in the capital but see the costs associated to zone 1 as being prohibitively expensive.

The project aims to assist 450 SMEs and create 150 new jobs. Project outputs will be delivered from Q3 2017.

A key component of this programme is a web based data evaluation tool, which will be completed by a London & Partners Account Manager through conversation with the SME client. This tool will have a series of questions (designed by London & Partners) which will identify the key barriers faced by the SME, including 'access to talent', 'access to finance' etc.

A full functional requirements document is attached to this submission as Appendix 1. Please complete this document as part of your RFP submission.

4.2 Organisation

The project is managed by the Head of the London Growth Network. This role is supported and responsible for seven account managers, who will hold relationships with the SME clients, Outer Boroughs, Mentors and Corporates. Four part-time marketing roles deliver the marketing strategy to the project. Administrative support is also provided.

The London Growth Network, is part of the Foreign Direct Investment directorate.

4.3 Critical Success Factors

The project aims to assist 450 SMEs and create 150 new jobs.

The web based data evaluation tool will be considered successful if the below requirements are met. (Appendix 1 provides the full range of functional and non-functional requirements which should be met).

1. The tool is a web based questionnaire which can be used to identify the SMEs' barriers to growth.
2. The tool expands or contracts based on answers to the questions. Basic AND/OR/IF conditions should be possible.
3. The tool can be edited by a London & Partners employee including the addition of aforementioned conditions.
4. The tool will enable the Account Management team to link information (web sources, links to SharePoint documents, notes etc.) to specific barriers (including if/or/unless exceptions) such that the 'report' (which will form the basis of the Growth Plan) will include a 'solutions' column for overcoming the specific barriers (i.e. crowdsourced from knowledge and experience of the entire account management team).
5. An early version of the tool is ready for testing prior to the May 2017 launch.
6. It is easy for the Account Managers to use and edit the questions and solutions sections, including the entire workflow and application of rules.
7. The front end of the tool will be visually appealing and consistent with London Growth Network branding (which will be provided).
8. The tool will fall well within the budget to ensure scope for changes if necessary.

4.4 Related Projects & Dependencies

This project forms part of a wider range of business support initiatives supported by the Mayor of London as part of the London Growth Hub initiative. The London Growth Hub aims to bring together London's vast business support offer under a single online portal at www.growthhub.london. The London Growth Hub portal will therefore act as a referral mechanism to the London Growth Network and vice versa.

It should be noted that the London Growth Hub functions as a simple entry point for start-ups, early stage small businesses and individuals looking to start or grow a business and will therefore not duplicate with the London Growth Network which will focus specifically on the barriers to growth faced by established SMEs with the capacity to scale-up. The London Growth Network tool will be utilised by London Growth Network account managers to diagnose barriers to growth, and assist in the development of a growth plan. SMEs will be able to register online for the London Growth Network via the Growth Hub and through business.London.

This is a new project at London & Partners and is dependent on the inter project activity of:

1. Brand development for the London Growth Network. The deadline for this is prior to the RFP at present.
2. Confirmation of the 'Barriers to Growth' questions for SMEs.
3. Confirmation of the end to end process.

4.5 Organisational Objectives

London & Partners, as the Mayor's promotional agency for the city, is dedicated to ensure both foreign and native companies are given the best opportunity to succeed in the city. The London Growth Network is an extension of the existing services we offer to support SMEs. The project is designed to support companies when they are most vulnerable to external challenges, specifically the barriers to growth we have identified and outlined below;

- Access to talent
- Access to finance
- Access to customers
- Access to relevant networks and events
- Brand awareness (marketing/PR)
- Regulatory challenges
- Access to trusted service providers
- Internal processes (strategy, HR, finance, time management etc.)
- Cyber Security & data protection
- Local knowledge

The project will run for a minimum of 3 years, during which time it is important the project remain flexible to include assistance for barrier which have not yet been identified, or which arise over the course of the project's lifecycle.

5 Key Information

Any RFP responses are required to include a completed copy of the Functional & Non Functional Requirements document contained in Appendix 1. Costs for the tool should be broken down where applicable. Any functionality which is additional must be clearly defined.

A timeline of build and implementation is required, as well as a proposed team structure.

If applicable, the respondent should include case studies of previous, similar work undertaken.

5.1 Assumptions

The solution provided in any RFP response must be fully inclusive. No further costs should be expected to be incurred in the implementation of the web based questionnaire.

5.2 Project Timeline

Indicate the timeline for responses and the selection process and the project start date. Also what the selection process involves e.g. shortlist, presentations, demonstrations, site visit.

Confirmation of RFP Submission – 1 week after RFP issued (Wednesday 22nd February)

RFP Submission Deadline – 3 weeks after RFP issued (Wednesday 8th March)

Presentations/RFP discussion – 1 -2 weeks following RFP submission deadline.
(Commencing Wednesday 15th March)

London & Partners are seeking to award the contract for the Web based questionnaire in March/April 2017.

5.3 Term

The Implementation contract will run for the period of implementation (to be defined with successful respondent) with an additional 3 months of support to be provided. There will be the option to extend this support contract beyond this period at the discretion of London & Partners.

5.4 Qualifications/Experience

The successful applicant should have a good understanding of ERDF procurement and compliance regulations.

Proof of previous experience (case studies) developing a similar system is preferable

5.5 Payment Arrangements

London & Partners payment terms are 30 days from the receipt of an invoice following receipt of goods or services.

Our preferred frequency of billing is quarterly.

All RFP respondents must agree to provide invoices in a format which is suitable for London & Partners. London & Partners preference is to pay its accounts by electronic funds transfer (EFT) direct to the nominated bank account of the supplier.

RFP respondents should state any discounts they offer for payments within certain time periods.

Prices provided by RFP Respondents are to be quoted in British Pounds and remain valid over six months. In addition, London & Partners reserves the right to purchase extra proposed options over time.

5.6 Evaluation criteria

All responses will be assessed only against the criteria published below, arranged in no particular order of priority. Respondents are advised in their own interest to address the criteria suitably to enable an accurate assessment to be made of their submission.



The submissions will be evaluated against the following evaluation criteria:

1. Value for money of total proposal
2. Options presented indicating optimising speed of implementation
3. Solutions against the requirements specifications (as set out in Section 4 of this RFP and associated appendix)
4. Ability and experience in providing support services to client (this will include satisfactory responses from reference sites)

5.7 Variation of Criteria

London & Partners reserves the right to vary the evaluation criteria at any time without giving its reasons. RFP respondents will be notified in writing of any such changes and given a reasonable time from the date of the letter notifying them of the change to make any necessary amendments to their RFP response document.

