**REQUEST FOR PROPOSAL (RFP)**

**(to be used for requirements over £25K excl VAT)**

**THE PROVISION OF BULK LANGUAGE TRANSLATION SERVICES TAILORED TO A TANGE OF DEFINED AUDIENCES**

Date: October 2019

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# INTRODUCTION

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

The purpose of this Request for Proposal is to seek offers to supply professional content translation services. These augment in-house capabilities providing consistent, scalable, high-quality translation of written content for use in a range of marketing materials and digital channels.

Persons to whom this Request for Proposal has been sent are invited to submit such offers in accordance with Section 5 Statement of Requirements contained within this Request for Proposal.

This document:

1. States the conditions which govern the Request for Proposal process (section 2)
2. Provides background information about London & Partners (section 3)
3. Describes the services which London & Partners seeks (section 5)
4. Supplier Questionnaire (section 7)
5. Commercial responses (section 8)

# SPECIAL CONDITIONS OF RFP

## Closing Date

RFP Responses should be submitted by email by 12pm midday on Friday 29th November 2019 London & Partners reserve the right to extend this deadline.

## Information to be provided with Request for Proposal

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

## Clarifications

RFP respondents seeking clarifications regarding this Request for Proposal may do so in writing and must be submitted by 23rd November 2019. Clarification responses will be sent to all suppliers ensuring transparency and fairness.

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.

The following email address will be the main contact source for all RFP respondents: procurement[@londonandpartners.com](mailto:rpalmer@londonandpartners.com)

## Notice of Intention / Request for Further Information

You should notify London & Partners on the address above of your intention to make a submission by 23rd November 2019. Failure to notify London & Partners will not eliminate you from submitting a response but may result in having inaccurate information throughout the process.

## Late or Non-compliant Request for Proposal Responses

London & Partners reserve the right to not consider non-compliant or late RFP responses.

## Authority

RFP submissions shall include a signed copy of the Form of Tender. If not provided you will be excluded from this procurement exercise.

## Collusion/ Joint Request for Proposal

RFP submissions shall include a signed copy of the non-collusive certificate. If not provided you will be excluded from this procurement exercise.

## 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.

## Notification

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

## Value Added Tax (VAT)

All prices quoted should be excluding 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.

## 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.

## Amendment of Request for Proposal

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

## 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.

## 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.

## General Conditions of Contract

London & Partners Standard Terms & Conditions Apply (please visit our website [www.londonandpartners.com](http://www.londonandpartners.com)).

## 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.

## Request for Proposal Costs

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.

# COMPANY BACKGROUND INFORMATION

## 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 a 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 200 staff in total. For more information visit our website [www.londonandpartners.com](http://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.

# Current Situation

We last procured translation services in [May 2017](https://landp.sharepoint.com/:w:/s/intranet/Projects/tech_stack/EX_Xugb3aldBh4nOQ858JFIBeXe5HCydSmJI0FvXJpRs9Q?e=w2WcNJ) as part of a wider tech transformation project. One goal was to automate translation via a new content management system (Sitecore). This has been partially achieved: the solution still requires manual intervention. In addition, London & Partners Plan 2021 strategy has fundamentally changed requirements, particularly on the leisure side (visitlondon.com). It requires a market specific approach to content creation and optimisation, making automation less practical i.e. one size does not fit all.

2016/17 (pre Plan 2021)

* visitlondon.com (B2C) c.25,000 English words translated into 4 European languages – French, Italian, German, Spanish.
* studylondon.ac.uk and london.cn (B2C) c. 18,000+ words translated into 4 languages.
* conventionbureau.london (B2B) c.5,000+ words translated into 3 languages.
* business.london (B2B) c.5,000+ words translated into 6 languages
* Mayor’s International Business Programme c.2000+ English Words in 2 languages <http://gotogrow.london/>

2018/19 (post Plan 2021)

* visitlondon.com and related email and social, and press releases (B2C) c. 7000 English words translated into 4 European languages – French, German, Italian and Spanish. 50% more in French than the other languages.
* studylondon.ac.uk and London.cn (B2C) and related email, social, press releases c. 3000 English words translated into 3 languages. Twice as much in Chinese as French and German.
* business.london (B2B) and related publications and PR c.19,000+ English words translated into 2 languages (French and German) plus 14,000 in Chinese.
* Visit London app (B2C) c.500+ English words translated into 4 languages, German, French, Italian, Spanish.
* Mayor’s International Business Programme publications c.2000+ English words translated into 2 languages, German, Chinese.

**Annual Estimate for New Contract (based on 2018/19). Subject to significant change due to one-off projects and changing workstreams**

* French c. 30,000 words
* German c. 27,000 words
* Chinese c. 22,000 words
* Spanish c. 5,000 words
* Italian c. 5,000 words

# Specification

We require high-quality accessible content for our international audiences which supports the following objectives:

* Engage London’s target audiences
* Improve London’s global reputation with target audiences
* Convince audiences to choose London and support businesses to grow in London

Language requirements: French (FR), German (DE), Spanish (ES), Italian (IT) and Simplified Chinese (CN). Additional language capabilities of agencies will be captured but not selected for including Japanese and Hindi in case future need arises.

In line with our audience-focussed approach to marketing, the selected agency will need to develop an understanding of the following audiences, London & Partners remit and brand values, so that these are reflected in the translation service and related glossaries.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Audience | **French** | **German** | **Italian** | **Spanish** | **Chinese** |
| **Leisure visitors** | Y | Y | Y | Y | Y |
| **Brand (multi audience)** | TBC | TBC | NA | NA | TBC |
| **Investors** | Y | Y | NA | NA | Y |
| **Students** | NA | NA | NA | NA | Y |
| **Event organisers** | NA | NA | NA | NA | TBC |

NA – not applicable TBC – to be confirmed Y – yes

The contract shall be awarded for an initial period of two (2) years, with the option for the Authority to extend for a further one (1) year.

The Supplier shall be able to provide all the following Services included in:

* Written Translation, Transcription and Ancillary Services

Translation in this context refers to the conversion of written documents into another language as text.

The below table outlines the essential requirements for our chosen supplier:

|  |
| --- |
| No minimum fee: we often want to translate small and medium sized pieces of copy (e.g. 5 words to 500 words). |
| No additional charges for translated copy already inserted into documents in standard formats, for e.g. PowerPoint, inline, PDF, MS Excel, InDesign, MS Word. |
| Acknowledgement of translation requests and delivery of translation timeline confirmation within 6 working hours GMT. |
| Able to support simultaneous projects (5-10 pieces of copy in the same or multiple languages) and therefore have the capacity to scale quickly and the ability to deliver within 24 hours. Most translation requests will be needed back within 1-3 working days however occasionally same day and pre-planned out of office hours turnaround may be required. |
| Experience translating for both B2B and B2C audiences.  London & Partners requirements span a wide and diverse customer base which requires a variety of specialisms. These shall include, but are not limited to, marketing, digital and social media, leisure tourism and business tourism, visas, higher education, business development and cutting-edge technology (for example: life sciences, urban, creative and tech). |
| Able to explain the difference between web and print copy. |
| Experience optimising content for SEO using keywords which have been provided. |
| Easy to work with: willingness to resolve issues with quality and delivery problems. Good ongoing communication. |
| Evidence you will treat us as an important client and provide a dedicated account manager. |
| Content translated by native speakers (e.g. French language experts from France rather than Canada). |
| All copy should be proofread by a second native speaker to ensure quality. |
| Ability to work with us transcreate copy, creating campaign collateral for example marketing collateral tailored & localised to resonate with specific international audiences. This is different to standard translation which we would expect to be natural verbatim (word for word reading as natively written copy). |
| Evidence of ability to create copy to match an editorial brand and style guide. |

The below table outlines the optional requirements from our chosen supplier:

|  |
| --- |
| Experience translating captions for audio/video recordings to written text. |
| Integration with our Sitecore CMS to automate translation. |

Suppliers shall be able to provide all the Mandatory Requirements relating to, Written Translation, Transcription and Ancillary Services

The Supplier shall provide an end to end service to the Contracting Authority, providing Language Service requirements, through its own Linguists and Linguists via Sub Contractors if required.

The Supplier shall be responsible for the compliance of the Sub Contractors used in accordance with the terms and conditions of the contract.

**We are in the process of redefining our goals for automated integration of translation service with Sitecore. We anticipate this will be included as a ‘nice to have’ and that associated costs should be separately defined.**

## RFP Timetable

|  |  |
| --- | --- |
| Request for Proposal Issued | 25 October 2019 |
| Clarification Deadline | 23 November 2019 |
| Response to Clarifications | 26 November 2019 |
| **Deadline for Proposal Responses** | 29 November 2019 |
| Evaluation Period | 29 November – 11 December 2019 |
| Contract Award Notice | 12 December 2019 |
| 10 Day Standstill Period | 12 December - 23 December 2019 |
| **Formal Contract Award** | 23 December 2019 |
| Contract Start Date | 13 January 2019 |

This procurement is intended to follow the timeline below but could be subject to change.

## Term and Termination

Contract will be for a period of 2 years with the option to extend for a further 1 year.

## Payment Arrangements

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

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 early settlement.

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

# 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:

Evaluation weighting

* Technical competence 60%
* Price 40%

|  |  |
| --- | --- |
| **Marks Available** | **Comments** |
| 0 | Not answered. |
| 1-3 | Extremely limited response that does not meet the requirement. |
| 4-6 | Limited response that partially meets the requirement but does not demonstrate an understanding of how to vary style, media or channels by audience type. Limited explanation of how the diverse needs of residents would be met. |
| 7-9 | Good response that mostly meets the requirement and demonstrates an understanding of how to adapt communications accordingly. Includes explanation of how the needs of residents would be met. |
| 10 | Comprehensive response that fully meets the requirement and is supported with good proposals & ideas for ensuring communications are appropriate for the various audience groups as specified. Backed up by creative example(s) used for previous client(s) or creative proposal specifically designed for London & Partners. |

Price calculations will be as follows:

The maximum marks available for this part of the Tender will be 40**%** and will be awarded to the lowest price Tender submitted. The remaining Tenderers will receive marks on a pro rata basis from the cheapest to the most expensive price.

The total price submitted by the Tenderer as part of the Pricing Document will be used for the purpose of this evaluation.

The calculation used is based on the following example:

Score = Lowest Tender Price     x 25 (Maximum available marks)

               Tender Price

For example, if three Tender Responses are received and Tenderer A has quoted £3,000 as their total price, Tenderer B has quoted £5,000 and Tenderer C has quoted £6,000 then the calculation will be as follows:

Tenderer A Score = £3000/£3000 x 25 (Maximum available marks) = 25

Tenderer B Score = £3000/£5000 x 25 (Maximum available marks) = 18

Tenderer C Score = £3000/£6000 x 25 (Maximum available marks) = 15

# Company Information

|  |  |  |
| --- | --- | --- |
|  | Potential supplier information | |
|  | Question | Response |
|  | Full name of the potential supplier submitting the information |  |
|  | Registered office address (if applicable) |  |
|  | Registered website address (if applicable) |  |
|  | Trading status   1. public limited company 2. limited company 3. limited liability partnership 4. other partnership 5. sole trader 6. third sector 7. other (please specify your trading status) |  |
|  | Date of registration in country of origin |  |
|  | Company registration number (if applicable) |  |
|  | Charity registration number (if applicable) |  |
|  | Head office DUNS number (if applicable) |  |
|  | Registered VAT number |  |
|  | If applicable, is your organisation registered with the appropriate professional or trade register(s) in the member state where it is established? | Yes ☐  No ☐  N/A ☐ |
|  | If you responded yes to 1.1(i) - (i), please provide the relevant details, including the registration number(s). |  |
|  | Is it a legal requirement in the state where you are established for you to possess a particular authorisation, or be a member of a particular organisation in order to provide the services specified in this procurement? | Yes ☐  No ☐ |
|  | If you responded yes to 1.1(j) - (i), please provide additional details of what is required and confirmation that you have complied with this. |  |
|  | Trading name(s) that will be used if successful in this procurement |  |
|  | Relevant classifications (state whether you fall within one of these, and if so which one)   1. Voluntary Community Social Enterprise (VCSE) 2. Sheltered Workshop 3. Public service mutual |  |
|  | Are you a Small, Medium or Micro Enterprise (SME)? | Yes ☐  No ☐ |
|  | Details of Persons of Significant Control (PSC), where appropriate:  - Name;  - Date of birth;  - Nationality;  - Country, state or part of the UK where the PSC usually lives;  - Service address;  - The date he or she became a PSC in relation to the company (for existing companies the 6 April 2016 should be used);  - Which conditions for being a PSC are met;  - Over 25% up to (and including) 50%,  - More than 50% and less than 75%,  - 75% or more.  (Please enter N/A if not applicable) |  |
|  | Details of immediate parent company:    - Full name of the immediate parent company  - Registered office address (if applicable)  - Registration number (if applicable)  - Head office DUNS number (if applicable)  - Head office VAT number (if applicable)  (Please enter N/A if not applicable) |  |
|  | Details of ultimate parent company:  - Full name of the ultimate parent company  - Registered office address (if applicable)  - Registration number (if applicable)  - Head office DUNS number (if applicable)  - Head office VAT number (if applicable)  (Please enter N/A if not applicable) |  |

# Procurement Questionnaire

|  |  |  |  |
| --- | --- | --- | --- |
| **RFP Question 1 – Team Structure** | | | |
| **3.1** | Please provide a team structure and information of the team who will be working on our account   * What is their experience, do your translators have experience of creating content for our key markets and audiences? * Do you subcontract or outsource translation and what impact does this have on delivery? * Are the translators translating into their native language to create natural content?   Word count 2000 | **Weighting**  **10%** | |
| *Enter response here:* | |

|  |  |  |  |
| --- | --- | --- | --- |
| **RFP Question 2 – Contract Management** | | | |
| **3.1** | Please provide information on how you will manage our account   * How will you manage the process of requesting and delivering? * How will you manage an urgent translation request? * How will you manage a complaint from us about a piece of translation work?   Is there a minimum fee for translation requests?  Word Count 2000 | **Weighting**  **10%** | |
| *Enter response here:* | |

|  |  |  |  |
| --- | --- | --- | --- |
| **RFP Question 3 – Experience** | | | |
| **3.1** | Please provide at least 2 examples of where you have worked on similar contracts and describe any challenges you faced and how you dealt with them.  2000 words for each example | **Weighting**  **10%** | |
| *Enter response here:* | |

|  |  |  |  |
| --- | --- | --- | --- |
| **RFP Question 4 – Marketing and Specialist Subjects** | | | |
| **3.1** | * Experience of working on Marketing Campaigns. What sectors have you worked in? Are your translators able to transcreate and co-create content in addition to providing natural translations?   *(Maximum word count 2,000)* | **Weighting**  **10%** | |
| *Enter response here:* | |

|  |  |  |
| --- | --- | --- |
| **RFP Question 5 – Translation test** | | |
| **3.1** | * Please see attached “Translation Copy” document. Please translate this into Chinese, French and German.   *(Maximum word count 2,000)* | **Weighting**  **60%** |
| *Enter response here:* | |

# Commercial Submission

Financial Submission – 40%

Our Tender Price for the provision of the goods/services referred to in the Specification is as detailed in the table below:

***You will need to submit your pricing on the attached excel spreadsheet within the tender documents. The table below is there for your ease of reference.***

This price does include Value Added Tax and is for the whole of the Contract Period.

Costs shall be fully inclusive (i.e. inclusive of all travel costs, subsistence, accommodation etc).

|  |  |
| --- | --- |
| Service | Price - £ |
| Transcreate Fee |  |
| Price for inside 24hr turnaround |  |
| Admin/Project Management Fee |  |
| Price Per Word – French |  |
| Price Per Word - German |  |
| Price Per Word – Chinese |  |
| Price Per Word - Spanish |  |
| Price Per Word - Italian |  |

# Non Collusive Tendering Certificate

To: XXXXX

The potential supplier warrants that this is a bona fide Tender and:

1. We certify that this proposal is submitted in good faith and that we have not fixed or adjusted the proposal by or under or in accordance with any agreement or arrangement with any other person or party. We also certify that we have not, and we undertake that we will not, before the award of any contract do the work:

a) communicate to any person other than London & Partners Limited, or a person duly authorised on their behalf the Tender amount or approximate amount of the Tender or proposed Tender, except where the disclosure, in confidence, of the approximate amount of the Tender was necessary to obtain insurance premium quotations required for the preparation of the Tender;

b) pay, give or offer or agree to pay or give any sum of money or other valuable consideration directly or indirectly to any person(s) for doing or having done or causing or having caused to be done in relation to any other Tender or proposed Tender for the work, any act or thing of the sort described at 1 or a) above;

c) tried to obtain information about anyone else’s bid or proposed bid;

d) made arrangements with anyone else about whether or not they must bid except for the purposes of forming a joint venture to bid for this work.

2. We certify that the prices in this Tender have been arrived at independently without communication, consultation, agreement or understanding for the purpose of restricting competition with any other potential supplier or competitor.

3. We certify no attempt has been made or will be made by the potential supplier to induce any other person or firm to submit or not submit a Tender for the purpose of restricting competition.

4. We agree that London & Partners may, in consideration of the offer and in any subsequent actions, rely upon the statements made in this Certificate.

Definitions in this Certificate:

"Person(s)" includes any person(s) and anybody or association corporate or unincorporated;

"any agreement or arrangement" includes any transaction, formal or informal and whether legally binding or not; and

"the work" means the work in relation to which this proposal is made.

Dated this . . . . . . . . . . . . . . . . day of . . . . . . . . . . . . . . 2019

Signature: . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .

## Form of Tender

To: **London & Partners**

**2 More London Place**

**London**

**SE1 2RR**

Date: [*Tenderer to insert date*]

Tender for *(insert name of tender)*

Having read carefully the Request for Proposal for ***(insert name of tender)*** (the “RFP”) and all other Procurement Documents issued by or on behalf of London & Partners in connection with that RFP, and being fully satisfied in all respects with the requirements of that RFP (including the Contract set out in Section 4 of Part A of the RFP):

1. I/We hereby offer to provide the Services specified in the Specification set out in Section 1 sub-section 5 of Part A of the RFP and to perform the contract in accordance with the Contract set out in Section 4 of Part A of the RFP and our Tender (including, without limitation, the Pricing Schedule annexed to this Form of Tender).
2. I/We confirm that if our Tender is accepted I/we will upon demand:
   1. produce evidence that all relevant insurances and compliance certificates required by the Procurement Documents issued by or on behalf of London & Partners in connection with the RFP (including, without limitation, the Contract) are in force; and
   2. execute the Contract Documents in the form attached to the RFP.
3. We agree that my/our Tender shall constitute an irrevocable unconditional offer which may not be withdrawn for a period of not less than 90 days from the date hereof.

Unless and until a formal Contract is prepared and executed, this Tender, together with your written acceptance thereof, shall (subject to any period of standstill) constitute a binding contract between us.

We understand and acknowledge that London & Partners is not bound to accept any Tender.

This Tender shall remain open for acceptance by **London & Partners** for a period of not less than 90 days after the due date for return of Tenders specified in the **RFP**.

I warrant that I have all the requisite corporate authority to sign this Tender.

Signed for and on behalf of [*insert name of Tenderer*]:

Signature:

Name:

Date:

PLEASE NOTE – Failure to sign this Form of Tender will result in the rejection of your Tender.