

# **REQUEST FOR PROPOSAL (RFP)**

**THE PROVISION OF COPYWRITING – BOROUGH ENGAGEMENT**

Date: 14/09/17

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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 copywriting tasks to support London & Partners' London Growth Network ERDF activity through to the end of 2018.

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 and information to be supplied by Respondents (section 4).

## **2 SPECIAL CONDITIONS OF RFP**

### **2.1 Closing Date**

RFP Responses will be received by email 5pm, on **Friday 29 September 2017**.  
No extensions will be issued.

### **2.2 Lodging of Request for Proposal Responses**

Submissions should be addressed to Priscilla Padroni at  
[LGNProcurement@londonandpartners.com](mailto:LGNProcurement@londonandpartners.com)

Any hard copy supporting information if applicable can be sent in duplicate to

Priscilla Padroni  
London & Partners  
6<sup>th</sup> Floor  
2 More London  
London  
SE1 2RR

Please name the subject of your email: LGN Copywriting

### **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 Presentation**

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](mailto: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 by Friday 22<sup>nd</sup> September 2017 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 Notification**

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

## **2.14 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.

## **2.15 Standard of Responses**

The specifications contained herein are indicative of London & Partners's 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.

### **2.16 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.

### **2.17 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.

### **2.18 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.

### **2.19 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.

### **2.20 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.

### **2.21 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.

## 3 BACKGROUND INFORMATION

### 3.1 London & Partners

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 organizations 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 190 staff in total with around 15 staff being situated overseas.

### 3.2 The project

The London & Partners' London Growth Network is a new initiative aiming to help London-based SMEs to overcome their barriers to growth and to grow across London (including the outer boroughs). The project will provide ongoing guidance and support in the form of a tailored growth plan, a dedicated account manager, events & workshops, access to experts via the mentoring programme and opportunities to collaborate with large corporates.

London & Partners has gained funding for **£3,070,940** from European Regional Development Fund programme (ERDF) to deliver the London Growth Network (**LGN**).

The London Growth Network will:

- Maintain and significantly increase the growth of London-based foreign-owned SMEs across London
- Enhance the productivity of foreign and London-owned SMEs by supporting collaboration with larger corporates and accessing supply chains
- Increase engagement and understanding with the outer boroughs, leading to development of compelling propositions.

The London Growth Network aims to support 450 SMEs over three years, roughly amounting to 150 companies per year. This in turn aims to create 150 jobs and £100 million for the London economy by the end of the project.

Companies awarded a place on the scheme, will be offered the following bespoke support and services:

- Growth Diagnostic
- Dedicated account management
- Mentoring from entrepreneurs
- Mentoring and access to corporates



- Peer to peer networking events.

**Target Audience:**

We are looking to target quality SMEs (fewer than 250 employees and a turnover of less than 50M euros). They should have at least 3 full time employees and a minimum viable product.

Given the limited resources available we will focus on the high value sectors within London:

- Life sciences
- Digital/Tech
- Creative industries
- Media
- Telecoms.

We are talking to companies who are already based in London who are looking to expand their operations across the city and companies who are looking to set up in London. We want them to consider all the London boroughs and not to focus solely on zone 1.

**Borough Engagement**

A key element of removing barriers to growth for businesses is to be better able to articulate the competitiveness of all parts of London not just the central districts. We therefore need to engage with the boroughs early on to obtain their support.

We are sourcing data from the boroughs directly including info on sector clusters, business support, council run programmes, workspaces, university/college links, transport links and future projects as well as suggestions of case studies.

We are onboarding boroughs to the programme in tranches of 4-6. One tranche is already live (see <http://business.london/business-growth-programme/insights>) and another tranche will go live in October 2017.

**What are the barriers to growth for London SMEs?**

- 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.

For more information visit our website: <http://business.london>

## 4 Tender Brief

### 4.1 Scope of the Services

The purpose of the tender is to appoint a supplier for copywriting tasks to support London & Partners' London Growth Network ERDF activity through to the end of 2018.

The scope:

As part of the London Growth Network, London & Partners is looking to highlight the London boroughs as business hubs offering growth opportunities to SMEs based in the area. As a result, London & Partners is looking for a supplier that can demonstrate specialist experience writing for a business to business audience.

The audiences the supplier may be asked to write for include, but are not limited to:

- London SMEs
- Stakeholders such as the local business ecosystem (workspaces, business support organisations)
- London borough business representatives.

10 boroughs have already had content drafted. London & Partners will require copywriting for the remaining 22 boroughs – to be carried out over a period to the end of 2018. Written content will include:

- 2 case studies per borough of local companies highlighting the boroughs
- 2 short articles per borough to be housed on the website detailing strengths of the boroughs
- Short intro overviews for the website
- Key facts for infographics
- Other ongoing content for social channels

See <http://business.london/business-growth-programme/boroughs/hounslow> as an example.

Please note content for articles will have already been sourced from the boroughs but the supplier will be required to sift through this content to create two compelling articles for each of the boroughs. The decision on the topics for the articles will be taken in conjunction with London & Partners and the relevant borough representatives. For case studies, the supplier will be put in contact with local companies to conduct appropriate interviews (in person is preferred). Case studies will need to be approved by the local company, the borough and London & Partners. Please note that the supplier will be expected to make as many copy amends as required within any quotes provided to London & Partners.

Please note that London & Partners will require the copyright to all content drafted for the company.

Delivery timescale:

Tranche No	Starting Engaging with companies and sifting through data	Content complete
Tranche 3 (4-6 boroughs)	November 2017	31 <sup>st</sup> December 2017
Tranche 4 (4-6 boroughs)	March 2018	30 <sup>th</sup> April 2018
Tranche 5 (4-6 boroughs)	July 2018	31 <sup>st</sup> August 2018
Tranche 6 (4-6 boroughs)	November 2018	31 <sup>st</sup> December 2018

#### **4.2 Information to be supplied by Respondents**

Interested parties are asked to provide the following information as part of their response:

- At least three examples of content similar to that required by London & Partners. They should reflect different content – e.g. one case study, one article and one social post.
  - Explanation of how this was disseminated, and the outcomes of this work
- Respondents are required to quote their (all-inclusive) daily rates as consultants, as well as the individual costs of the three samples to be provided as outlined above.
- Information on skills and experience of staff who will undertake the work
- Show how and to what level the supplier is able to be flexible for London & Partners – i.e. commissions at short notice; able to provide at least one point of contact consistently throughout any given project
- Demonstration of understanding of the audiences London & Partners is targeting, including its stakeholder landscape
- Demonstration of how the supplier has worked with multiple stakeholders for projects
- Your proposed activities to deliver the work as per requirements listed in the Scope of Service of this document
- It is essential for parties to provide evidence of their experience writing for a business to business. It is desirable that they have an understanding and experience of writing about inward investment
- Budget
- Declaration of any (potential) conflicts of interest that may rise through working on this project.

#### **4.3 Breakdown/Phasing**

The procurement timetable is as follows:

- Deadline for receipt of quotations: 5pm on 29<sup>th</sup> September 2017 for hard copies and electronic copy.
- Evaluation and selection: 9<sup>th</sup> - 13<sup>th</sup> October 2017

- Interview/Presentations– Week commencing 23<sup>rd</sup> October 2017
- Notification of preferred supplier – 30<sup>th</sup> October 2017
- Standstill period - 10 days
- Indicative start date of contract – 15<sup>th</sup> November 2017.

## 5 Evaluation criteria

### 5.1 Critical Success Factors

London and Partners will evaluate all quotations on the following criteria:

- Understanding of brief
- Relevant experience
- Quality of the proposal
- Value for money.

### 5.2 Exclusion Criteria

Tenderers shall be excluded from participation in a procurement procedure if:

- they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations
- they have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata
- they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify
- they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed
- they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the European Union's financial interests
- following another procurement procedure or grant award procedure financed by the European Union budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

### 5.3 Selection Criteria

Tenderers should have the necessary financial, economic, technical and professional capacity to perform their obligations under the contract.

- **Professional Information**

The Tenderer must provide evidence of enrolment (declaration or certificates) in one of the professional or trade registers, in the country of establishment.

- **Financial and Economic Capacity**

Evidence of financial and economic standing shall be furnished by the following documents and minimum requirements:

(a) Copy of the financial statements (balance sheets and profit and loss accounts) for the last two (2) financial years for which accounts have been closed, where publication of the accounts is required under the company law of the country in which the economic operator is established.

If the tenderer is not obliged to publish its accounts under the law of the state in which it is established, a copy of audited accounts for the last two (2) financial years should be presented.

(b) A statement of the average turnover of the last two (2) financial years for which accounts have been closed.

- **Technical and professional capacity**

The evidence provided of the relevant background and technical capacity of the Tenderer shall cover the following aspects: a) Report presenting the company and describing its activities; b) Native-level proficiency of English; c) Tenderer should provide a list of references (minimum 2, public or private) and the main services provided over the last three years for similar contracts including their relevant contact details.

## 5.4 Award Criteria

**5.4.1 Quality of the Offer.** Once the Tenderer has demonstrated the appropriate capacity to perform the Contract on the grounds of the selection criteria, the offer will be assessed on the basis of the award criteria.

No	Qualitative Award Criteria	Weighting (max. points)
Criteria 1	Understanding of the brief and compliance with the requirements listed in the Scope of Service of this document.	20%
Criteria 2	Quality of written content	30%
Criteria 3	Team skills	20%
Criteria 4	Relevant experience	30%
<b>Total Qualitative Points (QP)</b>		<b>100%</b>

Minimum attainment per criterion. Offers scoring less than 50% for any criterion will be deemed to be of insufficient quality and eliminated from further consideration.

Minimum attainment overall. Offers scoring less than 60% after the evaluation process will be considered to be of insufficient quality and eliminated from the following phase.

**5.4.2 Price.** The offer will be assessed based on the best value for money. The qualitative award criteria points will be weighted at 50% in relation to the price.

**5.4.3 Presentation.** The Tenderers representing the top 3 may be invited to present to a panel representing LGN. The presentations will last up to 60 minutes including time for questions and answers. The presentation team should comprise no more than 4 people, including those who would provide the Services. The presentation will be based upon the Tenderers original response and give the tenderer the opportunity to detail how they will provide the services and give greater clarity to their tender responses. The presentations will take place at the London & Partners offices in London. The presentation stage contributes to the determination of the final award of contract. The presentation stage shall be scored by the panel and based upon the Tenderer's understanding of the LGN's needs and the services required, and their overall technical submission. Marks of 0 – 4 will be allocated using the scoring definitions stated below. The total marks received during the tender stage will be adjusted up or down based on the presentation and clarifications. The final ranking will be determined from the final marks allocated following the presentation stage.

Grade	Quality	Description
0	Totally inadequate response	No confidence that the Tenderers can meet the requirement.
1	Poor response	Very limited and or poor quality of evidence provided that supports that the tenderer meets little of the requirement with major concerns that leads to the conclusion of a low level of confidence that the tenderer can meet the requirement.
2	Reasonable response	Evidence provided that supports that the tenderer meets most of the requirement with minor concerns that leads to the conclusion of a mid-level of confidence that the tenderer can meet the requirement.
3	Good response	Evidence provided that supports that the tenderer meets the entire requirement

		that leads to the conclusion of a mid to high level of confidence that the tenderer can meet the requirement.
4	Excellent response	Comprehensive evidence provided that supports that the tenderer meets all of the requirement that leads to the conclusion of a high level of confidence that the tenderer has the required skills, experience or resources required.

## 6 AWARD OF THE CONTRACT

The contract will be awarded to the offer which is the most cost effective (offers the best value for money) which obtains the highest number of points after the tender evaluation on the basis of the ratio between the quality criteria (50%) and the price (50%)\*, adjusted on the result of the presentation and clarifications.

\*The following formula will be used:

$$TWP = (QP \times 0.5) + (PP \times 0.5)$$

Where;

QP = Qualitative points PP = Weighted price points TWP = Total weighted points score

In case the successful tenderer is unable to sign the contract for any reasons, the Contracting Authority reserves the right to award the contract to other tenderers as per the ranking order established following the evaluation procedure.

### 6.1 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.



## **7 ESTIMATED CONTRACT VALUE**

The maximum value for this contract is **£30,000 + VAT**.

### **7.1 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 monthly.

All RFP respondents must agree to provide invoices in a format which is suitable for London & Partners. London & Partners will pay 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.