

# **LONDON**

**& PARTNERS**

## **REQUEST FOR PROPOSAL (RFP)**

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

**THE PROVISION OF AN EMAIL SERVICE PROVIDER TO MANAGE AND DELIVER OUR  
ELECTRONIC COMMUNICATIONS**

Date: January 2020

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## **1 INTRODUCTION**

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

The purpose of this Request for Proposal is to seek offers to supply an Email Service Provider.

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:

- (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 5)
- (d) Supplier Questionnaire (section 7)
- (e) Commercial responses (section 8)

## **2 SPECIAL CONDITIONS OF RFP**

### **2.1 Closing Date**

RFP Responses should be submitted by email by 12:00pm on Friday 14 February 2020. London & Partners reserve the right to extend this deadline.

### **2.2 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.

### **2.3 Clarifications**

RFP respondents seeking clarifications regarding this Request for Proposal may do so in writing and must be submitted by 3:00pm on Friday 7 February 2020. 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:procurement@londonandpartners.com)

### **2.4 Notice of Intention / Request for Further Information**

You should notify L&P on the address above of your intention to make a submission by **Friday 7 February 2020**. Failure to notify London & Partners will not eliminate you from submitting a response but may result in having inaccurate information throughout the process.

### **2.5 Late or Non-compliant Request for Proposal Responses**

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

### **2.6 Authority**

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

### **2.7 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.

## **2.8 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.

## **2.9 Notification**

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

## **2.10 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.

## **2.11 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.

## **2.12 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.

## **2.13 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.

## **2.14 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.

## **2.15 General Conditions of Contract**

London & Partners Standard Terms & Conditions Apply (please visit our website [www.londonandpartners.com](http://www.londonandpartners.com) ). These have also been attached as part of the published documents.

## **2.16 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.

## **2.17 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 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 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.



## 4 CURRENT SITUATION

We've used multiple ESPs over the last 10 years, but since 2013 we have solely used dotdigital to manage and deliver our electronic communications to various B2B and B2C audiences across London & Partners' brands.

Each brand currently has a separate child account, with "active subscriber" databases of:

- London & Partners – 64k
- Visit London – 700k
- Study London – 154k

Return Path certified, we currently send just less than 30 million emails per annum, estimating that we will continue to do so going forward, too.

For us, Email plays an important part in helping support our business objectives of:

- revenue generation
- pipeline nurturing and lead generation
- engagements

## 5 SPECIFICATION

We require a fixed, permanent ESP to cover the next three years (initial two years and an additional year extension). The chosen provider is expected to offer a robust set of omnichannel marketing tools to help deliver engaging conversations across our channels.

These include:

- Email Marketing
- SMS / WhatsApp
- Social
- Mobile
- Ads
- Web

Email Marketing at the core, it is expected that the suite of tools cover:

- Standard email marketing mechanics, including advanced creation and delivery
- Customer profile management and targeting options
- Automation and personalisation
- Integration options – in particular, with Salesforce and Sitecore
- Evaluation and tracking
- Support and customer service

Securing an ESP for the next three years will enable us to continue delivering the volume and quality of activity, as well as continue to develop Email Marketing, as a channel, for multiple audiences. A fresh look at the current state of the market will ensure we're using the best fitting ESP for our current and future needs, and budget. In terms of integrations, the chosen provider is expected to integrate directly with Sitecore and Salesforce.

### 5.1 RFP Timetable

Request for Proposal Issued	Wednesday 15 January 2020
Clarification Deadline	Friday 7 February 2020
Response to Clarification	Monday 10 February 2020
<b>Deadline for RFP Responses</b>	<b>Friday 14 February 2020 – 3.00pm</b>
Evaluation	Monday 17- Friday 28 February 2020
Clarification Presentations	W/C 9 March 2020
Contract Awarded	Monday 16 March 2020
<b>Contract start date</b>	<b>Friday 01 May 2020</b>

This procurement is intended to follow the timeline above but may be subject to change

## **5.2 Term and Termination**

Contract will be for a period of two years with the option to extend for a further one year

## **5.3 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.

## 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 top three scorers will be invited to present their product on **w/c 09/03/20**. The purpose of these meetings will be to clarify the responses you provided in your written proposal. Earlier scores can and will be amended based on your ability to confirm/clarify your given answers, in situ.

**All Suppliers must be able to attend presentations on the weeks specified.**

The submissions will be evaluated against the following evaluation criteria:

### Evaluation weighting

- Technical competence: 70%
- Price: 30%

Mark	Comment
0	Failed to provide confidence that the proposal will meet the requirements. An unacceptable response with serious reservations.
1-3	A Poor response with reservations. The response lacks convincing detail with risk that the proposal will not be successful in meeting all the requirements.
4-6	Meets the requirements – the response generally meets the requirements, but lacks sufficient detail to warrant a higher mark.
7-9	A Good response that meets the requirements with good supporting evidence. Demonstrates good understanding.
10	An Excellent comprehensive response that meets the requirements. Indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.

Price calculations will be as follows:

The maximum marks available for this part of the Tender will be **30%** 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 the following:

$$\text{Score} = \frac{\text{Lowest Tender Price}}{\text{Tender Price}} \times 30 \text{ (Maximum available marks)}$$

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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 =  $\text{£}3000/\text{£}3000 \times 30$  (Maximum available marks) = 30

Tenderer B Score =  $\text{£}3000/\text{£}5000 \times 30$  (Maximum available marks) = 18

Tenderer C Score =  $\text{£}3000/\text{£}6000 \times 30$  (Maximum available marks) = 15

## 7 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 a) public limited company b) limited company c) limited liability partnership d) other partnership e) sole trader f) third sector g) 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 <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/>
	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	Yes <input type="checkbox"/> No <input type="checkbox"/>

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	specified in this procurement?	
	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) a) Voluntary Community Social Enterprise (VCSE) b) Sheltered Workshop c) Public service mutual	
	Are you a Small, Medium or Micro Enterprise (SME)?	Yes <input type="checkbox"/> No <input type="checkbox"/>
	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)	

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	<ul style="list-style-type: none"><li>- Head office DUNS number (if applicable)</li><li>- Head office VAT number (if applicable)</li></ul> <p>(Please enter N/A if not applicable)</p>	
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## 8 PROCUREMENT QUESTIONNAIRE

Cost		
<b>8.1.1</b>	<p><i>For the perfect product, we have an absolute maximum budget of £150k to cover the initial two-year contract, plus additional extension year.</i></p> <p>1. <i>Does your three year, inclusive of VAT, total come in at under this price point?</i></p> <p><i>(Maximum word count 2,500)</i></p>	<b>Pass/Fail</b>
<p><i>Enter response here:</i></p>		

Dedicated IP address		
<b>8.1.2</b>	<p><i>Being Return Path certified and needing to remain accountable for our own reputation, we require a dedicated IP address.</i></p> <p>1. <i>Do you offer dedicated IP addresses to process and send emails, even if for additional cost?</i></p> <p><i>(Maximum word count 2,500)</i></p>	<b>Pass/Fail</b>
<p><i>Enter response here:</i></p>		

Account structure		
<b>8.1.3</b>	<p><i>As we own multiple brands, each with unique campaigns, data and subsequent suppression lists - we require individual accounts to serve each of these, separately.</i></p> <p>1. <i>Does your platform allow multiple user and/or child accounts, each completely independent from each other?</i></p> <p><i>(Maximum word count 2,500)</i></p>	<b>Pass/Fail</b>
<p><i>Enter response here:</i></p>		



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Integrations - Salesforce		
8.1.4	Does your system offer two-way, out-of-the-box integration with Salesforce? (Maximum word count 2,500)	Pass/Fail
	Enter response here:	

Integrations - Sitecore		
8.1.5	Does your system offer two-way, out-of-the-box integration with Sitecore? (Maximum word count 2,500)	Pass/Fail
	Enter response here:	

Demo accounts		
8.1.6	Are you able to provide us with a test environment to help us get a feel for the platform to better understand, first-hand, its limitations/capabilities? (Maximum word count 2,500)	Pass/Fail
	Enter response here:	

Send volumes		
8.1.7	Are you able to support the sending of up to 30 million emails, each year, with no monthly send caps – with varying volumes across multiple user accounts? (Maximum word count 2,500)	Pass/Fail
	Enter response here:	

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Account management		
8.2.1	<p>Please provide information on how you'll manage our account.</p> <ol style="list-style-type: none"> <li>Are there dedicated Account Managers assigned to each client?</li> <li>How do you take a proactive approach to account management?</li> <li>Do you offer levels of account management? i.e. standard levels up to strategic support. If so, what are the costs involved?</li> </ol> <p>(Maximum word count 2,500)</p>	<p><b>Weighting</b> <b>10%</b></p>
	<p>Enter response here:</p>	

Platform scope – Omnichannel marketing		
8.2.2	<p>Please provide information on the platform's ability to cover:</p> <ol style="list-style-type: none"> <li>General Email Marketing (basic and advanced)</li> <li>Responsive email templates and mobile optimisations</li> <li>Drag and drop functionality</li> <li>Advanced personalisation</li> <li>A/B and multi-variant testing</li> <li>WhatsApp or new/emerging technologies (e.g. Sina Weibo, etc.)</li> <li>Integrated survey tools</li> <li>Forms and landing pages</li> <li>Inbox and spam testing</li> <li>Image hosting/management</li> </ol> <p>(Maximum word count 2,500)</p>	<p><b>Weighting</b> <b>20%</b></p>
	<p>Enter response here:</p>	

Platform scope – Automation		
8.2.3	<p>Please provide information on the platform's ability to cover:</p> <ol style="list-style-type: none"> <li>Marketing programmes and automation</li> <li>Triggered campaigns</li> <li>Lead scoring / event triggers / abandoned browse</li> </ol> <p>(Maximum word count 2,500)</p>	<p><b>Weighting</b> <b>20%</b></p>
	<p>Enter response here:</p>	

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### Platform scope – Data and segmentation

<b>8.2.4</b>	<p><i>Please provide information on the platform's ability to cover:</i></p> <ol style="list-style-type: none"> <li><i>1. Data storage, querying and segmentation</i></li> <li><i>2. Suppression management</i></li> <li><i>3. Custom data fields</i></li> <li><i>4. Data migration</i></li> <li><i>5. Real-time integration with Salesforce</i></li> <li><i>6. Real-time integration with Sitecore</i></li> </ol> <p><i>(Maximum word count 2,500)</i></p>	<p><b>Weighting 20%</b></p>
<p><i>Enter response here:</i></p>		

### Platform scope - Reporting

<b>8.2.5</b>	<p><i>Please provide information on the platform's ability to cover:</i></p> <ol style="list-style-type: none"> <li><i>1. Top-line campaign reporting</i></li> <li><i>2. Engagement/interaction deepdiving/filtering</i></li> <li><i>3. Email client breakdown</i></li> <li><i>4. Removals and suppressions</i></li> <li><i>5. Integration with Google Analytics</i></li> <li><i>6. Split/variant testing and results</i></li> </ol> <p><i>(Maximum word count 2,500)</i></p>	<p><b>Weighting 20%</b></p>
<p><i>Enter response here:</i></p>		

### Ramping up dedicated IP addresses

<b>8.2.6</b>	<p><i>Moving dedicated IP addresses must be done with caution. Can you explain how you warm new IP addresses, how successfully you do this, your average time frame for this plan, and if/how you're able to navigate the transition period were we to have an overlap of providers.</i></p> <p><i>(Maximum word count 2,500)</i></p>	<p><b>Weighting 10%</b></p>
<p><i>Enter response here:</i></p>		

## **9 COMMERCIAL SUBMISSION**

Financial Submission – 30%

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

This price does not include Value Added Tax and is for the whole of the Contract Period.

Costs shall be fully inclusive (ie inclusive of all travel costs, subsistence, accommodation etc)

## **10 NON-COLLUSIVE TENDERING CERTIFICATE**

To: **XXXXXX**

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 L&P 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 L&P 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.

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

Signature: .....

### 10.1 Form of Tender

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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 L&P 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:
  - a. produce evidence that all relevant insurances and compliance certificates required by the Procurement Documents issued by or on behalf of L&P in connection with the RFP (including, without limitation, the Contract) are in force; and
  - b. 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 L&P is not bound to accept any Tender.

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This Tender shall remain open for acceptance by **L&P** 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.