



RideLondon Delivery Partner

**Prior Information Notice (PIN)
Soft Market Test
Market Sounding Questionnaire**

Project Reference: TfL 93871

Contents

Introduction and Purpose	3
Background Information	3
Scope of the Prior Information Notice (PIN)	4
Delivery partner requirements	4
Event requirements	4
Strategic objectives	5
Timetable	6
Terms of the Soft Market Test.....	6
Freedom of Information.....	7
Attendance at the Supplier Event.....	7
Submission of completed Market Sounding Questionnaire	7
Enquiries.....	7
Supplier Contact Point	7
Market Sounding Questionnaire – supplier response	8

Introduction and Purpose

RideLondon was developed by the city (in partnership with Surrey County Council) to provide a lasting legacy of the Olympic Games. The annual event inspires people of all ages and from all backgrounds to get active, stay healthy and have fun cycling. The inaugural event took place in 2013 and since then RideLondon has become a flagship event capturing the hearts and minds of participants and spectators in London and across the globe. The success of the event has culminated in RideLondon now being officially classified as the largest festival of cycling in the world.

In 2017, the event attracted more than 100,000 participants who cycled more than three million miles, across seven different events. The men's professional race, the 'Classic', became Britain's first ever men's UCI WorldTour event – the highest grading on the world cycling calendar, matching the WorldTour status of the women's race, the 'Classique'.

London champions gender parity and both the men's and women's professional races have the same prize pot, making both the richest one-day races in the world. The professional race however, is only one part of the weekend long event. Other key elements of the annual event are 'FreeCycle' which gives people of all ages the unique opportunity of cycling on eight miles of traffic-free, central London roads and the RideLondon 100 and 46 challenge rides, in which amateur riders cycle a fantastic car-free route through central London and the Surrey Hills.

The event is widely acknowledged as a huge success, winning multiple awards. Since 2013, RideLondon has led to 80,000 people taking up cycling or cycling more, raised over £40 million for charity, and generated £100 million for the South East economy. The success of the event has been down to the commitment of our sponsors, charities and other partners including the local authorities, police and other emergency services.

The contract with our existing delivery partner ends after the RideLondon 2020 event. The city is now exploring opportunities to partner with an event company to develop the next chapter of the RideLondon story, to build on the successes to date and broaden the appeal of the event to even more people. The Mayor of London wants RideLondon to continue to be the world's greatest celebration of cycling, engaging the full range of London's diverse communities; and inspiring more Londoners to start cycling as part of their daily lives. Transport for London (TfL) is therefore providing advance notice of the procurement of a new delivery partner agreement, through the issuance of this Prior Information Notice (PIN).

Background Information

RideLondon is wholly owned by the Greater London Authority and its agencies. The Mayor of London and agencies under his control have worked closely with the current delivery partner to develop the event into the success it is today.

Scope of the Prior Information Notice (PIN)

The PIN will be used to gather information and ideas to help shape the procurement; and will not be part of the formal selection process.

Suppliers must adhere to the format of this document when answering the questions. Please keep responses concise and, where practical, include electronic links to where additional relevant information can be found.

Questions must be answered in English.

The scope of the PIN is as follows:

- Inform the market of the upcoming procurement of an event delivery partner
- Communicate the Mayor's vision for the future outcomes of RideLondon
- Provide TfL with an opportunity to engage with the market to help inform TfL's procurement process, prior to the publication of the invitation to tender. As such, TfL is seeking feedback through this document and may also seek further engagement with respondents by way of:
 - a market sounding questionnaire;
 - a supplier webinar event;
 - one to one discussions with respondents at TfL's discretion.

Delivery partner requirements

TfL is seeking a delivery partner with significant experience of safely delivering large scale mass participation and elite sporting events, in partnership with the public sector.

Event requirements

We welcome interest from suppliers proposing to adopt and improve the existing format. We are also very interested in hearing from suppliers about alternative formats or delivery models, if their proposed solution will better deliver against our strategic objectives.

.

Strategic objectives

TfL's forthcoming procurement of a new delivery partner will be based around their ability to deliver key strategic objectives for the RideLondon event in 2021 and beyond.

The format of the event is not fixed. However, it must include elements of mass participation and elite sport.

TfL does not want to be overly prescriptive of the detailed requirements of the event at this stage, as this could constrain ideas and opportunities. Instead, TfL would welcome responses to this PIN setting out proposals based on delivering the following strategic objectives:

- Engages the full range of London's diverse communities;
- Inspires more Londoners to start cycling as part of their daily lives;
- Creates a genuinely world class event, which is positively viewed by London residents and businesses, the rest of the UK, and internationally;
- Delivers economic benefit to London;
- Delivers civic pride for London;
- Is cost neutral to TfL, the Mayor and London tax payers and ideally creates revenue to invest in the next generation of cyclists;
- Charity fundraising (desired but not essential to the model).

In addition, we will welcome proposals of how RideLondon could meet wider objectives in the Mayor's Transport Strategy, including:

- Health;
- Air quality and environment;
- Systemic mode shift from cars to sustainable modes (public transport, cycling and walking);
- Road danger reduction.

Timetable

While we do not intend to depart from the timetable below, we reserve the right to do so at any stage.

Target Date	Activity
29th March 2018	PIN issued with Market Sounding Questionnaire available.
13th April 2018 – noon	Return of Market Sounding Questionnaire.
16-27th April 2018	Supplier event (date tbc) and one to one discussions with respondents at TfL's discretion.
29th May 2018	Invitation to Tender issued.
9th July 2018	Return of tenders.
10th September 2018	Contract award.

Terms of the Soft Market Test

The process to obtain market feedback will be through one or more of the following methods:

- market sounding questionnaire (at the end of this document);
- a supplier webinar event;
- one to one discussions with respondents at TfL's discretion.

The supplier event will be an online webinar consisting of a presentation by TfL in which we will explain our vision for the future of the RideLondon event and what we are looking for in a new delivery partner. There will also be an opportunity for suppliers to ask questions.

Any questions outside the webinar event should be sent by email to Dawn Stelling (DawnStelling@tfl.gov.uk) by 13 April 2018. TfL will endeavour to respond to questions within two days of receipt.

Following receipt of the questionnaire, TfL may decide (at its sole discretion) to engage further with any one or more respondents on a one-to-one basis to discuss their responses.

Responses to the questionnaire and the supplier event (and any further discussions with respondents) will help inform TfL's procurement process and to ensure the most appropriate approach to delivering the required outcome for the RideLondon event is achieved. TfL will manage this process in an open and transparent manner.

It is not compulsory for suppliers to respond to this questionnaire, or to participate in the supplier event. Participation or non-participation in this soft market testing will not disadvantage or advantage any supplier's ability to participate in any future procurement activity.

TfL will not enter into a contract based solely on the responses to this PIN or soft market testing; and no information contained in this document or in any communication made between TfL and any supplier in connection with this shall be relied upon as constituting a contract, agreement or representation that any contract shall be offered in accordance with this PIN.

Information provided will be used to inform TfL in its continued consideration of the nature of any future procurement process.

Freedom of Information

TfL is committed to open government and to meeting its legal responsibilities under the Freedom of Information Act 2000. Accordingly, all information submitted to TfL may need to be disclosed by TfL in response to a request under the Act. TfL may also decide to include certain information in the publication scheme, which TfL maintains under the Act.

If a supplier considers that any of the information included in their response is commercially sensitive, it should identify it and explain (in broad terms) what harm may result from disclosure if a request is received, and the time period applicable to that sensitivity.

Suppliers should be aware that, even where they have indicated that information is commercially sensitive, TfL might be required to disclose it under the Act if a request is received.

Suppliers should also note that the submission of material marked 'confidential' or equivalent does not mean that TfL is exempted from its Freedom of Information obligations.

Participation at the Supplier Webinar Event

Please register your interest in participating in the supplier webinar event by email to Dawn Stelling (Commercial Manager) at dawnstelling@tfl.gov.uk, no later than **noon on Friday 13th April 2018**.

Submission of completed Market Sounding Questionnaire

Suppliers are expected to complete and return a response to sections 1, 2 and 3.

You must submit your completed response in **pdf format** via email to Dawn Stelling (Commercial Manager) at dawnstelling@tfl.gov.uk, no later than **noon on Friday 13th April 2018**.

Enquiries

Please contact Dawn Stelling (Commercial Manager) at DawnStelling@tfl.gov.uk.

Supplier Contact Point

Suppliers are asked to include a single point of contact in their organisation. TfL will not be responsible for contacting suppliers through any route other than the nominated contact.

Market Sounding Questionnaire – supplier response

Section 1. Basic Details of Your Organisation	
1.1 Name of the organisation in whose name this is submitted	
1.2 Contact name for enquiries about this questionnaire submission:	
1.3 Contact position (job title):	
1.4 Address: Post Code:	
1.5 Telephone number:	
1.6 E-mail address:	
1.7 Website address (<i>if any</i>):	
1.8 Is your organisation: (Please tick one):	i) A public limited company
	ii) A limited company
	iii) A partnership
	iv) Third Sector
	v) Other (Please specify below)
1.9 Is your organisation considered an SME (Small to Medium Enterprise)?	Yes / No

Section 2. Business Activities

2.1 What are the main business activities of your organisation?

2.2 How many staff does your organisation employ?

2.3 Does your organisation have physical presence (e.g. Offices, Depots and employees) in the UK and where is the majority of your business activity primarily conducted? (E.g. London, South East, Europe, other).

Section 3. General questions	
3.1. Please set out your proposal for the event in future based on delivering our strategic objectives. (Please set out your ideas in no more than one side of A4)	
3.2 Is there any information we could give you in the supplier event / webinar that would help you further develop your proposal?	
3.3 What would be the minimum length of contract term for delivering the event that would attract you to submit a bid?	
3.4 A key aspect of the contract is that the event is delivered at zero cost to the Mayor / TfL / public sector. Will this aspect discourage you from submitting a bid?	