**GOSPORT BOROUGH COUNCIL (The Council)**

**INVITATION TO QUOTE (ITQ)**

**PUBLISHED: 7th March 2024 FOR:**

**Footfall and Visitor Behaviour Reporting**

**RESPONSE DEADLINE: 28th March 2024, 12.00pm (noon)**

Contents

[1. Introduction 2](#_Toc160547775)

[2. Specification / Requirements 2](#_Toc160547776)

[3. Insurance 3](#_Toc160547777)

[4. Procurement Timetable 3](#_Toc160547778)

[5. Instructions on submitting a response 4](#_Toc160547779)

[6. Clarifications 5](#_Toc160547780)

[7. Evaluation 5](#_Toc160547781)

[8. Award 7](#_Toc160547782)

[9. Terms and Conditions 8](#_Toc160547783)

[10. Conduct and Conflicts of interest 8](#_Toc160547784)

Appendices:

* ITQ Response Document
* Contract Draft

# Introduction

The Council is inviting quotations for the provision of footfall and visitor behavior data to inform policy and investment in the area.

The Council is looking to commission a programme that allows it to monitor this information across the town, with the ability to hone into smaller geographical areas as required, the provision of a monthly summary report, showing trends and comparisons against historic data for the larger areas, and access to demographic data on a digital platform that can be accessed by Council staff. The contract price should cover costs associated with training Council staff (for the duration of the contract) to use this platform to extrapolate data in-house and offer continuing support as and when required.

# Specification / Requirements

The Council is looking to commission the provision of data relating to footfall in and around the specified areas of the borough.

This information will enable The Council to analyse footfall and visitor behavior to understand trends.

The Council is looking to commission this supply of data for the next 3 years.

The requirements of this contract are to provide:

* The identification and tracking of visitors by their demographic
* Identification of where visitors live and work, their preferences and behaviours
* To provide an understanding of the amount of time individuals spend in a specified location, how many businesses/locations they visit and information on the patterns and changes in behaviour over weeks/months.
* The ability to determine geographical areas from which data is collected and amend these as and when required throughout the life of the contract.
* The ability to compare local data with that collected in other areas of the country
* The ability for the collected data to be directly compared to historic data in order that changes in trends can be identified and how initiatives and events impact visitor numbers can be demonstrated.
* Immediate access to data that can be used to positively support applications for new grant funding to initiate schemes that will contribute to the Councils Corporate Strategies.
* In-house access to the data platform from which staff can extrapolate collected information as and when required
* On-going training and support for existing Council staff and new starters on the use of the platform and additional training throughout the life of the contract where there are updates made to the system or software or whenever this is requested by the Council.
* An e-mailed monthly summary report of footfall and other headline data as required by the Council

The Supplier must offer open lines of communication via phone and email for The Council staff to receive advice and discuss requirements. This must be available Monday to Friday from 9am until 5pm.

# Insurance

The successful supplier shall hold and continue to hold valid insurance, such as public and employee liability and professional indemnity, throughout the service provision. The service provider must provide evidence of cover to the Council at any time when requested by the Council

# Procurement Timetable

|  |  |
| --- | --- |
| **Event** | **Indicative Date** |
| Invitation to Quote published | 7th March 2024 |
| Deadline for clarifications | 18th March 2024 |
| Deadline for receipt of quotes | 12:00pm, 28th March 2024 |
| Notification of award decision | 4th April 2024 |
| Commencement date | 5th April 2024 |
| Completion date | 14th April 2027 |

# Instructions on submitting a response

Responses/quotes must be uploaded via the Proactis portal, also known as the South East Business Portal: <https://sebp.due-north.com/>, and submitted no later than the time and date specified in the procurement timetable.

Your quote must include costs per annum and a total for the 3 years and must include a completed quotation response document (template provided), as this sets out what you need to include in your quote and how each element will be weighted. This will include the following criteria:

* An overview of what the platform can provide in terms of demographic data, preferences and behaviour of visitors and comparison to historic data
* Evidence of how the data can be extrapolated at a micro and macro level and examples of the demographic data that can be obtained.
* Confirmation that council staff will be given ongoing training and support to access and extrapolate information from the data platform
* Confirmation that the Council will be given ownership of the data extrapolated by and provided to The Council staff for use as required.

Payment milestones:

* Payment for the project will be broken down into three individual payments for each year of the project.
* Payment 1: 15th August 2024
* Payment 2: 15th August 2025
* Payment 3: 15th August 2026
* Payments will be made upon receipt of an invoice at each payment milestone.

# Clarifications

All requests for clarification should be submitted no later than the date specified in the Procurement timetable, using the messaging facility on the Proactis procurement portal.

Questions received after the deadline date may not be answered. If the potential provider expresses that the question is confidential and the Council agrees that it is, then the response will be sent only to the potential provider raising the question. If the Council disagrees, they will inform the potential provider and allow them to withdraw their question.

Suppliers may be required to clarify their submission. Requests for clarification will be issued via the messaging function on the Proactis portal. Suppliers are required to respond to requests for clarification as requested and, no later than within 3 working days.

# Evaluation

Responses received on time will be evaluated on the following criteria, providing the quote meets the requirements stated in this ITQ:

Quality: 70%

* Provide a method statement that will outline the training that will be given to council staff to ensure they are able to access and extrapolate information as required from the data platform 30%
* Quality of the data, demonstration that the data extrapolated from the platform supplied will meet the specific requirements covered in this ITQ : 30%
* Experience of having delivered a similar product to an organization with comparable requirements. Evidence to be provided with examples : 10%

Price: 30%

**Quality Evaluation:**

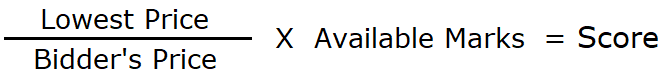
Answers will be scored on the following criteria

|  |
| --- |
| **4 - Very good** – exceeds the criteria in all areas |
| **3 - Good** – shows attributes in a number of areas that exceed the criteria |
| **2 - Satisfactory** – provides evidence that it will meet the criteria sufficiently |
| **1 - Poor** – some, but very limited evidence that it will meet the criteria |
| **0- Very Poor** – completely fails to demonstrate that it will meet the criteria |

**Price Evaluation**

Price scores will be calculated based upon the lowest price.

The response with the lowest price will be awarded the full score of 30. Higher-priced offers will receive a score proportionate to the lowest offer, calculated as follows:

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# Award

The award decision will be notified via the Proactis portal after the deadline for responses has passed and the quotes have been evaluated.

The Council reserve the right to decline to make an award, or to abandon or cancel the procurement process. The Council will not be responsible for any costs or expenses incurred as a result of following this course of action.

Any costs incurred by the Supplier in responding to this ITQ or in support of activities associated with the response to this ITQ are to be borne by the service provider and are not reimbursable by The Council.

Following award, the Council shall order goods and services via purchase order which is sent electronically via email. This document will include a unique reference number, which must be stated on associated documentation, such as delivery notes and invoices.

The Council pay all invoices in arrears following completion of the delivery of the goods and instigation of the service. The contractor shall provide the Council with an invoice within 30 days of service completion/goods delivered. Invoices must detail:

* The name and address of the Council Representative (as displayed on the purchase order)
* The Contractor name and address
* The Contractor bank details
* The relevant Council Purchase Order number
* A unique invoice number
* Full breakdown of the service/goods provided
* All costs, VAT charged and VAT number (if applicable)

Invoice can be submitted via post or electronically via email, the email address will be displayed on the purchase order.

# Terms and Conditions

In submitting a response to this Invitation to Quote, potential Suppliers do so on the conditions set out in The Council’s Low Risk Services Contract, which are attached to this invitation. In the event of any breach of the conditions, The Council shall be entitled to terminate any arrangement made as a result of such procurement.

# Conduct and Conflicts of interest

The supplier shall not, before the date and time specified for return of the quote, communicate to any person the amount or approximate amount of the quote or proposed quote, except where the disclosure in confidence of the approximate amount of quote is necessary to obtain insurance cover.

The quote shall be a bona-fide quote and shall not be fixed or adjusted by, under, or in accordance with any agreement or arrangement with any other person.

Suppliers shall not enter into any agreement or arrangement with any other person with the intent that the other person shall refrain from submitting a quote.

Suppliers must not, in connection with the proposed quote:

* offer any inducement, fee or reward to any member or officer of the Authority/Council
* do anything which would constitute a breach of the Bribery Act 2010 or the Section 117 (2) Local Government Act 1972, or
* canvass any of the persons referred to above in connection with the provision;
  + or contact, any member or officer of the Authority/Council or any person acting as an advisor to the Authority/Council (except as authorised by this Invitation to Quote for the purpose of asking genuine questions about the process or the provision) about any aspect of the proposed provision or for soliciting information in connection therewith.

Suppliers are responsible for ensuring that no conflicts of interest exist between the Supplier and its advisors and the Council and its advisors. Any Supplier who fails to comply with this requirement may be disqualified from the procurement process at the discretion of the Council. Any conflicts of interests must be declared to the Council at the earliest opportunity.