

## REQUEST FOR DIRECTOR DECISION – DD1317

### Title: Connectivity Rating Scheme

#### Executive Summary:

The Mayor announced in September 2014 that he would support the establishment of a Connectivity Rating Scheme in London, the provider of which will:

- develop an online platform that offers a survey function for property managers/owners;
- develop an advice section on improving connectivity for property manager/owners and tenants;
- develop a searchable directory of rated properties;
- provide chargeable assessment visits from engineers to give property owners certified ratings;
- provide detailed technical advice on current connectivity levels and how to improve; and
- facilitate a building's improved connectivity by connecting property managers with a range of internet service providers (ISPs).

It is proposed that the GLA pay £50,000 and grant rights for the use of the 'Supported by Mayor of London' branding in exchange for the development of the platform, the operation of the scheme, and a data sharing agreement with the provider. The provider will be afforded the right to exploit commercial opportunities arising from the provision of the services to ensure the ongoing sustainability of the service, following the GLA's payment of fees.

#### Decision:

That the Executive Director approves expenditure of £50,000 and grant of commercial rights to WiredScore to deliver and exploit commercially the 'London Connectivity Rating Scheme'.

#### AUTHORISING DIRECTOR

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

**Name:** Fiona Fletcher-Smith

**Position:** Executive Director-Development, Enterprise & Environment

**Signature:**

**Date:**

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

Whilst London leads Europe in much of its broadband connectivity there are still concerns; slow and unreliable broadband is a common complaint from some high-tech businesses in the capital, and the Mayor's Office believes a shift from basic broadband to superfast could boost London's economy by around £4bn by 2024.

Through the development of the London Infrastructure Plan 2050, and subsequent meetings of the Connectivity Advisory Group (CAG), a group convened by the Mayor to lead on the connectivity strand of the infrastructure plan, a detailed picture has developed of the key areas with low connectivity, and the causes of connectivity problems in London.

One of these causes is the lack of information for tenants and property owners or managers about the current levels of connectivity of their buildings. Without the right information, tenants can unknowingly move into a building that does not have the connectivity they require to meet their business needs; they can then experience barriers or delays in obtaining the levels they require, which costs time and money. As tenants are not well informed, property owners or managers are not always incentivised to improve their connectivity levels. There is therefore value in incentivising property owners and managers to consider connectivity as an asset and seek to improve their levels of connectivity, prior to it becoming an issue for tenants.

In order to achieve this objective, members of the CAG advised the Mayor to consider a rating scheme, and offered international examples including from New York and Hong Kong.

Following this advice, the LEP allocated £50,000 of Growing Places Fund (GPF) to seed fund the development of the Connectivity Rating Scheme. The GLA developed a specification with Transport for London (TfL), approved by the CAG, outlining that £50,000 would be made available for a company to develop an independently operating connectivity rating scheme in London, to include the following:

- an online platform that offers a survey function for property managers/owners
- an advice section on improving connectivity for property manager/owners and tenants
- a searchable directory of rated properties.
- chargeable assessment visits from engineers to give property owners certified ratings
- detailed technical advice on current connectivity levels and how to improve
- the ability to connect property managers with a range of internet service providers (ISPs) to help improve connectivity levels where necessary

The £50,000 is intended to meet baseline service costs alone with no further fees being payable for provision of the services, the provider, operating as a service concessionaire, assuming risk for all further costs of service provision and profits going forward on the basis that it is afforded the right to exploit commercially the provision of scheme services from the online platform.

The full specification (ITC11958) is included as an appendix.

The GLA, under advisement from TfL, invited providers to submit proposals to the invitation to tender for specification ITC11958 in April 2015. WiredScore was the successful bidder and will be awarded

the contract to deliver the Connectivity Ratings Scheme, subject to Director approval for the seed funding.

## 2. Objectives and expected outcomes

The objective of the Connectivity Rating Scheme is to inform tenants and property owners/managers about connectivity. It will offer landlords information about the levels of connectivity of their properties and advice about how to improve it; it will introduce landlords to a broad range of connectivity providers that can offer solutions to their needs; and it will serve as a tool for promoting the connectivity levels of their buildings to prospective tenants.

Outcomes include;

- Encouraging London property owners to see connectivity as a marketable asset
- Encouraging London property owners to seek advice on their property's connectivity before getting tenants
- Helping to diversify the supply of connectivity in London by introducing property owners to a broader range of suppliers of connectivity

Outputs

- A searchable online platform that allows landlords and property owners to register their buildings
- A data sharing agreement between the provider and the GLA in place
- Data published on the London Datastore
- A sustainable business model developed to ensure the scheme can continue beyond 12 months

Key performance indicators (KPIs)

- In order to fulfil the requirements of the specification we will require **100 properties listed on the platform within 12 months**. As the rating scheme is being developed by an independent company it is their responsibility to develop a business model that ensures more properties will be rated beyond the timeframe of the contract.
- A **satisfaction score of users of over 50%** measured through interviews with landlords and tenants
- Awareness of the scheme measured through
  - Number of articles about the rating scheme
  - Number of website hits from London IP addresses
  - Events attended/panels participated in
  - Events planned/hosted
  - Contacts and emails captured through website
  - Engagement on social media (number of followers, comments, reposts)

## 3. Equality comments

One in ten Londoners is digitally excluded. The impact of being digitally excluded is significant. People who are digitally excluded are not able to access employment and training opportunities, engage with government services that are online, or shop for cheaper deals.

There is no single reason for people being digitally excluded. Often it is a combination of:

- people being unable to afford the kit or the cost of connectivity
- not being able to access appropriate training
- not understanding the benefits of being online

The Mayor’s Digital Inclusion Strategy identified that 18% of Londoners (nearly two million) do not have basic online skills. The groups statistically most likely to not be online include older people, and disabled people.

Given the complexity and the multiple barriers people face to getting online, any intervention will require a partnership approach and will have to address the issue of kit, connectivity and training, often, simultaneously. The Mayor recognises that the work will have to build on existing good practice and will, therefore:

- support others;
- coordinate activity;
- undertake specific interventions and
- measure success.

There are many issues to improving connectivity, and tackling digital inclusion is a key part of it. Other areas of Mayoral work look at addressing other issues. The Connectivity Rating Scheme is aimed at building owners or managers, and commercial tenants designed to encourage property owners to seek to improve to improve their premises, and give businesses upfront information so they can make a better choice about where to base themselves.

Of course there will be businesses that will be started up and run by older and disabled people. For businesses run by older and disabled people, being able to access property that has high connectivity levels will be able to help them develop their businesses faster. The scheme will need to make sure that older and disabled people are targeted in promotion of the scheme.

#### 4. Other considerations

Key risks and issues;

	Risk description	Mitigation / Risk response	Current probability (1-4)	Current impact (1-4)	RAG rating	GLA risk owner
1	The selected provider fails to get interest from property owners	Schemes that have been introduced in other cities internationally have good levels of interest. Our selection criteria for the provider will include a demonstration of their links to property owners and evidenced levels of projected interest.	3	2	A	Economic and Business Policy Unit

2	An alternative provider could develop and launch a solution after our contract has been put in place	Given the GLA's presence in the space and public announcements we would have most likely been approached if somebody was intending to develop this. The value-add is Mayoral branding and promotional support so an additional solution would have little impact on the delivery of the chosen solution. We will select a provider that has a broad range of support to minimise this possibility.	4	3	A	Economic and Business Policy Unit
3	The provider fails to secure match funding	The levels of match funding required are very low and the scheme would be able to continue without match, but selection process for a provider would require a demonstration of in principle support from at least one match funder.	4	4	G	Economic and Business Policy Unit

## 5. Financial comments

- 5.1 Approval is sought for the procurement of services to deliver the 'London Connectivity Rating Scheme' at a cost of up to £50,000. It is expected the commission will be wholly undertaken in 2015/16.
- 5.2 The revenue cost of £50,000 will be funded from the existing revenue element of the Growing Places Fund (GPF), as approved by the London Enterprise Panel (LEP) via the urgency procedure on 12 September 2014.
- 5.3 This approval is part of £100,000 revenue approved for the Broadband Action Plan. ADD230 has already approved £20,600 of revenue spend from this sum to procure Analysys Mason's services to provide connectivity information and advice to the GLA.
- 5.4 The use of GPF funds in 2015/16 will be subject to the approval of a budget carry forward request.
- 5.5 All appropriate budget adjustments will be made.
- 5.6 As this decision relates to a contract, officers have to ensure that the requirements of the Authority's Contracts and Funding Code are adhered to.
- 5.7 Any changes to this proposal must be subject to further approval via the Authority's decision-making process.
- 5.8 The Economic & Business Policy Unit within the Development, Enterprise & Environment Directorate will be responsible for managing this project.

## 6. Legal comments

6.1 The foregoing sections of this report indicate that:

6.1.1 the decisions requested of the director fall within the powers of the Authority, to do anything which may be considered to be facilitative of or conducive or incidental to the promotion of economic development and wealth creation in Greater London; and

6.1.2 in formulating the proposals in respect of which a decision is sought officers have complied with the Authority's related statutory duties to:

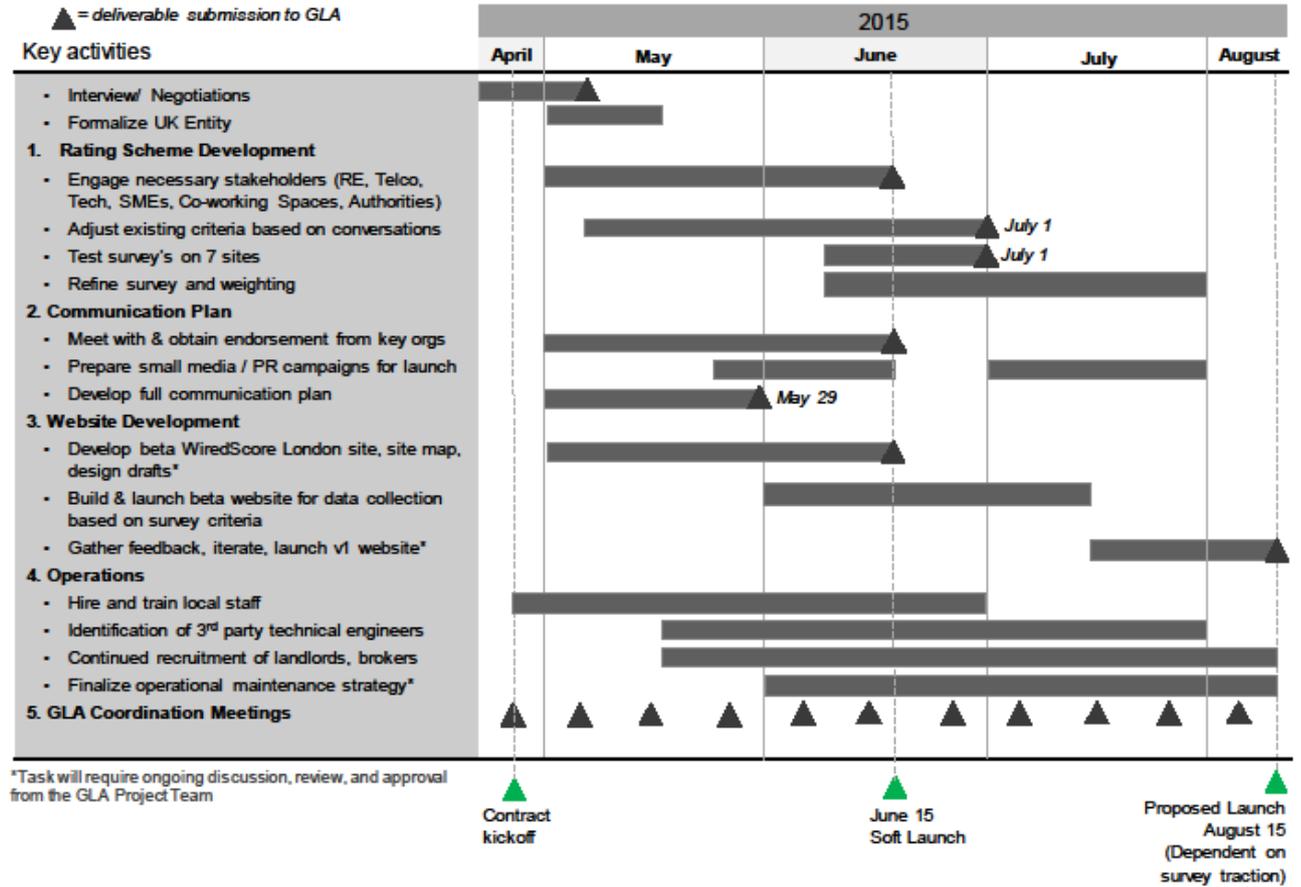
- (a) pay due regard to the principle that there should be equality of opportunity for all people;
- (b) consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
- (c) consult with appropriate bodies.

6.2 Officers must ensure, working with TfL procurement, that appropriate contract documentation is put in place and executed by the WiredScore and the Authority before the commencement of services.

## 7. Planned delivery approach and next steps

<b>Activity</b>	<b>Timeline</b>
Commence procurement process	February 2015 – Week 3
Procurement process completes	May 2015 – Week 1
Provider selected	May 2015 – Week 2
Announcement	June 2015 – Week 2
Contract awarded	July 2015 – Week 1
Service launched	August 2015 – Week 2
Final evaluation start and finish (self)	May 2016 – Week 2
Delivery End Date	June 2016 – Week 2
Project Closure	Ongoing pending delivery end review

**WiredScore London Timeline: Updated 5/3/2015**



**Appendices and supporting papers: Appendix A Specification**

**Public access to information**  
 Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

**Note:** This form (Part 1) will either be published within one working day after approval or on the defer date.

**Part 1 Deferral:**

**Is the publication of Part 1 of this approval to be deferred? NO**  
 If YES, for what reason:

Until what date: (a date is required if deferring)

**Part 2 Confidentiality:** Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

**Is there a part 2 form – NO**

<b>ORIGINATING OFFICER DECLARATION:</b>	Drafting officer to confirm the following (✓)
<p><b>Drafting officer:</b>  <u>Sara Kelly</u> has drafted this report in accordance with GLA procedures and confirms that:</p>	✓
<p><b>Assistant Director/Head of Service:</b>  <u>Jeremy Skinner</u> has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.</p>	✓
<p><b>Financial and Legal advice:</b>            The <u>Finance and Legal</u> teams have commented on this proposal, and this decision reflects their comments.</p>	✓

**EXECUTIVE DIRECTOR, RESOURCES:**

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

**Signature** **Date**

## **ITC 11958 Specification**

Connectivity Rating Scheme

**GREATERLONDONAUTHORITY**

**Version: FINAL**

Transport for London  
42-50 Victoria Street  
London  
SW1H 0TL

## Table of Contents

1	Executive summary .....	11
2	Background .....	11
3	Organisational overview .....	13
3.1	Greater London Authority.....	<b>Error! Bookmark not defined.</b> <a href="#">6</a>
3.2	Connectivity Advisory Group.....	<b>Error! Bookmark not defined.</b> <a href="#">6</a>
4	Benefits and outcomes .....	7
5	Scope of requirements.....	15
6	Pricing.....	19
7	Contract management .....	20
8	Service level agreements/ Key performance indicators .....	20
9	Key dates.....	20
10	Tender Process .....	<b>Error! Bookmark not defined.</b> <a href="#">14</a>
11	Useful Links .....	<b>Error! Bookmark not defined.</b> <a href="#">16</a>

## 1. Executive summary

**1.1.** In the internet connectivity<sup>1</sup> market, there is imperfect information. There is imperfect information for local authorities developing strategic objects for their areas. There is imperfect information for property managers about how to improve connectivity in their properties. In addition, there is imperfect information for small and medium sized enterprises (SMEs) about the levels of connectivity of a property prior to their moving in.

**1.2.** The objectives of this project are to develop a tool that will allow property managers to gain access to the information they need about their property's connectivity levels; to incentivise them to improve the connectivity of their properties prior to tenants occupying the property; and to provide SMEs with an easy way to identify properties that meet their connectivity needs.

**1.3.** This document outlines the detailed specification for a provider, or a consortium, to develop, promote and deliver the Connectivity Rating Scheme for London.

## 2. BACKGROUND

**2.1.** GLA intelligence has used publicly available Ofcom data<sup>2</sup> to develop a map that provides an indication of the levels of availability of superfast broadband throughout the Greater London area (figure 1). It confirms what we know anecdotally that some of the areas with lowest availability of generally available broadband connections from BT and Virgin Media (the two largest providers) are in areas with high levels of commercial density, including the City of London, Westminster, Hackney and Tower Hamlets.

**2.2.** In these areas larger businesses are able to pay for leased lines, which guarantees connectivity anywhere in London. These incur significant costs, said to be around £2,000 per month, which is often unaffordable for SMEs (and residents).

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<sup>1</sup> Connectivity refers to the broad range of technologies used to access the internet (broadband, wireless, mobile)

<sup>2</sup> Currently, Ofcom data shows availability from BT and Virgin Media. It does not include data from other providers

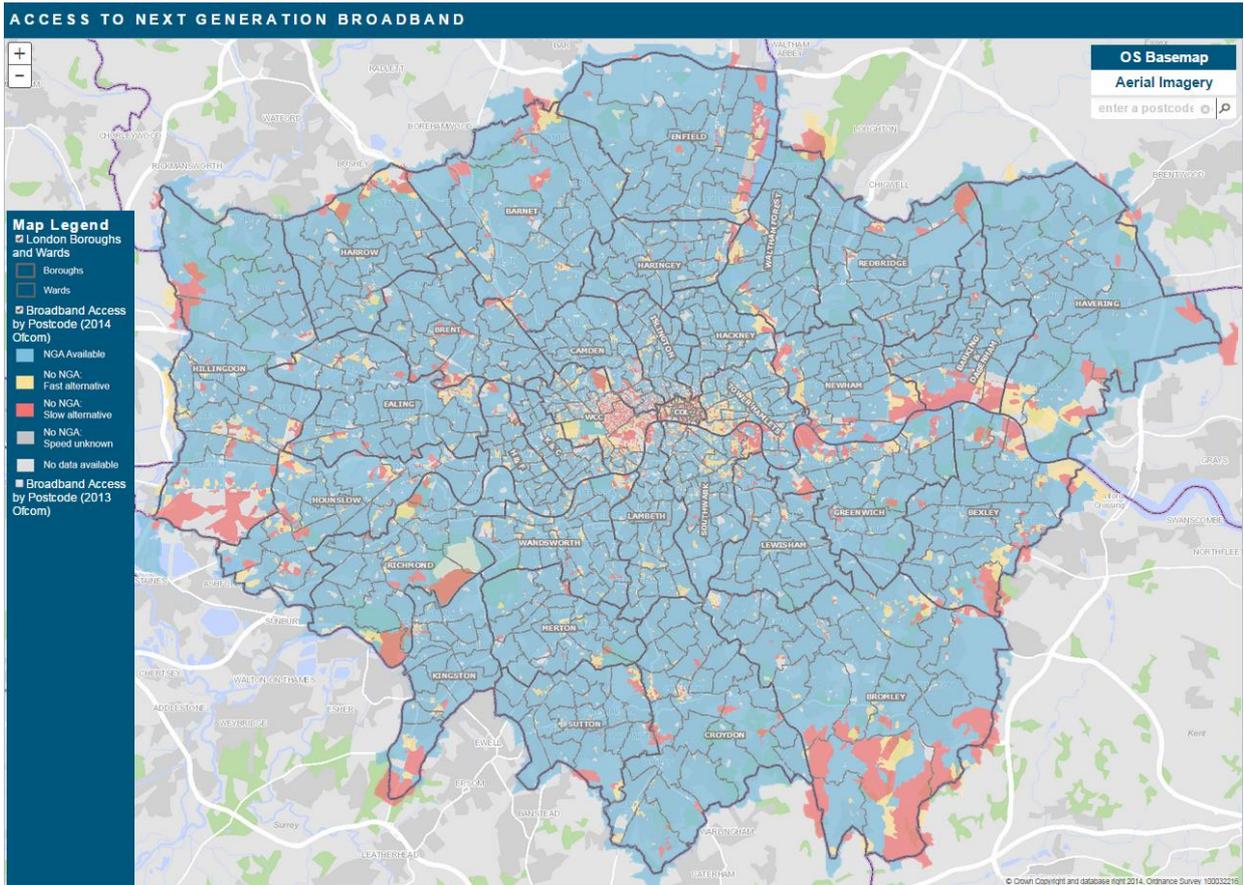


Figure 1: Ofcom postcode data on NGA availability

**2.3.** 94 per cent of small firms in London view a reliable internet connection as critical to the success of their business according to a report by The Federation of Small Businesses (FSB). However, with connectivity becoming a priority for SMEs relatively recently, property managers do not always have the tools to inform themselves about the level of connectivity of their properties or to improve it, which can lead to further difficulties if tenants then after occupation seek to obtain the levels of connectivity they require for their business operations. Anecdotal evidence from local authorities suggest that London's growing technology SME sector in particular suffers from the adverse affects of this.

**2.4.** Delays in installation are leading to SMEs losing valuable productive time when staff are needed to supervise and arrange the installation of a connection. According to a report by the Centre for Economics and Business Research conducted on behalf of Relish (a wireless connectivity provider), SMEs in Central London reported spending an average of 11.9 hours per installation –substantially more than SMEs elsewhere in London. The report also estimated that 29,400 productive days per year are lost by Central London SMEs, 58 per cent of the total productive time lost by all London SMEs.

**2.5.** SMEs can also face delays while property managers address issues around wayleaves. A report published by the Department for Culture Media and Sport suggested that the current wayleave arrangement could be costing £237.6m per year in GDP (in terms of increasing adoption of superfast services)<sup>3</sup>.

**2.6.** With competition for space inevitably being high in areas of high commercial density, incentives are not in place for property managers to identify, potentially improve and market their connectivity levels.

**2.7.** We hope to reach a situation where property managers see connectivity as a marketable asset for their properties, such that any issues are addressed prior to seeking new tenants, in the interests of the businesses occupying their properties.

### **3. ORGANISATIONAL OVERVIEW**

#### **3.1 Greater London Authority**

The Greater London Authority (GLA) was established by the GLA Act 1999. The Authority consists of the Mayor of London and the London Assembly, and the functional bodies; Mayor's Office for

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<sup>3</sup> Modelling the Economic Impacts of Alternative Wayleave Regimes, October 2013

Policing and Crime (MOPAC; overseeing the work of the Metropolitan Police Service - MPS); the London Fire and Emergency Planning Authority (LFEPA); Transport for London (TfL); and the London Legacy Development Corporation (LLDC). The main functions of the Authority are; to promote economic development and wealth creation in Greater London; promote social development in Greater London; and promote the improvement of the environment in Greater London.

### **3.2 Connectivity Advisory Group.**

The London Infrastructure Plan 2050 consultation report recommended the establishment of the Connectivity Advisory Group (CAG) to take practical steps to ensure everyone in London has access to affordable high-speed connectivity (see Section 11). This group was set up in September 2014, and now meets on a periodic basis. With the CAG, the Mayor has developed a work programme to begin to address the matter of connectivity in London, including:

- procuring a Property Connectivity Rating Scheme (for which this specification is designed);
- identifying locations on GLA group property that could be suitable for wireless infrastructure;
- developing a connectivity toolkit for London boroughs, which will include a publically available map showing levels of connectivity across the capital (using Ofcom postcode data), and a best practice guide for boroughs and providers;
- a number of projects that will help to stimulate demand in the long term by encouraging take up of superfast services, including the Digital Skills programme and the Digital Inclusion Strategy.

## **4. BENEFITS AND OUTCOMES**

**4.1.** The Connectivity Ratings Scheme will deliver a number of beneficial outcomes.

- It will inform property managers about the connectivity levels of their properties.
- It will facilitate relationships between property managers and connectivity providers.
- It will inform property managers of the wide range of different technologies and solutions available to them on the market.

- It will inform SMEs about the connectivity levels of properties they are considering occupying before they agree to take out a lease.
- It will reduce the time spent by SMEs obtaining suitable connectivity levels.
- Ultimately, it will help improve affordable digital connectivity levels in London.

The response to the scope of requirements should consider the achievement of these outcomes.

## 5. SCOPE OF REQUIREMENTS

**5.1.** The GLA wishes to engage a suitably skilled and experienced company, or consortium of companies, to develop and implement a connectivity rating scheme. The rating scheme must adhere to GLA specifications set out in this document and agreed in a contract with the successful supplier. It will carry the GLA/Supported by Mayor of London brand. The successful supplier will provide in its tender a proposal that outlines and evidences, where appropriate, how they will deliver the requirements in this document.

**5.2.** The proposal document must set out how the supplier intends to meet the requirements set out below. It must include information on pricing, as set out in section 6. It must align with the key dates specified in section 9, or provide an alternative timescale, which closely matches these dates and which is approved by the GLA. It must be submitted in the format outlined in section 10. Bids will be judged based on the scoring method outlined in section 10.

### **5.2.1. In its proposal document the supplier will provide an overview of how it would operate the rating scheme.**

The overview should specify the intended method that will be adopted to develop an accurate ratings system, which is acceptable to London stakeholders.

The overview should include practical details on how the supplier proposes to determine and award properties accurate individual ratings, and provide prospective tenants with information on property ratings.

The overview should demonstrate a method that is user friendly for users of the rating scheme, particularly property managers and prospective tenants.

The overview should demonstrate the long-term sustainability of the scheme after its first year of operation.

### **5.2.2. The supplier will work with key stakeholders to refine the method, parameters and weighting of a connectivity rating.**

The GLA will provide advice about which stakeholders the supplier will engage. The supplier must produce evidence of consultations with representatives from digital connectivity providers (including at least three types of technology); property managers; and business groups. Evidence can include, for example, papers from meetings including attendee lists, agendas and minutes.

In its proposal, the successful supplier should indicate that enough time will be allocated to this process for it to be completed in advance of the public launch of the scheme in June 2015.

### **5.2.3. The supplier will develop and manage the implementation of the connectivity rating scheme.**

This will be the practical application of the proposed method outlined, incorporating feedback from stakeholders.

If required the supplier must source and subcontract technical engineers to conduct assessments of a rated property.

### **5.2.4. The supplier will develop an independent online platform that will list properties that have a connectivity rating.**

In its proposal the supplier will outline how it will develop an online platform that will facilitate the rating scheme.

The online platform must be user friendly for both property managers and prospective tenants.

The platform must be searchable by variables such as but not limited to location, connectivity type and speed and property type.

As requested by the GLA and in line with GLA protocols, the supplier will incorporate Mayoral branding on the platform.

The supplier should consider interoperability of the platform with other commercial property listing websites, with the GLA website (<http://www.london.gov.uk/>) and with the London Datastore (<http://data.london.gov.uk>). This is in order to enable possible data sharing agreements. It is not compulsory to include this information as part of the proposal but the GLA may wish to discuss these matters before awarding any contract.

### **5.2.5. The supplier will develop and implement a communication plan to promote the rating scheme to property managers, commercial property agents and others.**

Within its proposal document, the supplier should provide an overview of a communications plan and how it will be delivered. It is not compulsory to provide a full communications plan as part of the proposal but this should be developed and shared with the GLA after the award of contract.

The overview should include an indication of audiences with which the supplier intends to engage, a brief overview of key communications tasks, and a schedule that aligns with the key dates outlined in section 9.

In order to successfully promote and roll out the rating scheme, the GLA would expect the successful supplier to engage with the following stakeholders. This is not a compulsory list and may be refined further by the provider upon being awarded the contract.

- **The property industry:** owners and managers of (new and existing) properties, and commercial property agents, will be central to the successful rollout of the scheme.

- **Co-working spaces:** the GLA is also keen that the supplier engages with co-working spaces, as they provide affordable spaces for SMEs. The GLA will provide guidance and make introductions to members of the London Enterprise Panel (LEP) workspace subgroup.
- **London based connectivity providers:** a key part of a successful scheme will be the supplier's knowledge and relationships with a wide range of diverse connectivity providers, which offer a number of different solutions, which will form the basis of the advice the supplier can offer to property managers.
- **Local authorities in London:** the supplier will need to discuss areas of strategic importance and locations of local clusters with local authorities, in order to be able to target properties in these areas. The GLA will provide guidance and make introductions to key contacts within the local authorities.
- **SMEs and target property occupants:** an understanding of these stakeholders will be necessary to ensure the rating scheme meets their needs and that they make use of the platform.
- **Other stakeholders where appropriate.**

In order to successfully promote and facilitate the rating scheme, the GLA would expect the successful supplier to undertake the following tasks as part of a communication plan. This is not a compulsory list and tasks may be refined further by the upon being awarded the contract.

- Organising and attending (mainly property and technology) industry meet ups, seminars, networking opportunities and other important events to promote the rating scheme.
- One-to-one meetings with property managers to facilitate the rating of their properties.
- The arrangement of data sharing agreements with key property listing sites.
- The use of targeted online communications including social media and email-based marketing campaigns.

- Working with London’s promotional agency, London & Partners (L&P) to offer advice to companies moving into London, specifically where requested recommending properties when international companies seek to develop a headquarters in London. The GLA will make appropriate introductions at L&P.
- Working with the Mayor of London’s press and social media team to align announcements with the Mayor’s strategic priorities.

## **6. PRICING AND BENEFITS**

- 6.1.** The GLA is prepared to provide a limited amount of seed funding where a provider requires this to develop the scheme. Within its proposal the provider will submit a fixed price for fulfilling this requirement, setting out how this fixed price will be spent, and including all costs for the one-year contract period.
- 6.2.** The supplier will receive promotional support from the GLA and the GLA will require that the selected provider uses Mayoral branding as requested by the GLA. The right to continue use of Mayoral branding and access to promotional support will be reviewed each year prior to financial year-end. The granted right to use Mayoral branding may be withdrawn at any time after the end of the one-year contract (and during the period of the contract, subject to ongoing contract management processes).
- 6.3.** The selected supplier will have the right to exploit any commercial benefits from the scheme in order to become self-funding. This is including but not limited to charging for technical surveys and advertising fees (such as ‘promoted properties’ in the online directory). Intended exploits should be scalable, in order to allow providers of workspaces for SMEs the ability to be listed on the platform. Any intended exploits to take place during the one-year contract period should be specified in the proposal submitted to this tender. The GLA will not be entitled to any profits made by the supplier.
- 6.4.** The GLA will also provide guidance and introductions to key stakeholders throughout the development and implementation process, and on an ongoing basis where appropriate.

## 7. CONTRACT MANAGEMENT

7.1. The project will be managed through regular project meetings with the GLA.

## 8. SERVICE LEVEL AGREEMENTS/ KEY PERFORMANCE INDICATORS

8.1. The success of the scheme will be measured through key performance indicators (KPIs) as set out below.

- **The number of properties rated:** bids should include the number of properties the supplier will have listed, with monthly milestones up to April 2016, and success will be measured against the number proposed.
- **Satisfaction score from property managers and residents using the platform:** bids should set out how satisfaction will be measured.
- **Awareness of the scheme amongst property managers and target occupiers:** bids should set out how awareness will be measured.
- **A high engagement score on social media.**

8.2. These KPIs may be expanded and refined before the contract is awarded.

## 9. KEY DATES

Tender opens	30 March 2015
Tender closes	13 April 2015
Bids evaluated	13 April 2015 – 24 April 2015
Interviews (if required)	Week commencing 27 April 2015
Best and final offer (if required)	Week commencing 27 April 2015
Contract awarded	Week commencing 27 April 2015
Development and consultation of the ratings scheme	Complete by 29 May 2015
Finalised communications plan	Complete by 29 May 2015
10 pilot properties rated	Completed by 5 June 2015
Public launch of platform	Week commencing 15 June 2015
Monthly review meetings	An agreed date each month, commencing in May 2015.
Publicity pushes	As requested by the GLA.
5 month review with stakeholders	Completed by 30 September 2015
Contract close down meeting with the GLA, including review of ongoing branding support	Completed by 30 March 2016

## 10. TENDER PROCESS

### 10.1. Tender format

The proposal document must be no longer than eight pages of A4 in size 12 font. Additional information may be included in annex. It must be submitted to [alexandraebertbrading@tfl.gov.uk](mailto:alexandraebertbrading@tfl.gov.uk) by midnight on 13 April 2015.

Any queries on this document should be address to TfL Procurement by email, who will share the question and answer (anonymised) to all tenderers.

It is noted that any contract will be subject to GLA Terms and Conditions attached (and any response provided is automatically assumed to accept them.).

### 10.2. Tender Evaluation

All responses to this tender will be reviewed against the specified criteria. Please ensure that, as a minimum, you provide relevant information in your proposal to show how you will meet the scope of requirements within this document. The timescale for evaluation is included in the key dates outline in section 9.

### 10.3. Criteria for Evaluation

The criteria and weighting for evaluation are as follows

<b>Methodology</b> <ul style="list-style-type: none"><li>• The robustness of the overview of the proposed method for implementing a connectivity rating scheme.</li><li>• The long term sustainability of the proposed method.</li><li>• The proposed functionality and usability of the platform as provided in the outline.</li><li>• The quality of the overview of the communications plan.</li></ul>	20%
<b>Price</b> <ul style="list-style-type: none"><li>• Where required, the fixed price proposed by the provider.</li><li>• The proposed methods for exploiting commercial benefits.</li></ul>	20%
<b>Knowledge of markets</b> <ul style="list-style-type: none"><li>• The experience of working with key stakeholders</li><li>• Any previous experience developing and implementing similar schemes</li></ul>	20%
<b>Proposed number of properties rated, and listed on the online platform each month within the one year contract.</b>	20%

<b>Timescale provided</b> <ul style="list-style-type: none"> <li>• Ability to meet the key dates outlined.</li> </ul>	20%
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#### 10.4. Best and final offer

Following evaluation of the bids received, the GLA may, in its sole discretion, invite the bidders (by application of the evaluation criteria set out in 10.2) to prepare and submit further opportunities to adjust the price element of their submission. At GLA’s discretion, there may be up to two such opportunities for adjustment. This is an option stage in the tender process, and will only be included where GLA considers it would be helpful or beneficial to do so.

### 11. USEFUL LINKS

#### 11.1. London Infrastructure Plan 2050:

In 2014 the Mayor published London’s first long-term infrastructure plan. Infrastructure is fundamental to every Londoner, every day, from turning on the taps in the morning, to travelling to work, to switching off the lights at night. The document sets out what infrastructure London requires. It is the first ever strategic attempt to set out London's infrastructure needs, how much it might cost and how we pay for our needs. The aim is to prepare for, and benefit further from, London's growth: bringing fresh thinking into the city's infrastructure needs now, in order to meet them more costs effectively in the long term.

The London Infrastructure Plan 2050 document is available at <http://goo.gl/OxpVFf>

#### 11.2. London Infrastructure Plan 2050: Connectivity Paper

To accompany the London Infrastructure Plan 2050 consultation document, a dedicated paper was published alongside it entitled *Raising London’s High Speed Connectivity to World Class Levels*. This paper is available at <http://goo.gl/UWV2ca>

#### 11.3. Connectivity Advisory Group Press Release

The London Infrastructure Plan 2050 recommended the establishment of the CAG. The group met for the first time at a summit convened by the Mayor in September 2014. The press release that accompanied the launch is available at <http://goo.gl/7eP0dV>