

HUDSON™

REQUEST FOR PROPOSAL (RFP)

FOR THE SUPPLY OF PR CONSULTANCY & SUPPORT

Exclusive to Creative Tenders

Deadline: 24th June 2019

CONTENTS



HUDSONTM

Introduction to Hudson	3-5
Timetable	6
Specific Requirements	7-8
RFP Instructions	9
Further Guidance & Evaluation	10

3

Introduction to Hudson...

The Hudson group was formed in 2016 as the brainchild of husband and wife team John and Jill Hudson. The firm was launched to provide tendering and procurement solutions to enable businesses of all sizes to develop, expand and stand out by streamlining and focusing their tendering efforts to secure new work. Hudson's products and services enable and inspire businesses to discover new opportunities, organise their internal tender management processes, adopt best practise and elevate their tendering efforts to embrace the clarity, efficiency and focus that will bring opportunity and prosperity, and help drive their business forward. We maintain our focus to grow every business that engages with our brand whilst developing new technologies and engendering opportunities for individuals, as well as businesses, to succeed.

Hudson will help you **Discover** new opportunities, **Succeed** at winning them, **Procure** more efficiently and **Invest** your money more wisely, all whilst helping you to **Grow** your business, **Employ** the right people, capitalise on the latest technology via our internal **Labs** Division and ensure a sustainable and bright future for your workforce through Hudson **Initiative**.



4

Our 8 key business strands can be summarised as follows:

DISCOVER™

helps businesses discover new tendering opportunities specific to their sector through a range of bespoke industry portals.

SUCCEED™

offers a suite of bid writing and management support to businesses of all sectors and sizes to help maximise their chance of tendering success.

PROCURE™

helps public and private sector organisations procure more effectively through research, competitor analysis, specification writing and market research.

INVEST™

will help businesses of all sizes make strategic decisions by using data analysis to predict future buying habits.

GROW™

supports businesses with structured growth planning and by implementing strategies to overcome growth obstacles

EMPLOY™

helps businesses to attract the best talent and provides tailored and standardised recruitment support.

LABS™

capitalises on world-leading technologies to increase efficiency in, and streamline, the purchase and supply aspects of the procurement process, including AI and VR.

INITIATIVE™

provides tailored guidance and support to give passionate and talented people the skills to engender improvements in their own lives.



Our Aims:

Our overall organisational aim is to become the UK's leading team of procurement experts with the drive, talent and knowledge to make the tendering and procurement process in the UK:

- **Open, fairer and more transparent.**
- **More efficient.**
- **Less obscure and less restricted by ambiguous rules and confusing procedures.**
- **More accessible and engaging for SMEs to allow a more level playing field and to drive prosperity and growth in businesses of all sizes across the country.**

Our Values:

Change is happening all around us, and not necessarily always for the better. At Hudson we know that the journey ahead won't be simple, but we are ready for the challenge. We know in order to help every business that engages with our brand to grow and see success, and to bring about meaningful, impactful and lasting changes to the tendering and procurement industry, we need to remain dedicated, focused and driven. We are confident that being guided by our core values, we can make our objectives a reality.

You can find out more at www.hudsonprocurementgroup.co.uk

TIMETABLE

ACTIVITY	DATE
Release of RFP	20th May 2019
Deadline for Clarifications	17th June 2019 – 5pm
<p>Please note: We are offering scheduled visits between 03rd June 2019 and 14th June 2019. If you wish to visit our premises during this time to further discuss our requirements, please contact Jill@hudsonprocurementgroup.co.uk directly to arrange.</p>	
RFP Submission	24th June 2019 – 5pm
Shortlisting of suppliers	25th June 2019 – 28th June 2019
Presentation slots	3rd July 2019
Project Award	15th July 2019
Project Commencement	02nd September 2019
Project End	01st September 2020

7

Specific Requirements

Overarching Aim

Our overarching aim for the successful company is to promote Hudson as a collective firm, showcasing us as a reputable, professional, and corporate-focused organisation that businesses would want to work with, and people would want to work for. As part of this, we have a more stringent focus on our Discover and Succeed divisions, as well as raising the profile of our Directors, Jill and John Hudson. We want to achieve national coverage and promote our services through multiple media outlets. We will be looking to award this project to a supplier who can help us spread our vision and raise our geographic profile, with a strong focus on London as a priority.

Hudson Discover allows businesses to discover new opportunities through our ten sector specific portals, namely, [Construction Tenders](#), [Consultancy Tenders](#), [Creative Tenders](#), [Facilities Tenders](#), [Finance Tenders](#), [HR Tenders](#), [Hospitality Tenders](#), [Logistics Tenders](#), [Technology Tenders](#) and [Research Tenders](#). The opportunities we post are manually sourced and provide companies of different sizes with relevant opportunities to grow. This is a time saving tool, used to support businesses keeping them up to date with all current tender and business development opportunities across the public and private sector.

Hudson Succeed provides companies with bespoke Tender Consultancy services. The services we offer are [Tender Writing](#), [Tender Ready](#), [Tender Improvement](#), [Tender Mentor](#), which are offered on an ad-hoc basis and a retained [Tender Manager](#) service. This provides businesses who do not have the time or the internal resources with the opportunity to Succeed in tendering.

Delivery

The duration of the contract is:

12 months starting 02nd September 2019.

Our Budget

- A total fee of up to **£30,000 exclusive of VAT**, but inclusive of any other expenses is available.
- Invoices will be paid monthly in arrears throughout the contract term.
- Those who exceed our budget of £30,000 will be excluded from the process.

8

Key aims/outputs:

The successful company will:

- Help raise our group profile and achieve **national coverage**. This will include facilitating all editorial content and gaining us access to outlets such as BBC News, television appearances, radio appearances, national newspapers and sector magazines/publications.
- Help raise the profile of our Managing Director, Jill Hudson and Group CEO, John Hudson, providing them opportunities for interviews and appearances on the above stated outlets.
- Be successful in raising our profile to **increase our retained client base**, as part of **Hudson Discover** and **Hudson Succeed**, to support our target reach of an additional 1,000 customers over the next 12-months.
- Place focus on expanding our **Technology, Facilities, Construction** and **Creative** client base, whilst still factoring in the growth of other clients.
- Strategically place Hudson Senior Executive staff in front of Procurement Directors, Procurement Managers, Heads of Marketing, Business Managers, Company Directors and Sales Directors for a wide range of public and private-sector organisations.
- Be expected to reach out to companies on both sides of the procurement process, spreading the name of our company to both buyers and suppliers. Our supplier target market is those with a turnover of between **£500,000** and **£10,000,000**. Our buyer target market is those with a turnover of over **£1,000,000**.
- **Be expected to understand our multi-faceted organisation and share our ethos and vision**. We will expect the successful organisation to have at least a basic understanding of procurement and how this works across the UK.
- Raise the profile of our **Employ** division and attract new talent to the group.
- Be responsible for press cutting throughout contract delivery.

All outputs produced as part of this contract will remain the copyright and property of Hudson. No material created shall be reproduced or published without the express permission, in writing, of Hudson.

A non-disclosure agreement must be signed upon project commencement for discussions around new technology not in the Public Domain.



9

RFP Instructions

You are invited to submit a Request for Proposal (RFP) for the Provision of PR Consultancy & Support services, with minimal restrictions upon content and layout. Please see below for guidance on what we expect to see from your proposal:

Format

We have placed minimal restrictions on the way you can lay out your RFP. There is no font, line spacing or layout restriction(s). Likewise, there are no wordcounts or page limits. Suppliers are encouraged to submit a proposal document formatted in line with their company branding if that is their preference. However, please do not submit multiple attachments with your bid unless it is explicitly stated that an attachment may be submitted in direct relation to a specific section. Unsolicited attachments (such as brochures or other sales literature) will not be reviewed as part of the evaluation process. RFPs should be submitted as a PDF, not a word document.

Proposal Content

Whilst Suppliers are encouraged to include within their proposal all information that they feel is pertinent to the RFP, they must cover as a minimum the following elements:

HUDSON[™]

1. Introduction to their Company.

2. Experience of successful campaigns

with a similar organisation to achieve similar outputs. This section must also include 3 contract examples, with contact details, that may be contacted for references, for discussion of achieved outputs for said clients.

3. Proposed delivery team.

Please note that Hudson will expect the team members outlined in the Supplier's tender response to be those who will be working with us upon contract award. Failure to meet this expectation may result in the rescindment of the contract offer.

4. Accreditations held

(a consolidated file containing copies of the Supplier's accreditations/certificates [including team staff certificates] may be submitted alongside the RFP in support of this section).

5. Methodology.

The supplier should provide a step-by-step methodology on how they propose to deliver our project requirements and the approach you will take in order to achieve our aims. This should include:

- The proposed project timeline or plan.
- Identified barriers and proposed mitigations.
- Your approach to contract management/quality assurance.
- How you plan to communicate with us throughout and all reporting management procedures.

6. Cost breakdown.

Please provide a comprehensive breakdown of how you propose to utilise the £30,000 budget across the 12-month duration. An accompanying costing rationale is advisable, to ensure that your approach is understood.

Aside from these sections, we welcome all pertinent content from the Supplier which is in direct relation to the subject of this RFP.



Submission Guidance & Evaluation

Tenderers must provide a response to all sections outlined above (RFP instructions) within their RFP response document. Failure to do so may result in your submission being excluded from evaluation.

Submissions will be evaluated based on the most economically advantageous tender in meeting the requirements and is based purely on the quality of the proposal provided (i.e. 100% evaluated on quality).

We ask that all suppliers meet the following minimum criteria:

- Strong experience in Public Relations (Minimum 5 years).
- Demonstrable National reach (including a strong focus across London).
- Knowledge in a range of PR methodologies.
- Ability to analyse key documents and take out key points to strengthen media outputs.
- Demonstrated ability to work collaboratively by support, facilitation, and co-ordination.
- Experience and understanding of working across organisational and sector boundaries.
- Basic knowledge of the procurement industry and tendering process.

Clarifications & Visit

Please note: We are offering scheduled visits between 03rd June 2019 and 14th June 2019. If you wish to visit our premises during this time, please contact jill@hudsonprocurementgroup.co.uk directly to arrange.

Any clarification messages are to be sent direct to Jill Hudson on jill@hudsonprocurementgroup.co.uk.

Please send all submissions to
jill@hudsonprocurementgroup.co.uk
before the deadline.

Deadline: 5pm on 24th June 2019.

* Please do not add this email address on to any mailing lists.

HUDSON™

Durham | London | Manchester | Boston



hello@hudsonprocurementgroup.co.uk



0203 051 2217

www.hudsonprocurementgroup.co.uk