

Row Activ

The new way to exercise from



Invitation to Tender

Business Development Consultant

Issue Date	Deadline for indication of intention to submit response	Deadline for submission of response
8 th April 2014	18 th April 2014 -17.00	25 th April 2014 – 17.00

All enquires related to this invitation to tender should be directed to:

Rich Stock
Head of Insight & Product Development
British Rowing
Telephone: 0208 237 6786
Email: richard.stock@britishrowing.org

This document is the property of British Rowing and contains material which is not to be copied or discussed without express authority and should be treated as confidential.

Guidance Notes

1. The information disclosed in this document will be used to select a supplier to provide services to rollout the RowActiv product within the London area during the 2014/15 financial year. However, any response based on this document does not imply representation by British Rowing as to the supplier's financial stability, professional competence or ability in any way to provide the goods and/or services.
2. British Rowing reserve the right to reject a supplier if it deems:
 - a. the supplier's commercial history is unstable or unsound e.g. relevant convictions or professional misconduct;
 - b. the supplier's financial and economic standing is insufficient to sustain the contract
 - c. the supplier fails to submit all documents requested or to sign the declaration; and/or
 - d. any other material matter.
3. If the supplier is part of a group of companies, please respond specifically for the company not for the group.
4. Any costs or charges arising out of the supplier's proposal or in any way incurred with respect to the consideration of the supplier's proposal, whether or not finally submitted or accepted, shall be borne by the supplier.
5. Evaluation of tenders received by British Rowing will principally be made on the basis of economic and contractor ability to perform a job of this nature in a timely manner.
6. This tender is not an offer to contract. Issue of the Invitation to Tender and the subsequent receipt and evaluation of the supplier's response by British Rowing does not commit British Rowing to award a contract to any supplier, even if all elements of the tender are met. Only the execution of a written contract will obligate British Rowing in accordance with the terms and conditions contained in such contract.
7. British Rowing reserve the right to accept or reject any responses to this Invitation to Tender, and to enter into discussion and/or negotiations with more than one supplier at the same time, should such action be in the best interest of British Rowing.
8. The supplier must check to ensure that all required documentation is submitted. Any documents included should be clearly marked with the supplier's name.
9. The provision of any false information will disqualify the applicant from consideration for inclusion on the British Rowing approved Invitation to Tender list.
10. British Rowing will treat information provided by the supplier as part of the response as private and confidential.
11. Please confirm by email by 17.00 on 18th April whether or not the supplier will be submitting a response to this tender, using the form in Appendix A.
12. Please submit the response to this Invitation to Tender by 17.00 on 25th April together with any supporting documents to:

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Head of Insight & Product Development
British Rowing
Telephone: 0208 237 6786
Email: richard.stock@britishrowing.org

13. A response must be accompanied by the declaration form (Appendix B) and must be signed by a person duly authorised by the supplier.
14. All queries must be made by email to Rich Stock at the email address detailed in point 12.

British Rowing

British Rowing is the national governing body for rowing in England responsible for the development of rowing in England and the training and selection of the GB Rowing Team. British Rowing is responsible for all three disciplines of rowing: sliding seat, fixed seat and indoor rowing.

The RowActiv project is part of the British Rowing Whole Sport Plan funded by Sport England. The Whole Sport Plan aims to grow the number of participants rowing (both indoor and on the water) once a week for 30 minutes (as measured by Sport England's Active People Survey).

RowActiv

The RowActiv project aims to make indoor rowing the new way to exercise. Using technology to provide tailored session programmes to participants in the gym, the project aims to grow the number of people taking part in indoor rowing.

There will be three consumer-facing aspects to RowActiv:

- Group exercise programmes set to music.
- Mobile phone apps that plug into the indoor rowing machine to deliver the same programmes and link to a central logging database.
- Race software to link indoor rowing competitions into the central logging database.

The products will be offered to gyms as:

- A choreographed group exercise programme
- An add-on cable to the existing Concept2 indoor rowing machine which adds further features and capabilities to the machine.

The project will roll out in London initially with a view to adding a second phase location in year 3 of the project.

Long Term Vision

- RowActiv will connect the range of indoor rowing activities into a cohesive collective helping generate a habit for life.
- Rowactiv will help British Rowing influence the development of indoor rowing equipment into a piece of kit designed for mass participation.
- RowActiv will allow British Rowing to gain deep understanding into indoor rowing participants.
- RowActiv will attract new groups to indoor rowing.
- RowActiv will enable British Rowing to own and influence indoor rowing

Requirements

Outline Requirements

A business development consultant is required to:

1. Help develop an appropriate business model for the project
2. Sign up gyms in the London area to deliver the RowActiv products

An initial contract will be awarded till March 31st 2015, with plans for the project to extend till March 31st 2017.

Detailed Requirements

1. Help develop an appropriate business model for the project
 - A long term licensing structure needs to be developed to make sure that a sustainable business model is created for the products. This model should be scalable, allowing the potential future roll-out to locations outside of London.
 - The offer and support for gyms must be refined to ensure that the product helps deliver the participation objectives of the project.
2. Sign up gyms in the London area to deliver the RowActiv products
 - The product(s) must be sold into gyms (some budget will be made available for placement in some facilities).
 - The supplier must liaise with appropriate British Rowing staff to ensure that operational support is offered to all gyms and instructors delivering RowActiv.
 - It is targeted by March 31st 2017 to have a minimum of 70 RowActiv equipped gyms and at least 2300 participants regularly (once a week for 30 minutes) using RowActiv.

Process

Evaluation

Responses to this invitation will be evaluated against the following criteria:

- Value for money;
- Demonstration of an understanding of the activities required to meet the detailed requirements and expertise within each given area;
- The proposed organisation and management of the activities required to meet the detailed requirements;
- The proposed supplier's ability to demonstrate experience in delivering similar projects
- The proposed supplier's understating of the market and quality of relevant contacts

Expected Response

Responses to this Invitation to Tender should comprise the following:

1. Summary of Approach

The objective of the Summary of Approach is to provide British Rowing with a clear, concise and complete summary of the response together with an insight into the reasoning and rationale behind the response. It should highlight the key strengths of the response to demonstrate how the tender represents value for money.

2. Delivery Plan

The delivery plan should focus on how the requirements of the Invitation to Tender will be met. Essentially it is an insight into how the supplier will tackle this project to achieve the required results. Timescales should be provided.

3. Cost analysis

The cost analysis should detail the cost for undertaking and delivery of this project. British Rowing is willing to discuss different cost options and methods for charging for the services being offered.

4. Examples of previous similar projects

Timescales

The key milestones in this tender process are as follows:

Activity	Deadline
Invitation to Tender issued to long-list suppliers	8 th April 2014
Indication of intention to submit response from long-list suppliers	18 th April 2014
Submission of response from long-list suppliers	25 th April 2014
Invitation to attend presentation pitch issued to short-list suppliers	29 th April 2014
Unsuccessful suppliers (not shortlisted) notified	5 th May 2014
Presentation from shortlisted suppliers	w/b 5 th May tbc
Final decision and awarding of contract for this project	12 th May 2014 tbc

Appendix A – Notification of Intention to Submit Response

Supplier Name	
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Please tick (✓) one option as appropriate:

Having examined the Invitation to Tender and being fully satisfied in all respects with the requirements, I hereby confirm on behalf of the aforementioned supplier the intention to submit a response .	
Having examined the Invitation to Tender and being fully satisfied in all respects with the requirements, I hereby confirm on behalf of the aforementioned supplier that a response will not be submitted .	

Name	
Position	
Signature	
Date	

If this form is being submitted by email, by placing a cross in the 'Signature' box above this will be deemed appropriate providing the form is emailed from the aforementioned individual's email account.

Deadline for response is 18th April 2014 - 17.00

This form should be returned to:

Rich Stock
Head of Insight & Product Development
British Rowing
Telephone: 0208 237 6786
Email: richard.stock@britishrowing.org

Appendix B - Declaration

Supplier Name	
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I confirm that I have requisite corporate authority to submit this response on behalf of aforementioned supplier. In support of this submission and on behalf of the aforementioned supplier I hereby:

- a) confirm that I am not aware of any grounds that may deem this response ineligible;
- b) confirm that I am not aware of any conflict of interest or any circumstances that could give rise to a conflict of interest;
- c) confirm that I have read, fully understood and complied with all the requirements of the Invitation to Tender;
- d) understand that this response remains open for acceptance by British Rowing for a period of 30 days after the deadline for submission of responses specified in the Invitation to Tender; and
- e) confirm that the following sections of the response have been completed and enclosed:
 - executive summary;
 - delivery plan;
 - cost analysis;
 - examples of previous similar projects; and
 - details of referees.

Name	
Position	
Signature	
Date	

If this form is being submitted by email, by placing a cross in the 'Signature' box above this will be deemed appropriate providing the form is emailed from the aforementioned individual's email account.

Deadline for response is 25th April 2014 – 17.00

This form should be returned to:

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