

British Chambers of Commerce
INVITATION TO TENDER – IT & DIGITAL TRANSFORMATION

BACKGROUND

The British Chambers of Commerce has:

- 52 accredited Chambers of Commerce members with national coverage
- Representing thousands of businesses of all sizes and sectors
- Employing over 5,000,000 employees

The British Chambers of Commerce (BCC) is a unique business organisation. It is the national 'umbrella' body for an independent and influential network of Accredited Chambers of Commerce, based in every nation and region of the UK, and in key markets around the world.

Drawing on the local and regional perspectives of the Chamber network, which represents businesses of all sizes and sectors, supporting over 5 million employees in the UK, the BCC is a leading commentator on the UK economy. It is well respected by both Government, stakeholders and media and is highly influential in shaping policy and legislation, locally, at Westminster and in Brussels.

Sitting at the heart of their business communities, Accredited Chambers of Commerce, help thousands of companies to grow and succeed by providing practical advice and support and by promoting trade connections locally, regionally, nationally and internationally through our fast-growing global network.

Chambers are also working to bridge the gap between the world of education and the world of work, helping businesses find the talent they need, and boosting the career prospects of young people.

As a business, the BCC is a small not for dividend (all profits are used to support the organisation and are not distributed to members) organisation, with around 27 staff covering a number of functions including accreditation; commercial services; policy, events and conferences, media relations, finance and administration. IT today is mainly under the responsibility of the finance and administration function, but responsibility for the website will sit with the communications team. Turnover for 2016 was circa £5 million for the BCC and nearly £140 million for the Accredited Chamber Network.

CURRENT CONTEXT – Appointment of an IT & Digital partner firm (“The IT partner”).

The existing web platform has been in place for a number of years. In addition, there is an intranet and extranet platforms that also look dated and are underused. The current website is content-rich but dated, and does not offer a positive user experience.

Previously, the BCC has tended to silo resources, which has led to the creation of separate sites depending on policy area and need. It is preferable to consolidate these as part of the refresh of the main BCC website, to ensure uniformity of brand and message.

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With a new multi-year plan in place effective April 1, this is the right time to review the IT and Digital investment of the past and for the years to come, especially 2017.

The current website needs a modern refresh, incorporate the existing intranet / extranet, even turning the extranet into a member portal that can benefit the Accredited Chamber Network. It needs to be mobile friendly across devices, build in social media and podcast platforms, and reflect the dynamic nature of the Chamber Network, dispelling the myths that they are old and outdated.

The BCC also needs to update its internet capability, with a high speed line, and ensure that the above systems all work better together. The BCC team wishes to appoint an IT company that focuses primarily on the website but with consideration of other matters, with a view to a new website being fully operational within four months. It is possible that there will be a selection panel from the Chamber Network.

The BCC would like to be able to run the day-to-day maintenance and management of the new website.

SCOPE

Review and implementation of the IT and Digital investment of the past and for 2017. Including an SEO audit of existing websites and good analytics to follow

IT Systems in the scope

- Consolidated website – more mobile friendly and looped in with our social media presence, integrating other BCC websites
- Better internal document management/workflow intranet/extranet
- High speed line upgrade should it be necessary
- The above systems and all other IT systems better connected together
- The infrastructure is based in our headquarters at Petty France (and for there for the next 5 years).

CONSULTATION

- Selection panel from the BCC and the Chamber Network
- BCC executive and non-executive leadership, on a need to know basis

Estimated budget figures

We anticipate that the total budget for the interaction, from website design, SEO audit and integration to be in the region of £30-40K. We are open to a partnership with IT partners where you get exposure (eg banners) on our website, for instance. We are open minded on this subject and welcome your ideas and recommendations.

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There will be a separate Budget for integration of the intranet / extranet.

NDA

Attached as Appendix B is a Non-Disclosure Agreement, which any party seeking to tender must complete and return to gain access to confidential documents and background information for this tender.

TIMELINE (calendar year)

31st March 2017 – ITT sent to potential bidders

21st April 2017 – Deadline for submission from bidders

24-28th April 2017 – initial sift of tenders and notification to shortlisted bids

15-19th May 2017 – Pitching to BCC

22nd May 2017 – Successful bidder chosen

End of September 2017 – Implementation fully completed.

It is our intention to appoint a single partner to assist and the successful firm will be the one that can demonstrate:

- maximum understanding of the British Chambers of Commerce, its strategic objectives, and the needs of its shareholders/customers across the United Kingdom
- strong track record in IT and Digital design and implementations for similar organisations
- excellent value for money, given BCC's status as a not-for-dividend organisation
- ability to deliver an excellent outcome at pace, and sustainable

The deadline for bids will be 21st April 2017, with a view to conducting presentations and appointing a successful firm shortly thereafter. Bids should be submitted to Allan Williams (a.williams@britishchambers.org.uk) in the first instance.

APPENDIX A

Additional information about our IT & Digital systems

Rationale for this new investment:

- Productivity of the BCC, traffic of its online assets, revenue from sponsorship.
- Too many stand-alone websites, that aren't uniform in structure and tone. For instance, one site per conference. We are also considering advertising revenue from our website.
- We are below expectations on traffic from SEO
- As a small organisation, there is no CIO, nor IT nor CDO person at the BCC

Focus on the main website

- Needs to be merged with a mobile version, more leading edge
- Needs to be looped in with social media to avoid duplication of efforts
- Web: design integration needed with other sites, with extranet, dated content. Compares poorly with other organisations on content which is dated (but rich)
- Not mobile friendly, not combined – decision needed on requirement for a mobile application
- Social: Twitter, LinkedIn, Instagram – only twitter is synced with the website
- Current audience: Chambers, Members of the Chambers, Press, Government, MPs, etc

Focus on a better internal document/workflow intranet/extranet

- The knowledge hub (extranet) is old fashioned and expensive to maintain
- There is too much content due to the accumulation of old content
- The Chambers have access to the extranet, but not the wider public. They are keen to use the extranet much more than today. The extranet should become a knowledge hub, also connecting chambers.
- There's a need for more focus on the extranet (audience analysis)
- The intranet and the document management are separated
- The intranet is very focused on HR documents

Focus on a better connectivity between the systems

- Currently, no connectivity, no notifications,
- Top priority: connecting the website and the extranet
- Second priority: improving the design of the intranet
- Integration becomes a business case for this section

APPENDIX B

Mutual Non-Disclosure Agreement

This Mutual Non-Disclosure Agreement (the “Agreement”) is made this ____ day of x with effect from y (the “Effective Date”)

BETWEEN:

BRITISH CHAMBERS OF COMMERCE

And

THIRD PARTY

WHEREAS:

The BRITISH CHAMBERS OF COMMERCE and THIRD PARTY wish to enter discussions during which it will be necessary for each party (the “Disclosing Party”) to disclose to the other (the “Receiving Party”) (directly or indirectly) information of a confidential or proprietary nature irrespective of the form of presentation or communication including, but not limited to, computer software and data, physical objects and samples) relating to its business (“Information”).

IT IS AGREED AS FOLLOWS

1. DISCLOSURE

1.1 This Agreement will apply to any disclosure of Information during the period commencing on the Effective Date and ending according to the terms of this Agreement which is stated in writing to be confidential by the Disclosing Party or made in writing marked confidential or if made orally are subsequently reduced to writing by the Disclosing Party and marked confidential with a copy sent to the Receiving Party within 21 days of disclosure.

1.2 Information shall not include information which:

- a. is publicly available or in the public domain at the time disclosed;
- b. is or becomes publicly available or enters into the public domain through no fault of the Receiving Party;

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- c. is disclosed to the Receiving Party by a third party on a non-confidential basis;
- d. is already known to the Receiving Party at the time of disclosure; or
- e. is independently developed by the Receiving Party.

2. OBLIGATIONS

In consideration of each party supplying Information to the other, the parties undertake as follows:

2.1 The Receiving Party shall keep confidential the Information of the Disclosing Party and, except as provided in this Agreement, shall not disclose such Information to any other person or company and shall not itself make any use of such Information for any purpose other than the purpose agreed at the time the Information is disclosed (the “Authorised Purpose”).

2.2 The Receiving Party shall:

a. take the same care in protecting Information as it takes in protecting its own confidential information and in any event not less than that which a reasonable person or business would take in protecting its own confidential information;

b. only disclose Information on a need-to-know basis to such of its employees, legal advisors, consultants, contractors and representatives (collectively “Representatives”) with the prior written consent of the Disclosing Party, and such Representatives must equally be bound by a non-disclosure agreement on terms contained in this Agreement (unless they have a professional duty of confidentiality) and for and in relation to the Authorised Purpose only; and

c. forthwith upon receipt of a written request from the Disclosing Party or otherwise on termination or expiration of this Agreement:

(i) cease using the Information;

(ii) return to the Disclosing Party or at its request destroy immediately all documents, records, computer media, physical objects and samples (including copies) containing Information, which are in the possession or under the control of the Receiving Party (with passwords if they are attached to any Information in electronic form); and

(iii) on request from the Disclosing Party provide a certificate signed by an appropriate officer of the Receiving Party confirming that the provisions of this clause 2.2 (c) have been complied with.

2.3 The obligations in clause 2.1 shall not apply where disclosure is required

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- a. by any regulatory body, governmental authority or court with competent authority or otherwise in accordance with law, provided that the Receiving Party provides the Disclosing Party with reasonable prior written notice of such disclosure; or
- b. in order to enforce the terms of this Agreement.

3. NO GRANT

This Agreement shall not be deemed to confer or imply the grant or agreement to grant by the Disclosing Party to the Receiving Party of any of the Disclosing Party's rights under copyright, patents or other intellectual property rights in relation to Information.

4. DISCLAIMER

The Disclosing Party makes no representations or warranties as to the completeness or accuracy of the Information. The Disclosing Party is providing the Information on an "as is" basis for the use of the Receiving Party at its own risk and the Receiving Party must rely on its own due diligence.

5. REMEDIES

5.1 Each party shall be liable to the other party only for actual direct losses incurred by the other party arising directly out of any disclosure of the information in breach of this Agreement save that:

- a. nothing in this Agreement shall limit the liability of a party for death or personal injury caused by its own negligence;
- b. neither party shall be liable for indirect or consequential losses; and
- c. the party claiming recovery of such losses shall furnish the other party with documents and/or other evidence of the fact as well as the size of the actual losses.

5.2. The parties acknowledge that damages alone would not be an adequate remedy for the breach of any of the provisions of this Agreement. Accordingly, without prejudice to any other rights or remedies available, the Disclosing Party shall be entitled to the granting of equitable relief (including without limitation injunctive relief, specific performance or other forms of equitable relief or monetary damages or a combination thereof for any threatened or actual breach of this

