Response Document

Part 2 Technical Questionnaire: **The Inform Team**

Qu	Questions Page no		
1	Will Ordnance Survey be able to own any communications material post contract? If you answer no to this question you will be disqualified from this tender		
2	OS are keen to understand the experience your Organisation has in terms of supporting the transition of communications activity from your Organisation to a Business-as-Usual function within OS and assisting to upskill their capabilities		
3	Please outline your relevant experience of how you plan to deliver these requirements and how you will ensure that communications will be delivered successfully		
4	Responsiveness and Agility to timelines:		
5	Transitioning communications activity and enhancing existing capability:		
6	Appendix 1 – The Inform Team CVs		

For Participant's information - the questions in this section are evaluated by:

- Pass or Fail;
- Marks / percentage weighting.

This is indicated next to each question for your convenience.

1 Will Ordnance Survey be able to own any communications material post contract? If you answer no to this question you will be disqualified from this tender

⊠ Yes □ No

PASS / FAIL

2 OS are keen to understand the experience your Organisation has in terms of supporting the transition of communications activity from your Organisation to a Business-as-Usual function within OS and assisting to upskill their capabilities.

Please detail what you have done in the past and how you feel this would translate in this contract.

Suppliers that provide a clear and detailed approach to this question will score higher for this question.

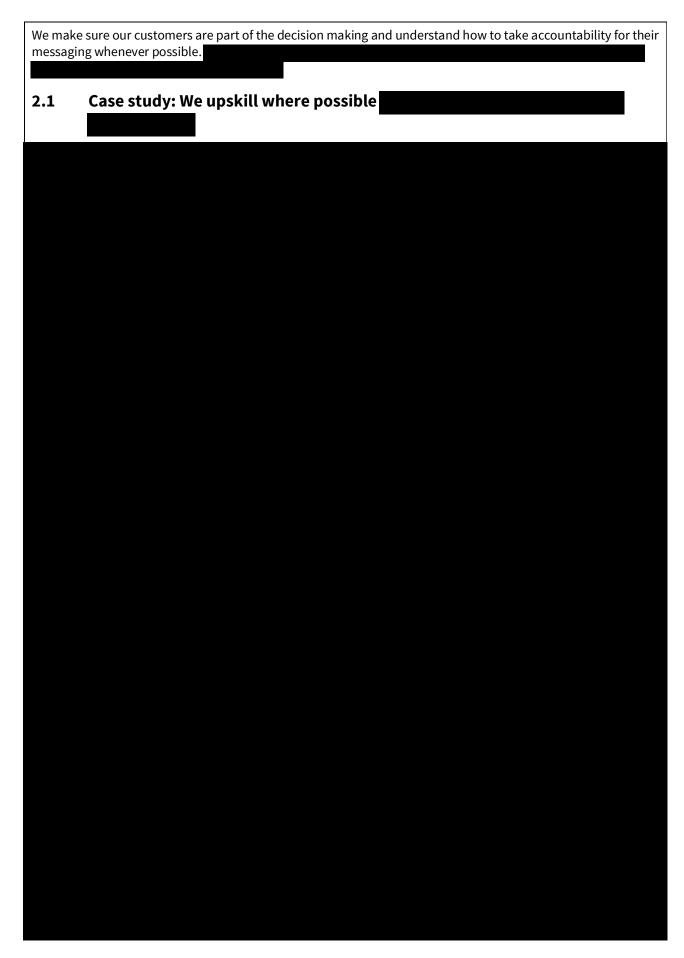
is based on a consultative and collaborative approach. Rather than waiting until we have a finished outcome to transition, we coach, mentor and support business-as-usual (BAU) teams during our engagements. We advise on the best course of action, explain the thinking behind our suggested approach and decisions, and offer solutions to give the best likely outcome. This means we're continually adding value to BAU teams and developing their capabilities and understanding around best practice with each requirement. We will apply this same approach to this contract should we be successful.

An example of this is the go live for **an example of the start and end of each day so that the programme team could share and discuss the same information from feedback coming in from different channels and agree a unified response. This open and pragmatic approach supported time-poor senior stakeholders and kept the team on message, allowing us to be lean and exact with communications being shared one to one, and one to many. The respond and react meetings were effective and a tactic we have used in subsequent projects,**

They drive consistency and make sure key messages and ideas were

shared centrally in a straightforward way.





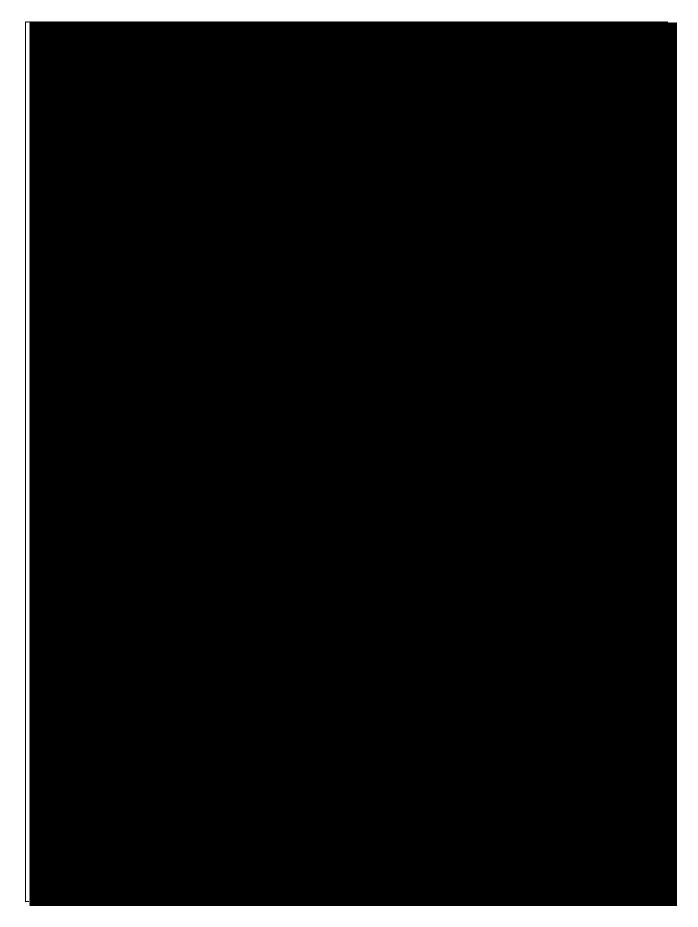




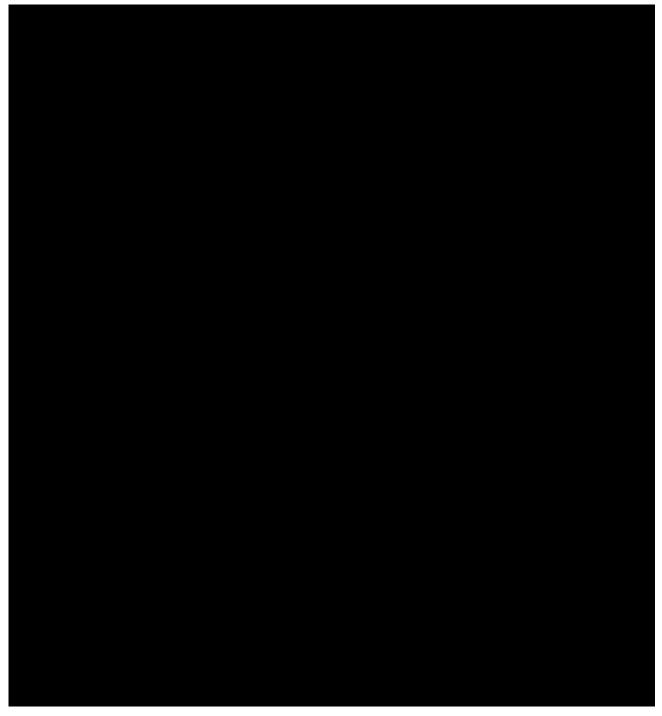












MARKS AVAILABLE 20 %

3

Please outline your relevant experience of how you plan to deliver these requirements and how you will ensure that communications will be delivered successfully.

Please outline any previous case studies, credentials, CVs of team members or any other supporting information that you feel will support your application.

3.1 Our current Net Promotor Score of 93 reflects our proven track record in delivering successful communications activities for customers.



"

Customer testimonials from similar communications projects at are testament to our experience and demonstrate how we can react quickly to project demand:

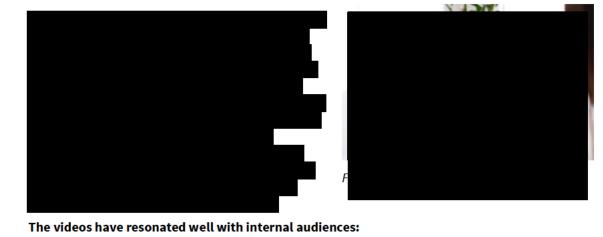
The team quickly understood the outcome we required and truly partnered with us through the right balance of support and intelligent challenge. Proactively sought opportunities to add value and we had fun along the way.

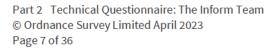
We provide a flexible approach to communications, helping customers scale up at pace while delivering with creativity and passion. It gives customers the chance for us to boost their in-house capacity and bring in fresh ideas to create the deliverables they need.

3.1.1 Comms coordination

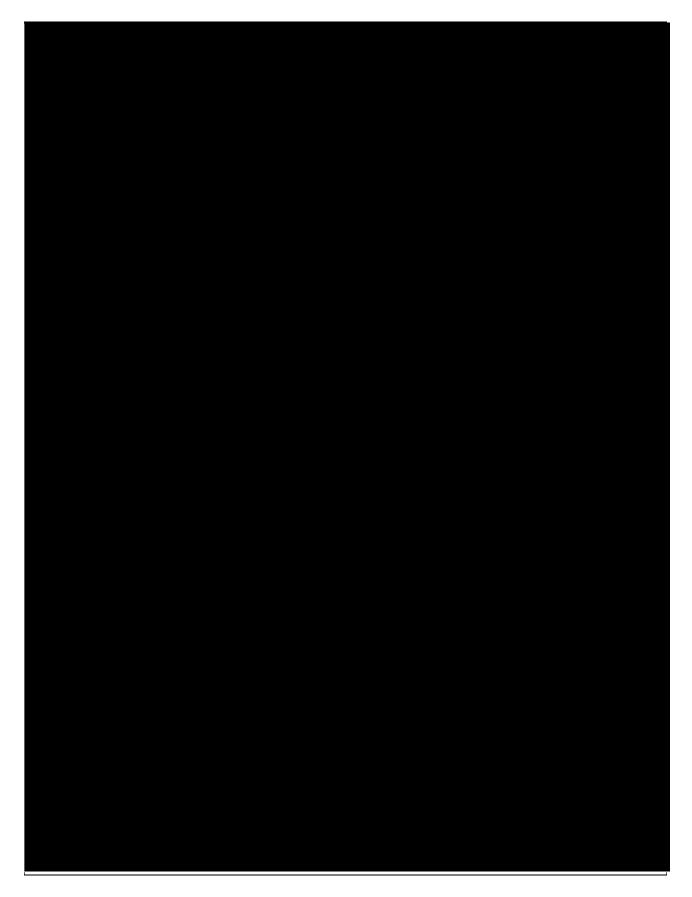
To deliver our communications and change work for customers, we work closely with stakeholders to understand the need and create a communications plan which sets out a clear solution to their challenge.

3.1.2 Video creation













3.1.4 Slide content and formats

We support branding and imagery in our work and have worked closely with the Marketing team and the Creative Review Panel to sign off work where necessary.

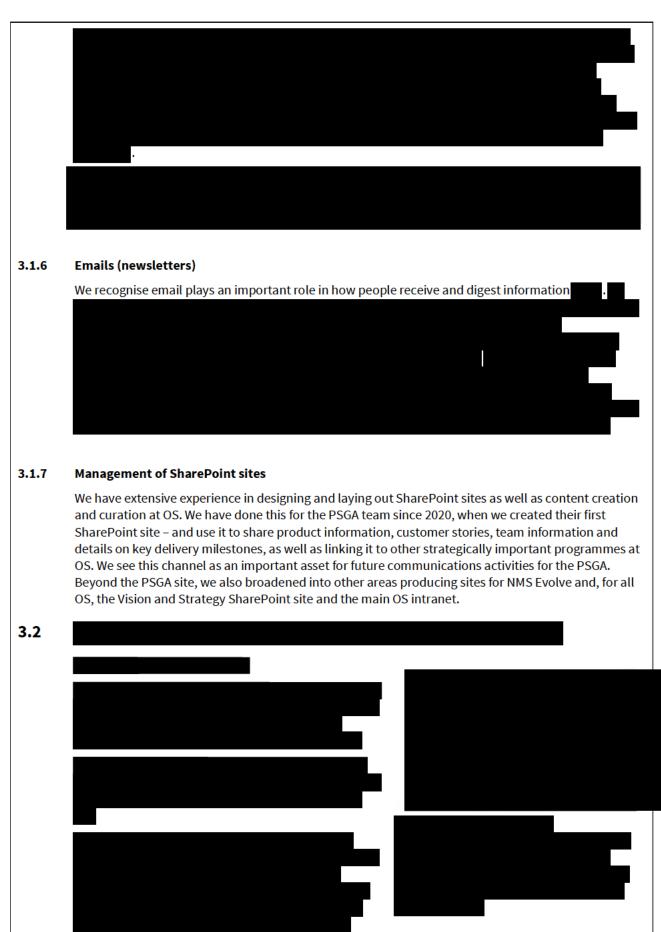


3.1.5 Manage Yammer (Viva Engage)



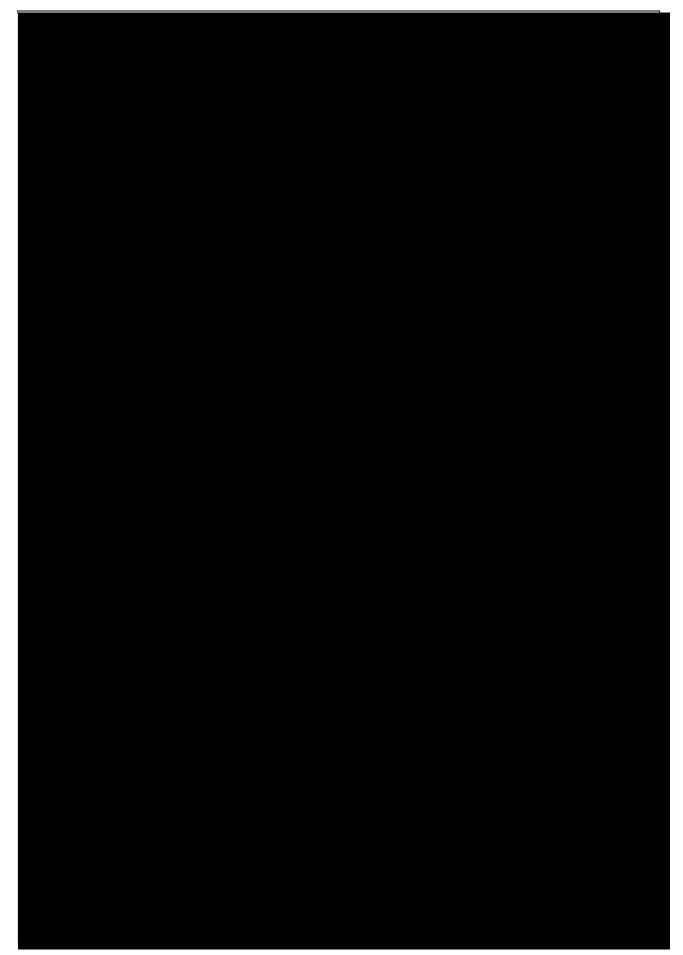
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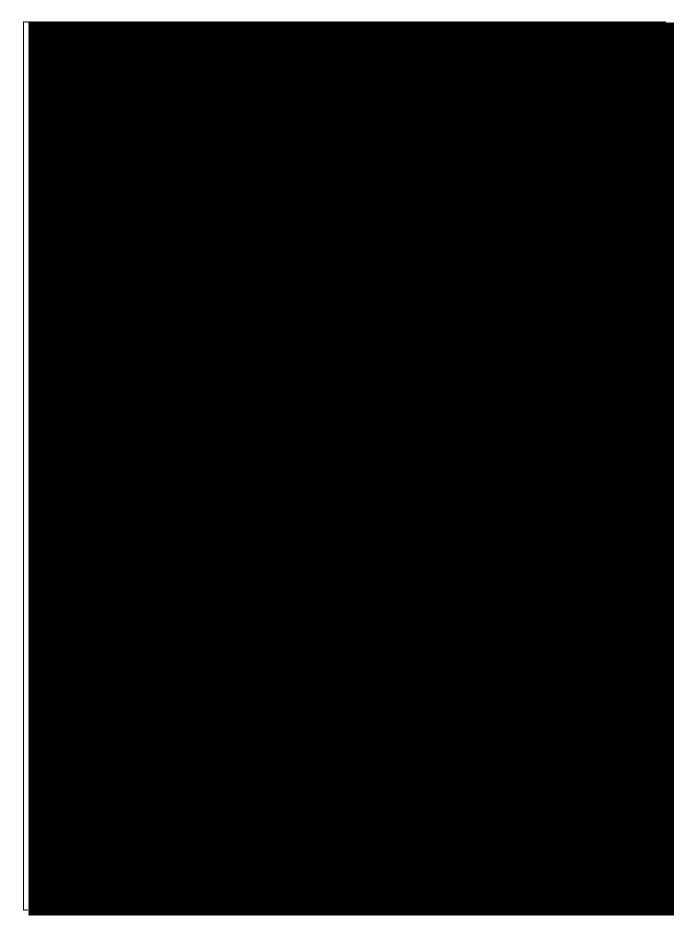




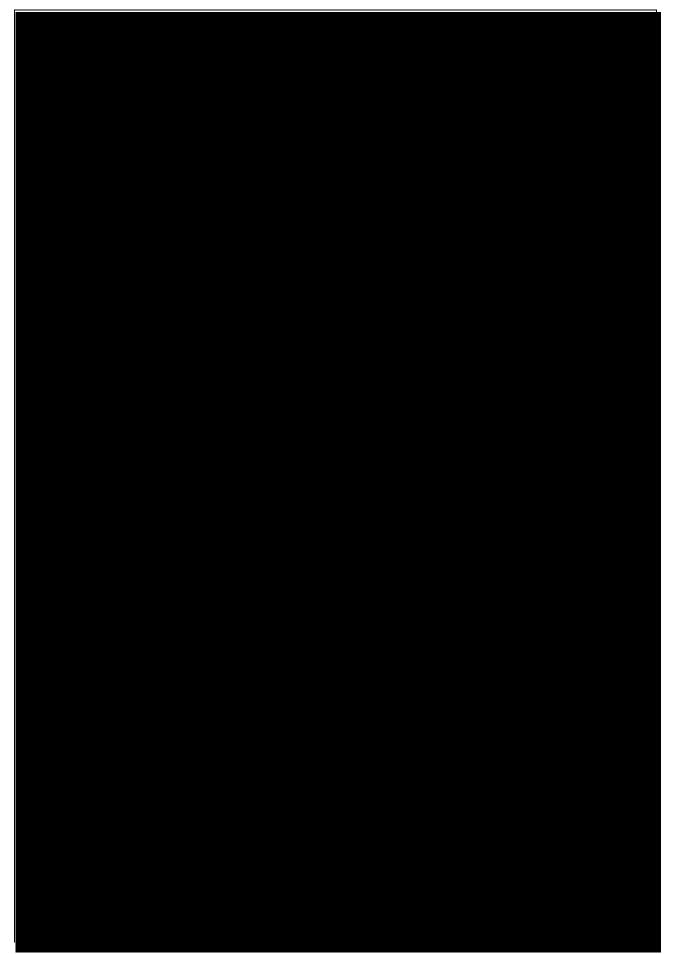








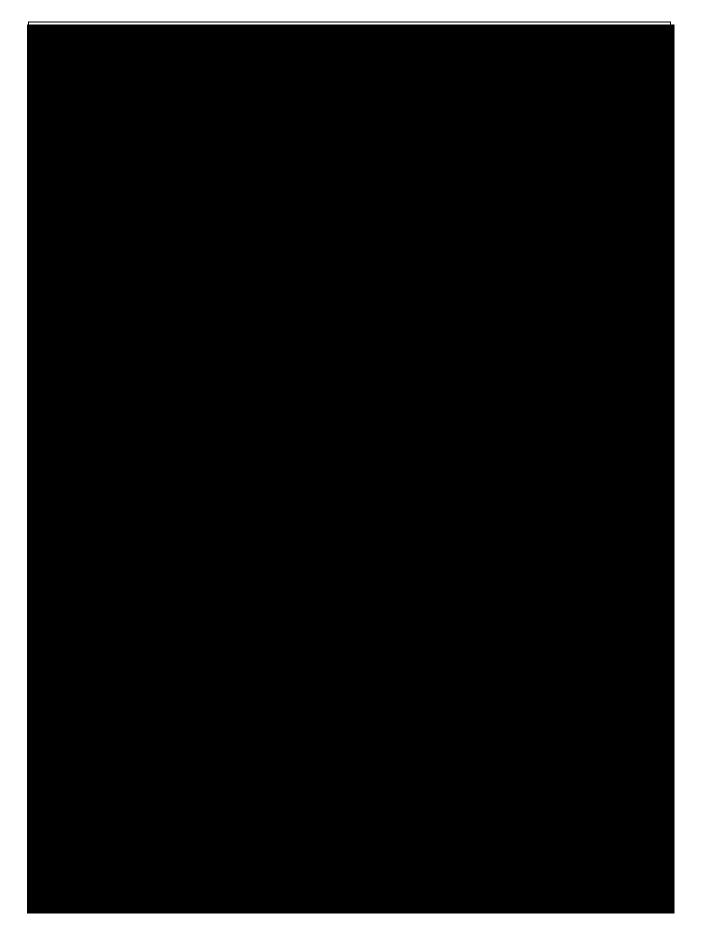




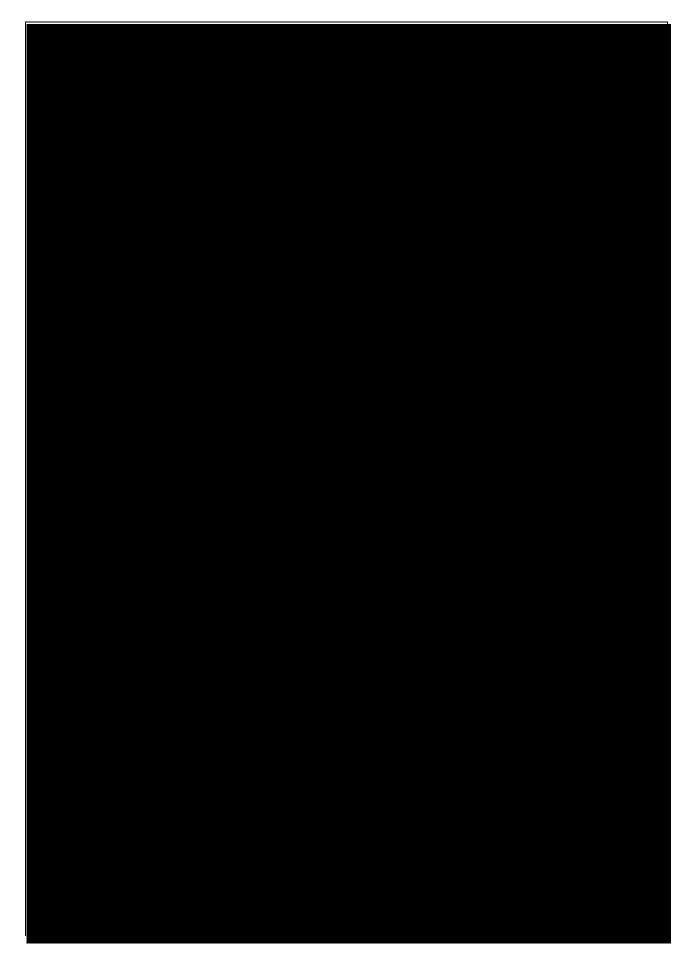
















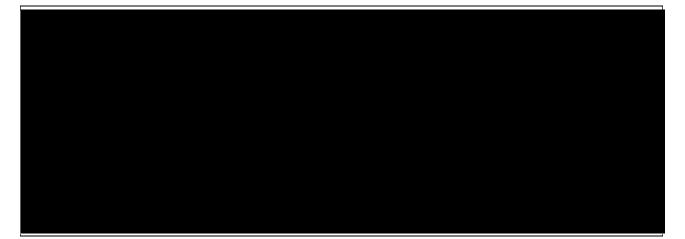












MARKS AVAILABLE 15 %



4 Responsiveness and Agility to timelines:

It is important that the supplier can be responsive and agile to the businesses demand for communications support. Please outline your lead times from award of this tender to being able to provision support.

In addition, demand is expected to fluctuate for this service and work packages that require your support could be generated with little advance warning. Please outline how you will be able to respond quickly to business demand. Demonstrate how you have previously delivered to short lead times and responded in an agile manner.

4.1 One of our core company objectives is 'delighting customers'

Over 70% of our business is from repeat customers or through being recommended which we consider a testament to us meeting that objective. Our customers like working with us because we are responsive and agile, and not being bound by red tape means we can expedite when needed.



We had a great experience working with The Inform Team. We needed to get started very quickly and they were able to stand an experienced team up quickly.

Financial Ombudsman Service

4.2 2. Lead times

The Inform Team has worked wide range of projects and always aim to be as responsive as possible. We are often asked to deliver at short notice and have such a well-established relationship with the design and communications functions with that we are trusted to bolster capacity for projects. This work at short notice ranges from small, discrete requests for communications collateral to support ongoing projects as well as large, strategically significant input at Programme level.

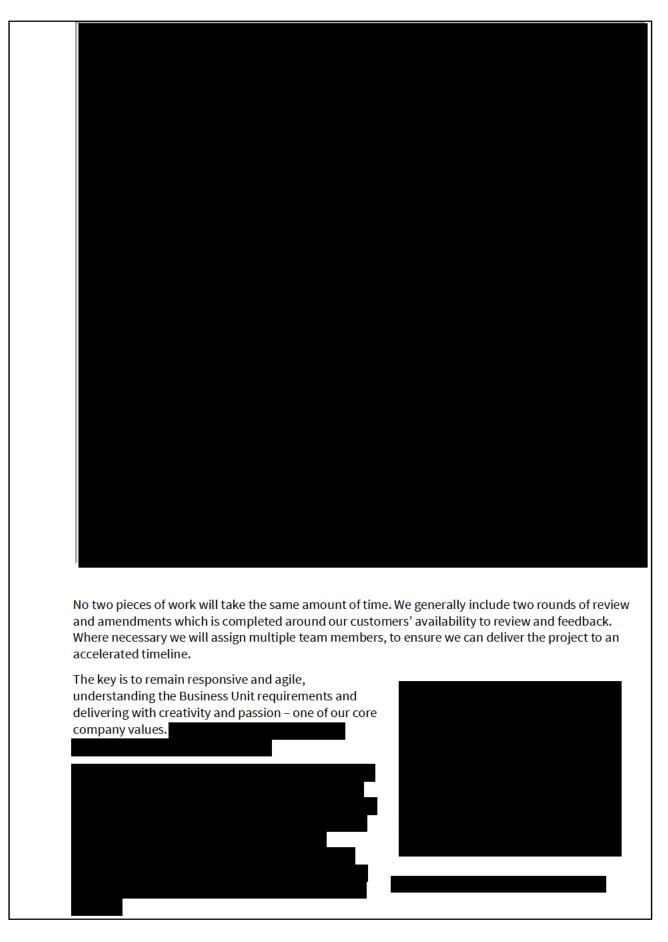
We aim to be transparent and honest with our lead times, which can vary. The detail of the requirement, scheduling and prioritising within the creative agency, access to customer specific content such as clarity around questions along with the sign off process can all affect our lead times. There is always a judgement to be made between working at pace and the creativity needed to deliver the work.

The times below are indicative and reflect some of the jobs that we have done for OS.











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MARKS AVAILABLE 15 %

5 Transitioning communications activity and enhancing existing capability:

Please outline your high-level plan for how you would approach transitioning this communications activity into the Business-as-Usual teams and how you would achieve this within the 6-month contractual timeframe. Please indicate if there would be any handover documentation containing best practice and highlight any residual capability gaps post transition.

Suppliers that provide a well thought out clear process of handover activities will score high for this question.

Embedding capability is part of Inform's methodology. Our results depend on best practice making a difference and becoming part of a customer's business as usual, so when we leave, the benefits of our work continue to be felt.

Investing in a change and communications management capability is not only beneficial to employees, it sets the organisation apart from its competition, helping them to be more agile and successful.

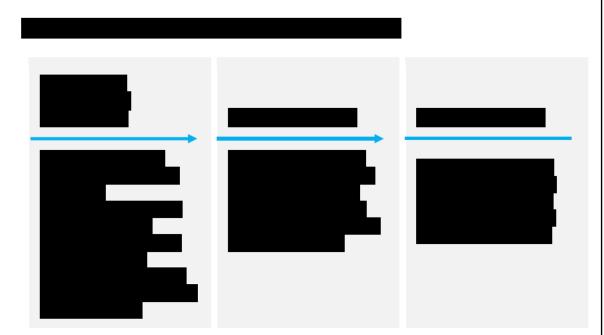
5.1 Transition plan

MONTHS



Our approach to transition communications activity into business-as-usual (BAU) teams within the six-month timeframe includes the following:

- 1. **Review** Conduct a comprehensive review of the existing communications plan activity to identify elements that need to be transitioned. We will work closely with you to agree priorities and quality targets and how these will fit into your existing processes and work packages.
- 2. Plan Develop a comprehensive transition plan that outlines the key activities, timelines, and deliverables for the transition process. This plan will be based on best practices and industry standards for transition management and will include detailed project management activities, communication planning, risk management and quality assurance. The transition plan will be in agreement with the relevant OS management team.
- **3. Train** Identify the BAU teams responsible for delivering the various work packages identified in the specification and develop a training plan to make sure they have the necessary skills, knowledge and tools to take over the existing communications activities.
- **4. Document –** Develop handover documentation that includes best practices, lessons learnt and residual capability gaps. This documentation will provide a guide for the BAU teams to follow and will make sure they have the information they need to take over the communications plan activities successfully.
- 5. **Support** We will provide ongoing support to the BAU teams throughout the transition period including regular updates, training sessions and quality assurance reviews.



We will make every effort to replicate our own skills within BAU teams, although the success of that depends on the baseline skills of the individuals, and the understanding that handover and upskilling must be reasonable.

5.1.1 Training

Our change communications professionals supplement real-world experience with industry qualifications. We are experts in providing advice to customers as well as developing training content tailored to the needs of an organisation.

We start with a brief training needs analysis (TNA) to understand the team's knowledge in supporting change communications. We then tailor a training programme that addresses any identified gaps



using specifically developed training sessions, either for teams as a whole or specific individuals. Topics for these training sessions will depend on the output of the TNA but might include:

- Writing for impact
- Communications to support change
- Creating a communications campaign
- How to be on brand
- Writing for the web
- How to use video to support your communications



5.1.2 Documentation

The handover will make sure relevant BAU teams get access to all deliverables completed so far, including strategies and plans as well as a walk-through of the various communication artefacts delivered through each channel. Depending on relevance to the asset being handed over, handover activity may address:

- 1. Identified BAU resource(s)
- 2. Agreed time allocation for training, coaching and handover/shadowing
- 3. Alignment with BAU governance with associated templates
- 4. Up-to-date strategy and communications schedule considering future considerations and what can be achieved in three, six and 12 months
- 5. Example communications produced to date
- 6. Best practice guidelines
- 7. Risks and issues log
- 8. Targets for completion during handover/shadowing
- 9. Communications measurement
- 10. Opportunities for improvement

We will review the handover with the relevant teams and the structure and content agreed will become the point of reference for all work completed during the transition. We will deliver a final handover document to the OS management team at the end of the transition as part of the project sign-off, with opportunities for questions and answers.



5.1.3 Progress monitoring and quality assurance

Throughout the handover process, there will be regular communication and collaboration to make sure there is a smooth and successful transition. The Inform transition team will work closely with key stakeholders to keep everyone fully informed throughout the process.

We will establish a set of metrics that can be used to track the success of the transition process. We will set these metrics at the beginning of the handover process and review them regularly throughout the transition to check they stay relevant and effective.

Examples of metrics to monitor the quality of the transition include:

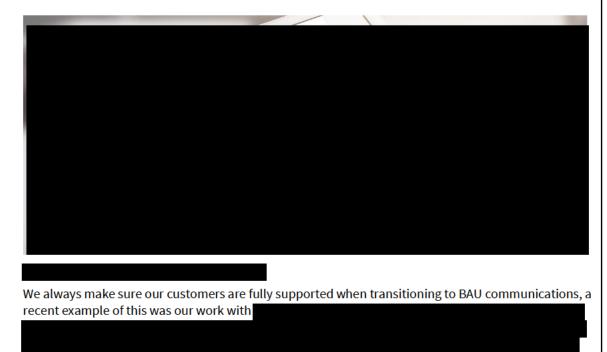
- Number of communications activities or work packages successfully transitioned to the BAU teams.
- Number of residual capability gaps identified and addressed during the handover process.
- Number of feedback sessions with the BAU teams to assess their comfort with new processes and tools.
- Quality of communication materials and assets developed during the handover process.

We will also establish a regular reporting cadence to make sure that stakeholders are kept up to date on the progress of the transition and any issues or challenges that arise during the process. We will use these reports to identify any areas where additional support or resources are required, and provide a transparent view of the progress of the handover process.

In addition, we will conduct regular check-ins with the BAU teams to gather feedback and make sure they are fully comfortable with the new processes and tools. We will use this feedback to identify any areas where further training or support are needed and make any necessary adjustments to the transition plan.

Our approach to transitioning the communications activities to the BAU teams is based on best practice and our experience in managing similar transition projects. If OS are able to provide individuals with the relevant baseline skills, we can deliver this within the six-month timeframe and make sure that the teams have the skills and knowledge they need to successfully deliver the agreed communications outcomes.

Example infographic





Contract Ref: BS2552.2023



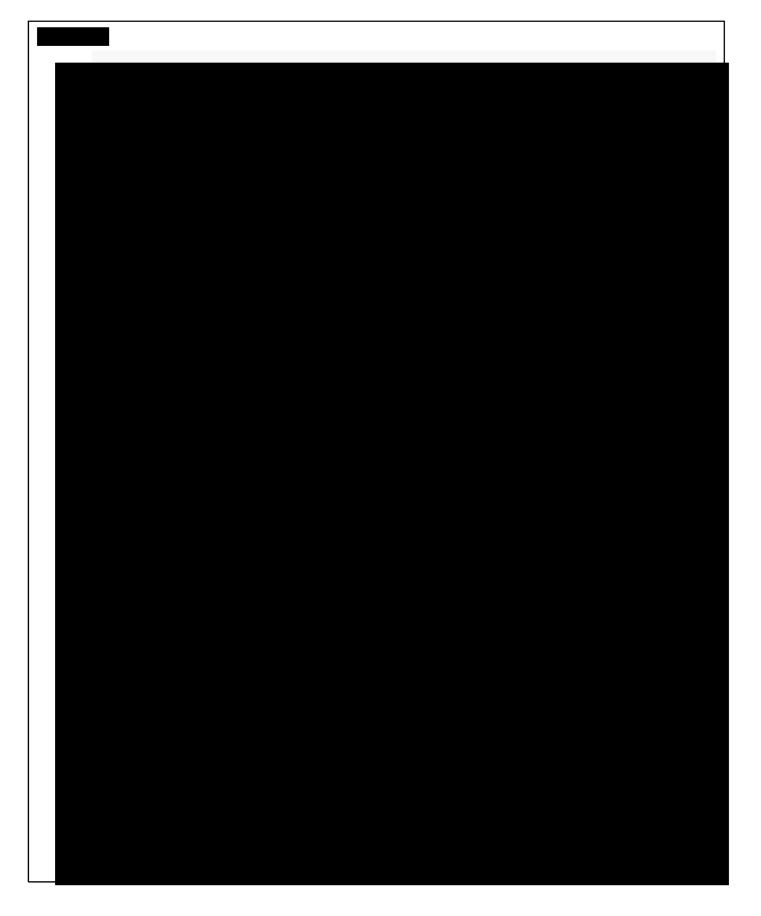
MARKS AVAILABLE 20 %



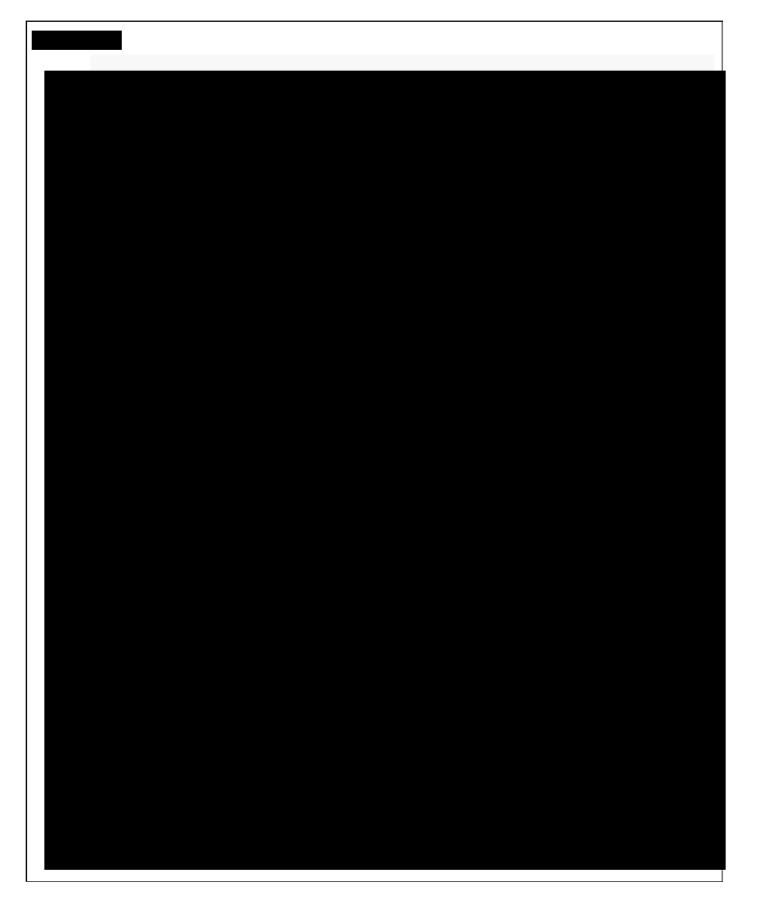
6 Appendix 1 – The Inform Team CVs

Please see below the CVs of some of our team, demonstrating the calibre and experience of the people you'll work with at Inform.

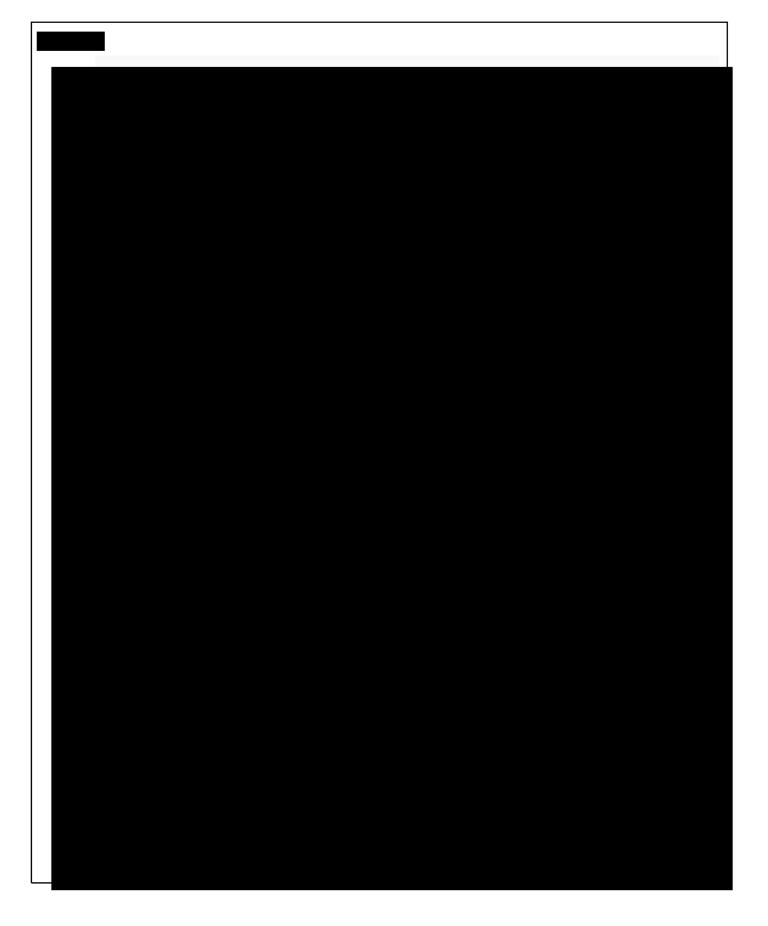




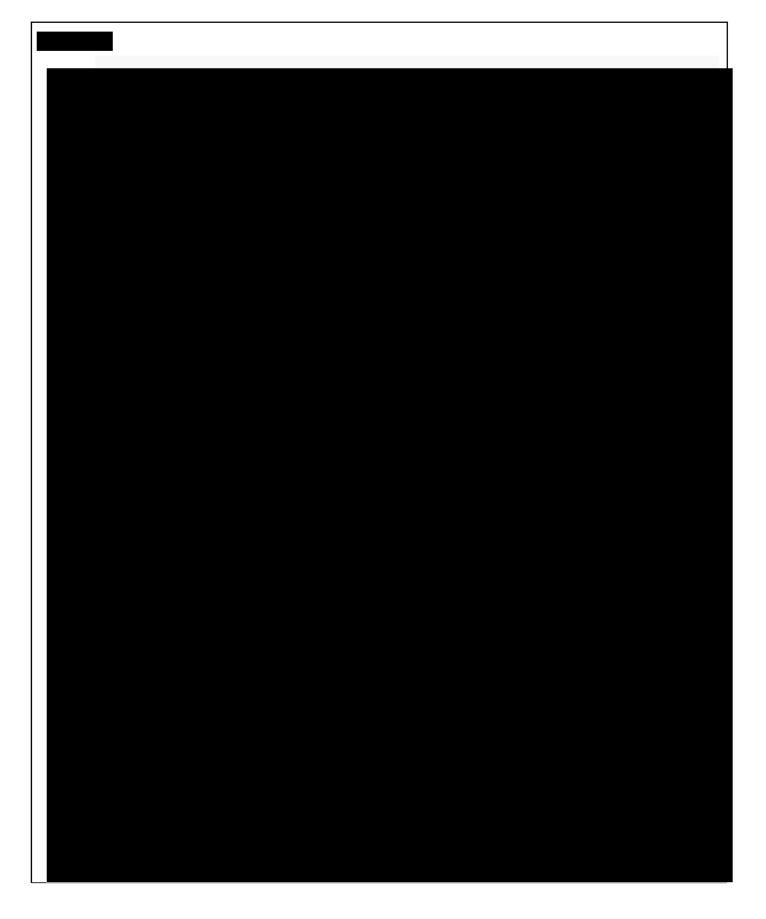




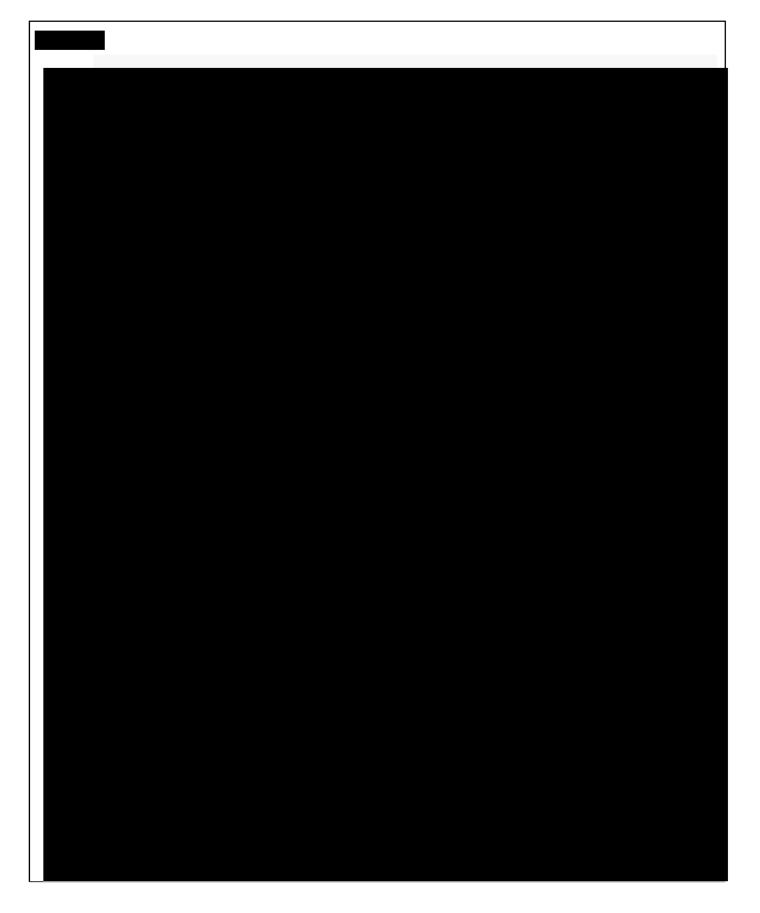




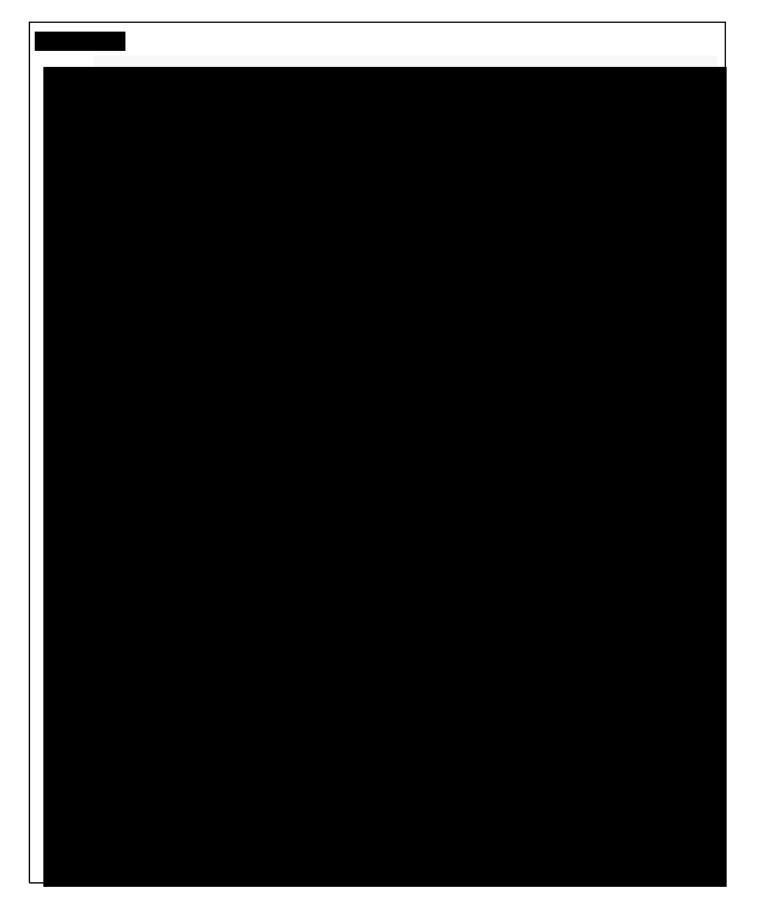




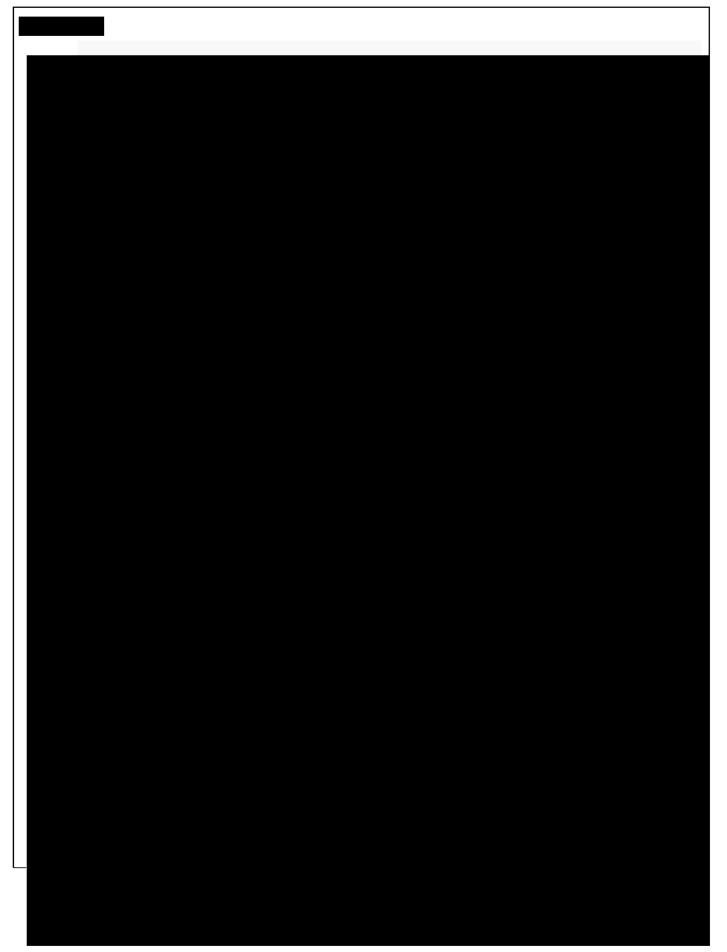












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