
RFP response: resident feedback and service analytics, Marlow Borough Council RFP 2026-14

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Response to RFP 2026-14: Resident Feedback and Service Analytics Service

Cover Letter

Notice: Marlow Borough Council and Larkfield Analytics Ltd are fictional entities. This response is a worked example.

To: Marlow Borough Council

Larkfield Analytics Ltd is pleased to submit this response to RFP 2026-14, *Resident Feedback and Service Analytics Service*. We understand that the Council requires a managed service to bring resident feedback from four channels into one reporting store; design and deliver an annual resident survey programme; provide secure, accessible dashboards for service managers; report quarterly to Cabinet; and train Council users.

We propose a 24-month service, with the Council's option to extend for 12 months. Our priced 24-month proposal is £298,720 excluding VAT, within the Council's £330,000 excluding-VAT budget ceiling. We will deliver the service through an integrated survey, data engineering, dashboard and governance approach led by Imogen Farrow, Engagement Director.

This proposal is valid for 60 days from its date of issue. We accept the Council's standard terms and conditions with no clarifications.

Yours faithfully,

Imogen Farrow

Engagement Director, Larkfield Analytics Ltd

Executive Summary

Larkfield Analytics Ltd proposes a managed resident feedback and service analytics service that will create a single, daily refreshed reporting store for the Council's web form, contact-centre log, paper comment cards and annual residents' survey.

- **Integrated resident insight:** We will design one survey round in each contract year for 8,000 postal and online invitations, using a written sampling and weighting method agreed during discovery so that response rates can be reported by ward.
- **Actionable reporting:** Browser-based dashboards will support at least 20 named service managers through role-based access. Dashboards will refresh daily and will be designed and tested to WCAG 2.2 level AA.
- **Executive assurance:** Sunniva Hale, Senior Survey Analyst, will prepare the quarterly written Cabinet report. Imogen Farrow will sign off every report and can present to Cabinet on request.
- **Secure delivery:** We will host Council data in a UK data centre, encrypted at rest and in transit. A Council-approved data protection impact assessment will be completed before personal data is processed.
- **Relevant delivery record:** Our two qualifying local authority references are Wexcombe District Council and Ardmoor Borough Council, both completed within the last three years.
- **Fixed and transparent price:** Our £298,720 excluding-VAT price includes all stated service lines for the 24-month term. Hosting and dashboard licences are fixed at £1,400 per month for up to 40 named

users.

We confirm compliance with all mandatory requirements R1-R10 and offer all desirable requirements D1-D3.

Company Overview & Qualifications

Larkfield Analytics Ltd is a data and survey analytics consultancy founded in 2014. We have 31 staff across Survey Design, Data Engineering and Decision Dashboards practices and work principally with local authorities, housing associations and regional retailers. Our registered company number is LA-0044817.

Our services combine resident and tenant survey design, sample design and weighting; integration of client data sources into reporting stores with automated daily refresh; and browser-based dashboards with role-based access and analyst-written reporting.

We are a registered data controller and processor. We hold public liability insurance of £5 million and professional indemnity insurance of £2 million, both renewed each January. We also hold the Clearfield Data Practice assurance mark, renewed in March 2026.

Our delivery team brings directly relevant public-sector research, survey methodology, data engineering and accessibility capability. Larkfield has never been subject to a contract termination for default and declares no conflicts of interest with Marlow Borough Council.

Technical Approach

We will begin with a two-week discovery comprising stakeholder interviews, a data inventory and a written data protection impact assessment. The Council will sign off the DPIA before any personal data moves. We will agree the common data layout, data dictionary, sampling and weighting method, acceptance criteria and delivery priorities during discovery.

Requirement	Response and evidence of capability	Status
R1	We will deliver one resident survey round in each contract year, using 8,000 postal and online invitations. Our survey practice designs samples that allow response rates to be reported by ward or neighbourhood. We will agree and document a written sampling and weighting method during discovery.	Compliant
R2	We will connect the web form, contact-centre log, paper comment cards and annual survey into one reporting store. Connections use a scheduled file export, database view or API; where no standard export or interface exists, we will build a read-only export during discovery at no extra charge. Dashboards refresh daily. We will collect paper cards weekly, digitise them through scanning and double-keying, and load them into the common layout.	Compliant
R3	We will provide browser-based dashboards for at least 20 named service managers. Named-user, role-based access will control dashboard access; the priced platform supports up to 40 named users.	Compliant
R4	Sunniva Hale, Senior Survey Analyst, will prepare the narrative summary and quarterly written report for Cabinet. We will deliver each report within 15 working days of quarter end. Imogen Farrow will sign off reports and will present to Cabinet on request.	Compliant

Requirement	Response and evidence of capability	Status
R5	We will conduct a written DPIA during discovery and obtain Council sign-off before personal data is processed. We will collect and retain only personal data needed for the agreed project purpose.	Compliant
R6	We will host Council data in a UK data centre, with encryption at rest and in transit.	Compliant
R7	We will notify the Council within 24 hours of confirming a personal-data breach. The notice will state what happened, affected data and actions being taken at that time.	Compliant
R8	Tomasz Wren, Dashboard Developer, will own accessibility testing. Dashboards will be built and tested against WCAG 2.2 level AA before launch and at each major release. We will record and fix identified accessibility defects before go-live.	Compliant
R9	Imogen Farrow is the named Engagement Lead. The escalation route is Imogen Farrow, then Larkfield's Managing Director.	Compliant
R10	We provide two comparable local authority references: Wexcombe District Council and Ardmoor Borough Council. Both contracts were completed within the last three years.	Compliant
D1	Our tenant-satisfaction experience includes Tavistone Housing Association, where we redesigned the annual tenant survey around regulator-required measures and delivered a quarterly board dashboard.	Offered
D2	Hosting and dashboard licences are charged at a fixed £1,400 per month for up to 40 named users, fixed for the contract term and any extension.	Offered
D3	We will provide one 90-minute briefing for elected members in each contract year, supported by a recorded walkthrough of every dashboard.	Offered

Management Approach

Imogen Farrow, Engagement Director, will lead the contract, provide the primary senior contact and sign off every report. Dev Okonkwo, Lead Data Engineer, will lead data connections and own the project DPIA. Sunniva Hale will lead survey analysis and quarterly reporting. Tomasz Wren will lead dashboard development and accessibility testing.

We will deliver through fortnightly sprints. Each sprint will produce a written progress report, and we will maintain a risk register for review at every steering meeting. We will demonstrate each deliverable to the Council's nominated approver. The Council will confirm acceptance in writing against discovery-stage criteria or identify material issues for correction.

Training will include two half-day, in-person sessions for service managers: one at launch and one at month six. We will also deliver one 90-minute elected-member briefing in each year and provide a recorded walkthrough of every dashboard.

The service includes a quarterly access review for named users. Our escalation route is Imogen Farrow followed by Larkfield's Managing Director.

Past Performance / References

Wexcombe District Council - Resident Feedback Programme, 2023-2025. Larkfield replaced four separate feedback forms with one survey and a weekly dashboard. Response rate rose from 9% to 23% over

18 months. The £212,000 contract was delivered on time and 3% under budget.

Reference: Corin Aldous, Head of Customer Services, corin.aldous@wexcombe-council.example, 01000 555 0101.

Ardmoor Borough Council - Complaints and Compliments Analytics, 2023-2024. Larkfield joined three complaints and compliments data sources into one dashboard for 14 service managers. Median quarterly-report production time reduced from 11 working days to three. The £148,000 contract was delivered on time.

Reference: Elspeth Rowan, Head of Corporate Performance, elspeth.rowan@ardmoor-council.example, 01000 555 0102.

Both referees have agreed to be contacted by the Council.

Pricing Volume

All prices are in pounds sterling, excluding VAT, for the 24-month contract term. The total is within the Council's £330,000 excluding-VAT budget ceiling.

Line item	Volume and rate	Total excluding VAT
Engagement Director	24 days × £1,150	£27,600
Lead Data Engineer	60 days × £950	£57,000
Senior Survey Analyst	80 days × £820	£65,600
Dashboard Developer	104 days × £780	£81,120
Hosting and dashboard licence	24 months × £1,400	£33,600
Survey fielding	16 units of 1,000 invitations × £1,900	£30,400
Paper comment-card digitisation	4,000 cards × £0.85	£3,400
Total 24-month contract price		£298,720

The price includes the stated scope and has no hidden fees. Expenses are not charged unless agreed by the Council in writing in advance; agreed travel and out-of-pocket costs are charged at cost. Rates are fixed for the whole contract term, including any extension. Invoices will be issued monthly in arrears and are payable within 30 days.

Required Forms & Certifications

Signed by Imogen Farrow on behalf of Larkfield Analytics Ltd: non-collusion declaration; no gifts or inducements declaration; conflicts-of-interest declaration confirming none; current tax-clearance declaration; and acceptance of the Council's standard terms and conditions with no clarifications. Our modern slavery statement will be made available on request.

Appendices

No separate appendices are included. Supporting material is contained within this response: the requirement compliance matrix, delivery-team details, reference contacts, completed declarations and price

schedule. This technical response is prepared to remain within the Council's 15-page limit and the stated approximately 1,950-word overall submission limit.

We invite Marlow Borough Council to evaluate this response and, following award, to arrange the two-week discovery phase with Imogen Farrow as the named Engagement Lead.

References

1. rfp-marlow-council.md
2. Company.txt
3. Services.txt
4. Delivery team (all invented).txt
5. Past performance (all invented).txt
6. Standard rates (invented, excluding VAT).txt
7. Implementation approach and training.txt
8. Method and assurance.txt
9. Forms and declarations (invented).txt