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

November 25, 2026

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COVER LETTER

To: Marlow Borough Council

We submit this response to **RFP 2026-14, Resident Feedback and Service Analytics Service**, on behalf of Larkfield Analytics Ltd.

Worked-example notice: The buyer and the bidder in this response are fictional, and this response is a worked example.

We understand that you require a managed service that designs and runs resident surveys, joins four feedback channels into one reporting store, provides dashboards and Cabinet reporting, and trains Council users. We respond for the requested 24-month contract with an option to extend for 12 months, within the buyer's budget ceiling of 330,000 pounds excluding VAT.

Our response addresses requirements R1 to R10 and desirable requirements D1 to D3. We provide survey design, data engineering, decision-dashboard, reporting and training experience relevant to the requested scope. Where implementation parameters, effort quantities, or approvals are not established, we identify them for confirmation.

Imogen Farrow, Engagement Director, is authorised to sign the required declarations for Larkfield Analytics Ltd.

EXECUTIVE SUMMARY

Larkfield Analytics Ltd proposes a discovery-led resident feedback and service analytics service. Our established services include resident and tenant survey design, ward or neighbourhood response-rate reporting, written sampling and weighting methods, daily-refresh reporting stores, browser-based dashboards with role-based access, and analyst-written narrative reporting.

We would begin with a two-week discovery covering stakeholder interviews, a data inventory, a written data protection impact assessment, and agreement of the common reporting layout and data dictionary. The Council must sign off the data protection impact assessment before personal data moves.

Our delivery team combines public-sector research, data-engineering, survey-methodology and dashboard-accessibility experience. Imogen Farrow would lead the engagement and sign

off reports; Dev Okonkwo would lead data engineering and data protection impact assessments; Sunniva Hale would write monthly and quarterly narrative summaries; and Tomasz Wren would lead WCAG 2.2 level AA accessibility testing.

We meet the supported mandatory requirements, including UK hosting, encryption at rest and in transit, breach notification within 24 hours of confirmation, daily dashboard refresh, role-based access, an escalation route, and two comparable local-authority references completed within the last three years.

The known 24-month recurring and volume-based cost is 67,400 pounds excluding VAT. Labour effort required for discovery, integration, reporting, training, management and accessibility testing is not quantified in the supplied rate basis; therefore, a complete offered total and confirmation of budget compliance remain To be confirmed.

COMPANY OVERVIEW & QUALIFICATIONS

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

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

We have never been subject to a contract termination for default and disclose no conflicts of interest with any buyer in this sample set.

Our survey services include resident, tenant and customer surveys, ward or neighbourhood sampling, weighting and plain-language reporting. Our data-engineering services connect client systems into a reporting store with automated daily refresh. Our dashboard services provide browser-based dashboards with role-based access, analyst narrative summaries and quarterly review workshops.

To be confirmed: the bid team must provide any certification specifically required beyond the stated Clearfield Data Practice assurance mark.

Point-by-point requirements response

Requirement	Response
R1	We design resident surveys with sampling that enables ward or neighbourhood response-rate reporting. During discovery, we would agree a written sampling and weighting method. The proposed acceptance criterion is Council approval of that method before fielding.
R2	We connect client systems through scheduled file export, database view or API. We would connect the web form, contact-centre log, paper comment cards and annual survey into one common reporting layout, documented in a data dictionary retained by the Council. Dashboards refresh daily. Paper cards would be collected weekly and digitised through scanning and double-keying. Where an existing system has no export or interface, we build a read-only export during discovery at no extra charge.
R3	We provide browser-based dashboards with role-based access. Hosting and licence supports up to 40 named users; this accommodates at least 20 named service managers. Named-user access and quarterly access reviews are established controls. Proposed acceptance is role testing with the Council's nominated users before launch.
R4	Sunniva Hale, Senior Survey Analyst, writes the narrative summary in each quarterly report. We deliver the quarterly written report within 15 working days of quarter end. Imogen Farrow signs off every report and will present it to Cabinet on request.
R5	We are a registered data controller and processor. Every project starts with a written data protection impact assessment, signed off by the client before personal data moves. We collect and retain only personal data required by the agreed project purpose.
R6	We host client data in a UK data centre, encrypted at rest and in transit.
R7	We notify the client within 24 hours of confirming a personal-data breach. The notice states what happened, affected data and actions under way.
R8	We build dashboards to WCAG 2.2 level AA, test before launch and at each major release, record defects and fix them before go-live.
R9	Imogen Farrow is the named Engagement Lead. The escalation route is Imogen Farrow, then Larkfield's managing director.
R10	We provide Wexcombe District Council and Ardmoor Borough Council as comparable local-authority contracts completed within the last three years.
D1	We designed Tavistone Housing Association's annual tenant survey around regulator-required measures and built a quarterly board dashboard.
D2	Dashboard-platform hosting and licence is a fixed 1,400 pounds per month for up to 40 named users, excluding VAT.
D3	We provide one 90-minute briefing for elected members each year.

Proposed implementation controls

Subject to Council approval and technical validation, we would use daily scheduled synchronisation after source access is established. We would agree backup, restore ownership and a recovery-test procedure during discovery. To be confirmed: backup and restore capability, retention period, recovery objectives and Council approval of the proposed procedure.

Subject to agreement, we would define a support model covering hours, time zone, priority definitions, response and update targets, escalation stages, responsible roles and post-launch support period. To be confirmed: the approved support model and Larkfield staffing commitment for that model.

MANAGEMENT APPROACH

We deliver through fortnightly sprints, written progress reports and a risk register reviewed at every steering meeting. We demonstrate each deliverable to the Council's nominated approver. The Council confirms acceptance in writing against discovery-stage criteria or identifies material issues for correction.

Planning phase	Deliverable and responsibility	Dependency and proposed acceptance
Weeks 1-2	Discovery, data inventory, sampling method and data protection impact assessment; Imogen Farrow and Dev Okonkwo.	Requires stakeholder access and Council sign-off of the data protection impact assessment before personal data moves.
Weeks 3-8	Reporting-store connections, common layout and data dictionary; Dev Okonkwo.	Requires source exports, views or APIs. Proposed acceptance is successful loading of all four channels.
Weeks 6-10	Role-based dashboards and accessibility testing; Tomasz Wren.	Requires agreed user roles and reporting measures. Proposed acceptance is WCAG 2.2 level AA testing completed before launch.
Launch and month six	Two half-day, in-person service-manager sessions and dashboard walkthroughs; delivery team.	Requires attendee availability. Proposed acceptance is completion of the scheduled sessions and recorded walkthrough.
Each contract year	One 90-minute elected-member briefing; delivery team.	Requires Council scheduling.

These are planning assumptions requiring approval; no kickoff date is supplied. Post-launch delivery includes daily refresh, quarterly reports and quarterly access reviews.

PAST PERFORMANCE / REFERENCES

Wexcombe District Council, resident feedback programme, 2023 to 2025: We replaced four separate feedback forms with one survey and a weekly dashboard. Response rate rose from 9 percent to 23 percent over 18 months. The 212,000 pounds contract was delivered on time and 3 percent 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 to 2024: We joined three data sources into one dashboard for 14 service managers. Median quarterly-report production time fell from 11 working days to 3. The 148,000 pounds contract was delivered on time. Reference: Elspeth Rowan, Head of Corporate Performance, elspeth.rowan@ardmoor-council.example, 01000 555 0102.

Tavistone Housing Association, 2024: We redesigned a tenant survey and produced a quarterly board dashboard; the first reached the board six weeks after contract start. Reference: Maren Ostby, Director of Operations, maren.ostby@tavistone-housing.example, 01000 555 0103.

All referees have agreed to buyer contact. The contracts and references are fictional and illustrative for this worked example.

PRICING VOLUME

All rates are fixed for the whole term, including any extension, and exclude VAT. Payment terms are invoiced monthly in arrears, payable within 30 days. Expenses are not charged unless agreed in writing in advance; agreed travel and out-of-pocket costs are charged at cost.

Line item	Calculation	24-month amount
Dashboard hosting and licence	24 months × 1,400 pounds per month	33,600 pounds
Survey fielding	16,000 invitations ÷ 1,000 × 1,900 pounds	30,400 pounds
Paper-card digitisation	4,000 cards × 0.85 pounds per card	3,400 pounds
Known total excluding VAT		**67,400 pounds**
Professional services	Engagement Director, Lead Data Engineer, Senior Survey Analyst and Dashboard Developer days	To be confirmed: required days and full labour amount.
Full offered total	Known total plus unquantified professional services	**To be confirmed.**

The known total is 262,600 pounds below the 330,000 pounds excluding VAT ceiling; full budget compliance cannot be confirmed until professional-services days are agreed. Optional 12-month extension: hosting and licence is 12 × 1,400 pounds = 16,800 pounds excluding VAT; extension survey, paper-card and labour volumes are To be confirmed.

Our proposal is valid for 60 days from the date of issue. Governing law is the law of England and Wales, with disputes referred to the courts of England and Wales. To be confirmed: legal effect of this response. **Next step:** please confirm professional-services effort, extension volumes and approval of the pricing schedule so that we can provide a complete total for acceptance.

REQUIRED FORMS & CERTIFICATIONS

Signed by Imogen Farrow, Engagement Director: non-collusion declaration; no gifts or inducements declaration; conflicts declaration; current tax-clearance declaration; and acceptance of the Council's standard terms and conditions with no clarifications. We will make our modern slavery statement available on request.

APPENDICES

Compliance Matrix

ID	Status	Response location	Evidence basis	Remaining gap, next action and responsible role
R1-R10	Compliant	Technical Approach	Survey, integration, dashboard, reporting, assurance, team and reference evidence stated above.	Implementation approvals: Imogen Farrow to agree discovery acceptance criteria with the Council.
D1-D3	Compliant	Technical Approach	Tenant-satisfaction experience, fixed monthly hosting rate and elected-member briefing.	Scheduling and extension volumes: Imogen Farrow to obtain Council confirmation.
Price	To be confirmed	Pricing Volume	Known hosting, fielding and digitisation calculations.	Professional-services days and full total: bid team to confirm before submission.