

Scoring Criteria and Guidance

WP2248.1 & WP2248.2: SMS Provider(s) for GOV.UK Notify

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1. INTRODUCTION

The criteria and scoring mechanisms described in this document have been compiled to provide transparency to Participants during the procurement event. This document should be read in conjunction with the questions and guidance notes for each of the respective sections as set out in the tender documentation. If you notice any ambiguities, please notify the procurement lead as early as possible so they can resolve any issues and provide further clarity that may be required. Criteria for the combined Selection Questionnaire (SQ) and Invitation to Tender (ITT) are detailed in this document.

The evaluation of Participants submissions shall be carried out in accordance with the criteria and scoring mechanisms detailed herein. The evaluation of the Participants submission will be carried out using the information provided by the Participants to the Contracting Authority via email in response to the published tender on Find-A-Tender-Service (FATS).

2. SQ/ITT OVERVIEW

Within the tender documentation, the SQ/ITT can be broken down into 4 envelopes; *Qualification, Technical, Commercial and Social Value*.

Envelope	Overall Weighting	Description
Qualification (Selection Questionnaire)	0%	The qualification envelope contains a number of individual questions which are assessed on a 'Pass/Fail' basis. Where a Participant's response to a question in its submission is assessed as being a Fail, the Participant will be excluded from this Procurement Event.
Technical	0%	<p>The technical envelope contains a number of individual questions which are assessed on a 'Pass/Fail' basis. Where a Participant's response to a question in its submission is assessed as being a Fail, the Participant will be excluded from this Procurement Event.</p> <p>The technical envelope also contains questions which are scored in accordance with this document. All questions where a response other than Yes/No is required must obtain a minimum score of '2' (Met), in order to Pass.</p>
Commercial	90%	The commercial envelope is provided to participants as a spreadsheet that requests individual pricing for a number of services and scenarios. The commercial envelope will contribute 90% of the overall score for this Procurement Event.. Where a Participant fails to provide this information without justifiable cause, to be decided at the discretion of the Contracting Authority, then the participant will be excluded from this Procurement event.
Social Value	10%	<p>Social Value will be assessed against criteria contained within this document. The Contracting Authority expects a written response which will be scored against the Scoring methodology, also listed herein. Participants will have a maximum word limit of 1000 words within which to articulate their response.</p> <p>Theme: Fighting Climate Change Policy Outcome: Effective stewardship of the environment</p> <p>Award Criteria: You will be assessed against your ability to;</p> <p>a. Deliver additional environmental benefits in the</p>

		performance of the contract including working towards net zero greenhouse gas emissions. b. Influence staff, suppliers, customers and communities through the delivery of the contract to support environmental protection and improvement.
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Where information is required to verify or validate any response, failure to provide the information or failure to provide information which does verify and validate that response may result in the Participant being excluded from this Procurement Event.

The table below summarises the sections and criteria within each envelope of the SQ/ITT and how they are scored:

Envelope	Envelope Weight	Question	Section	Section Weight	Question Types
Qualification - <i>Selection Questionnaire</i>	N/A	1.1 - 1.3	Part 1. Organisation and Contact Details (General Information)	N/A	Information /Pass/Fail
Qualification - <i>Selection Questionnaire</i>	N/A	2.1 - 4.3	Part 2. Grounds for Mandatory and Discretionary Exclusion	N/A	Pass/Fail
Qualification - <i>Selection Questionnaire</i>	N/A	5.1 - 6.5	Part 3. Supplier Selection Questions	N/A	Pass/Fail
Qualification - <i>Selection Questionnaire</i>	N/A	7	Declaration	N/A	Pass/Fail
Technical - <i>Technical Envelope</i>	0%	8.01-8.03 8.07-8.11	8. Functionality	0%	Pass/Fail
Technical - <i>Technical Envelope</i>	0%	8.04-8.06	8. Functionality	0%	Information Only
Technical - <i>Technical Envelope</i>	0%	8.12	8. Functionality	0%	Information /Pass/Fail
Technical - <i>Technical Envelope</i>	0%	9.01-9.03 9.05-9.06 9.09-9.11	9. Performance	0%	Pass/Fail
Technical - <i>Technical Envelope</i>	0%	9.04 9.07-9.08	9. Performance	0%	Information Only
Technical - <i>Technical Envelope</i>	0%	10.01-10.06 10.17 10.19 10.21-10.24 10.26-10.34	10. Information Security	0%	Pass/Fail
Technical - <i>Technical Envelope</i>	0%	10.07-10.16 10.18 10.20 10.25	10. Information Security	0%	Information /Pass/Fail
Technical - <i>Technical Envelope</i>	0%	11.01 11.03	11. Sub Processors	0%	Information /Pass/Fail
Technical - <i>Technical Envelope</i>	0%	11.02	11. Sub Processors	0%	Pass/Fail

Where a Section or question within a Section is for information only, it must be completed in order for the Candidate's response to be compliant.

3. SQ SUBMISSION GUIDANCE

Qualification Envelope - (Envelope Weighting: 0%)

Part 1. Organisation and Contact Details (General Information)

Part 2. Grounds for Mandatory Exclusion

Part 3. Economic and Financial Standing

Section 7. Declaration

NOTE: For guidance, see attached - 'WP2248_Selection_Questionnaire_SQ/ITT'.

4. ITT TECHNICAL EVALUATION

Technical Envelope (Envelope weighting: 0%)

Section 8. Functionality

Section 9. Performance

Section 10. Information Security

Section 11. Sub-Processors

Unless specified otherwise, within the attached document 'WP2248.1 and WP2248.2_TECHNICAL ENVELOPE_SQ/ITT,' questions in the aforementioned sections require a 'Yes' or 'No' response.

A Yes will constitute a 'Pass'

A 'No' will constitute a 'Fail'

Failure to provide any response will constitute a Fail. This includes where it has been indicated that the question is for 'information only.'

Where additional information/evidence has been requested, failure to attach the relevant documentation, clearly identifying the questions to which it refers will constitute a 'Fail.'

For avoidance of doubt, a 'Fail' will result in the exclusion of the participant from the tender process, at the discretion of the Contracting Authority.

Where it has been specified that the participants response is to be scored, the participants response must score at least a 2 'Met' in order to be considered a 'Pass'

The Contracting Authority will use the Scoring Methodology, below when awarding a score;

SCORE (0 - 3)	Description	Outcome
0	The response is unacceptable to the Contracting Authority because it: <ul style="list-style-type: none">• does not properly address the question; and/or	Not Met

	<ul style="list-style-type: none"> • fails to demonstrate an understanding of the relevant requirements and/or demonstrate how the relevant requirements will be achieved; and/or • no evidence is provided, or the evidence provided does not give any confidence in the response. 	
1	<p>The response provides the Contracting Authority with a low level of confidence that the relevant requirements of the question will be delivered because it:</p> <ul style="list-style-type: none"> • addresses the majority, but not all, of the requirements of the question; and/or • demonstrates a less than adequate understanding of the relevant requirements and/or a less than adequate demonstration of how the relevant requirements will be achieved; and/or • contains less than adequate evidence. 	Partially Met
2	<p>The response provides the Contracting Authority with a good level of confidence that the relevant requirements of the question will be delivered to a good standard because it:</p> <ul style="list-style-type: none"> • addresses the question to a good level; • demonstrates a good understanding of the relevant requirements and demonstrates a high degree of certainty how the relevant requirements will be achieved; and • contains relevant and good evidence. 	Met
3	<p>The response provides the Contracting Authority with a very high level of confidence that the relevant requirements of the question will be delivered to an excellent standard because it:</p> <ul style="list-style-type: none"> • addresses the question to an excellent level; • demonstrates excellent understanding of the relevant requirements, and demonstrates convincingly how the relevant requirements will be achieved; and • contains relevant and excellent evidence. 	Exceeded

5. ITT COMMERCIAL EVALUATION

Commercial Envelope (Envelope weighting: 90%)

The Contracting Authority reserves the right to evaluate 2 pricing models and proceed on the basis of the most cost effective;

1. 50/50 Volume/Traffic split

2. 80/20 Volume/Traffic split.

For example;

On receipt of bids, if an 80/20 split of volume/traffic shows significant savings, then the supplier that scores highest (cheapest overall) for 80% will receive 100% of the commercial weighted score (90%).

In this scenario, subsequently, the supplier that scores the highest (cheapest overall) for 20% of the volume will receive also receive 100% of the commercial weighted score (90%)

In the event this is the same supplier then the 2nd placed supplier will be awarded the contract.

In terms of precedence the Contracting Authority will score this section before Social Value, agreeing commercial scores and the preferred model by virtue of a moderation/consensus meeting of 3 designated panel members.

The prices/costs submitted by participants will be projected onto a forecast for the year commencing 1 January 2025 to 31 December 2025 to ascertain Total Costs - see projections, below;

	PRICE - £ (50% of volume/traffic) *Dependant on performance	Forecast Volume (FY 25/26)	Cost (Subtotal) Price x Forecast Volume
SMS			
UK rate for single text message fragment	£0.00	5,000,000,000	
International rate for single text message fragment (US)	£0.00	1,100,000	
International rate for single text message fragment (India)	£0.00	900,000	
International rate for single text message fragment (Australia)	£0.00	600,000	
International rate for single text message fragment (France)	£0.00	600,000	
International rate for single text message fragment (Spain)	£0.00	550,000	
Non-delivered message rate for single text message	£0.00	57,500,000	
Inbound text message received	£0.00	1,650,000	
RBM			
UK rate for basic RBM	£0.00	50,000,000	
UK rate for single RBM	£0.00	10,000,000	
UK rate for conversational RBM	-	1,000,000	
Additional costs - UK and International			
Virtual mobile numbers	£0.00		
Licence / API usage fees	£0.00		
Setup and monthly fees for text messages - including any specific costs for International text message delivery	£0.00		
Setup and monthly fees for RBM - including agent registration	£0.00		
Support charges	£0.00		
Other costs (Specify)	£0.00		
1	£0.00		

2	£0.00		
3	£0.00		
4	£0.00		
TOTAL Projected COST (FY 25/26)			£0.00

***The Contracting Authority requires two independent, concurrently integrated SMS suppliers to ensure a diverse and resilient service.**

The Contracting Authority will use the following formula to calculate the weighted score for each tenderer;

(Lowest Bid Price / Tenderer Bid Price) x 90

5. ITT SOCIAL VALUE EVALUATION

Social Value Envelope (Envelope weighting: 10%)

8. Social Value (Social Value Act)	<p>Theme: Fighting Climate Change Policy Outcome: Effective stewardship of the environment</p> <p>Award Criteria: You will be assessed against your ability to;</p> <ol style="list-style-type: none"> Deliver additional environmental benefits in the performance of the contract including working towards net zero greenhouse gas emissions. Influence staff, suppliers, customers and communities through the delivery of the contract to support environmental protection and improvement. <p>Using a maximum of 1000 words per section, describe the commitment your organisation will make to ensure that opportunities under the contract deliver the Policy Outcome and Award Criteria.</p> <p>Please include:</p> <ul style="list-style-type: none"> your 'Method Statement', stating how you will achieve this and how your commitment meets the Award Criteria, and; a timed project plan and process, including how you will implement your commitment and by when. Also, how you will monitor, measure and report on your commitments/the impact of your proposals. <p>You should include but not be limited to:</p> <ul style="list-style-type: none"> timed action plan use of metrics tools/processes used to gather data reporting feedback and improvement transparency
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Please complete the attached document, 'WP2248.1 & WP2248.2_Social_Value_SQ/ITT'

Maximum 1000 words for part A and 1000 words for Part B, including attachments.

Section A is worth 5% of the overall score.

Section B is worth 5% of the overall score.

The maximum weighted score achievable for Social Value is 10%

Example, scoring template, below;

Question	Weighting	Score	Weighted Question Score
Qa(i)	10%	2.00	6.67
Qa(ii)	8%	1.00	2.67
Qa(iii)	8%	1.00	2.67
Qa(iv)	8%	2.00	5.33
Qa(v)	8%	1.00	2.67
Qa(vi)	8%	1.00	2.67
Qa Total	50%		22.67
Qb(i)	10%	2.00	6.67
Qb(ii)	8%	1.00	2.67
Qb(iii)	8%	0.00	0.00
Qb(iv)	8%	0.00	0.00
Qb(v)	8%	1.00	2.67
Qb(vi)	8%	1.00	2.67
Qb Total	50%		14.67
Total	100%		37.33
Total Weighted Score			3.733333333

The Contracting Authority will use the Scoring Methodology, below when awarding a score;

SCORE (0 - 3)	Description	Outcome
0	<p>The response is unacceptable to the Contracting Authority because it:</p> <ul style="list-style-type: none"> • does not properly address the question; and/or • fails to demonstrate an understanding of the relevant requirements and/or demonstrate how the relevant requirements will be achieved; and/or • no evidence is provided, or the evidence provided does not give any confidence in the response. 	Not Met

1	<p>The response provides the Contracting Authority with a low level of confidence that the relevant requirements of the question will be delivered because it:</p> <ul style="list-style-type: none"> • addresses the majority, but not all, of the requirements of the question; and/or • demonstrates a less than adequate understanding of the relevant requirements and/or a less than adequate demonstration of how the relevant requirements will be achieved; and/or • contains less than adequate evidence. 	Partially Met
2	<p>The response provides the Contracting Authority with a good level of confidence that the relevant requirements of the question will be delivered to a good standard because it:</p> <ul style="list-style-type: none"> • addresses the question to a good level; • demonstrates a good understanding of the relevant requirements and demonstrates a high degree of certainty how the relevant requirements will be achieved; and • contains relevant and good evidence. 	Met
3	<p>The response provides the Contracting Authority with a very high level of confidence that the relevant requirements of the question will be delivered to an excellent standard because it:</p> <ul style="list-style-type: none"> • addresses the question to an excellent level; • demonstrates excellent understanding of the relevant requirements, and demonstrates convincingly how the relevant requirements will be achieved; and • contains relevant and excellent evidence. 	Exceeded