



Crown  
Commercial  
Service

## Invitation to Tender Attachment 2c - Award Questionnaire

(Response Guidance, Evaluation and  
Marking Scheme)

**RM6123 Media Services**

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## 1 Introduction

- 1.1 This document provides an overview of the methodology which will be adopted by CCS to evaluate your response to each award quality question. It also sets out the marking scheme(s) which will apply. For the avoidance of doubt, references to “you” in this document shall be references to the Potential Agency.
- 1.2 The defined terms used in the Attachment 1 About the Framework shall apply to this document.
- 1.3 Remember your responses need to be submitted within the eSourcing suite, in the Technical envelope, as described in **Attachment 2 - How to Bid**.
- 1.4 Each question must be answered in its own right. You must not answer any of the questions by cross referencing other questions or using other materials such as reports or information located on your website.
- 1.5 Please ensure you have read **Attachment 2 - How to bid**, which contains information on the Award process and how your quality score will be calculated.

## 2 Overview

- 2.1 The award questions are broken down into the following sections:
  - Section A – Mandatory questions (all Potential Agencies to complete)
  - Section B – Lot 1 specific questions
  - Section C – Lot 2 specific questions
  - Section D – Lot 3 specific questions
  - Section E – Lot 4 specific questions
  - Section F – Lot 5 specific questions

### Marking scheme - Social Value, Lot 1 Written Questions and for Lots 2, 3 4 and 5

Evaluators will use the marking scheme below to score the QA2 Social Value question and all of the award quality written questions which are not Pass/Fail. This means it will apply to: QA2, QB1, QB2, QB3, QB4, QC1, QC2, QD1, QD2, QE1, QE2, QF1, QF2.

Marking Scheme	Evaluation Guidance
100	A VERY GOOD ANSWER

	<p>The response is relevant to the question and fully satisfies all the requirements and the response guidance in the question.</p> <p>The response is comprehensive, unambiguous, demonstrates a thorough understanding of the Service requirements and provides details of how the Service requirement will be met in full.</p> <p>Full and relevant evidence has been provided to demonstrate delivery of the services to meet the Service requirement.</p> <p>In the view of the evaluators, the approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the services.</p>
75	<p><b>A GOOD ANSWER</b></p> <p>The response is relevant to the question and satisfies most of the requirements and the response guidance in the question</p> <p>The response is sufficiently detailed to demonstrate an understanding of the Service requirements and provides details on how the Service requirements will be met.</p> <p>Sufficient evidence has been provided to demonstrate delivery of the services to meet the Service requirement.</p> <p>In the view of the evaluators, the approach will meet the requirements for the delivery of the services.</p>
50	<p><b>A SATISFACTORY ANSWER</b></p> <p>The response is relevant to the question and satisfies some of the requirements and the response guidance in the question.</p> <p>Whilst the response addresses all elements of the question, it is not sufficiently detailed and/or does not include sufficient explanation in some elements of the response to demonstrate a full understanding of the Service requirements. However, the lack of detail and/or lack of explanation and/or ambiguity in the response is not considered to be material to the Potential Agency's ability to meet the Service requirement and constitutes minor concerns.</p> <p>In the view of the evaluators, the approach has the potential to meet the material requirement for the delivery of the services.</p>
	<p><b>A BELOW STANDARD ANSWER</b></p> <p>The response is not fully relevant to the question or only partially satisfies the requirements and the response guidance in the question. The response either:</p> <p>Addresses all the response guidance, but there is a significant lack of detail and/or it does not include sufficient explanation in many elements of the response to demonstrate a full understanding of the Service requirements</p>

25	<p>This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the Potential Agency’s ability to meet the Service requirement and constitutes major concerns.</p> <p>In the view of the evaluators, the approach is unlikely to meet the requirement for the delivery of the services.</p> <p>or</p> <p>Addresses some elements of the requirements of the question but not all. As not all the response guidance is addressed, the response does not demonstrate a full understanding of the Service requirements.</p> <p>The elements of the requirement, and the response guidance that have not been addressed are considered to be material to the Potential Agency’s ability to meet the Service requirement and constitutes major concerns.</p> <p>In the view of the evaluators, the approach is unlikely to meet the requirement for the delivery of the services.</p>
0	<p>A POOR ANSWER</p> <p>The response is not relevant to the question and/or the response has not answered the question or addressed any of the response guidance that was asked and/or the response has satisfied very few to none of the question requirements or the response guidance .</p> <p>In the view of the evaluators, the approach cannot meet the requirement for the delivery of the services.</p> <p>or</p> <p>No response provided.</p>

### 3 Section A – Mandatory questions applicable to all Potential Agencies for All Lots

3.1 A summary of all the questions contained within section A, along with the marking scheme and, for QA2, each Lot’s maximum weighted mark available within the Quality questionnaire for each Lot is set out below:

Question		Marking scheme	Maximum mark available
QA1	Compliance with Required Services - All Lots	Pass/Fail	Pass
QA2	Social Value - All Lots	0/25/50/75/100	Maximum QA2 Weighted Mark for each Lot:

Lot 1 Strategic Media Activation (Media Buying)	15%
Lot 2 Public Sector Media Planning and Buying	16%
Lot 3 Out Of Home Media	20%
Lot 4 Revenue Generation	12%
Lot 5 Service Evaluation and Performance	12%

## SECTION A - MANDATORY QUESTIONS - ALL LOTS

### QA1 – Compliance with Required Services - All Lots

In the event you are awarded a framework contract, please confirm you will unreservedly deliver in full, all the service requirements as set out in Framework Agreement Appendix A, and (as applicable for the Lots in which you are bidding) Framework Appendices B1 to B5, together with any other terms agreed in the Services Description.

Please answer 'Yes' or 'No'.

#### QA1 Response Guidance

All Potential Agencies must answer this question.

This is a Pass/Fail question.

If you cannot or are unwilling to select 'Yes' to this question, you will be disqualified from further participation in this competition.

You are required to select either option YES, NO from the drop down list.

**Yes** - You will unreservedly deliver in full all the service requirements as set out in Framework Appendix A, and (as applicable for the Lots in which you are bidding) Framework Appendices B1 to B5, together with any other terms agreed in the Services Description.

**No** - You will not, or cannot, deliver in full all the service requirements as set out in Framework Agreement Appendix A, and (as applicable for the Lots in which you are bidding) Framework Appendices B1 to B5, together with any other terms agreed in the Services Description. Therefore, you do not wish for your bid to be considered any further and withdraw from the procurement.

<b>Marking Scheme</b>	<b>Evaluation Guidance</b>
PASS	You have selected option “Yes” confirming that you will unreservedly deliver in full all the service requirements as set out in Framework Appendix A, and (as applicable for the Lots in which you are bidding) Framework Appendices B1 to B5, together with any other terms agreed in the Services Description.
FAIL	<p>You have selected option “No” confirming that you will not, or cannot, deliver in full all the service requirements as set out in Framework Appendix A, and (as applicable for the Lots in which you are bidding) Framework Appendices B1 to B5, together with any other terms agreed in the Services Description.</p> <p>Therefore, you do not wish for your bid to be considered any further and withdraw from the procurement.</p> <p>OR</p> <p>You have not selected “Yes” or “No”.</p> <p>Therefore, you do not wish for your bid to be considered any further and withdraw from the procurement.</p>

## QA2 – Social Value - All Lots

### Requirement

Please demonstrate how you will support the government’s Social Value commitment through your agency’s ways of working and policies.

### Response guidance

Your response should demonstrate ‘how you’ will support two (2) of the key social value themes below:

1. Help small and medium enterprises to grow, supporting economic growth and business creation.
2. Promote diversity and inclusion and social mobility when both attracting candidates and ensuring equal opportunities to individuals within the recruitment service operations.
3. Approach collaboration opportunities within the supply chain and a fair and responsible approach to working with supply chain partners in delivery of the contract.
4. Influence staff, suppliers, customers to support mental health and wellbeing in workplace

5. Address the global issue of Climate Change and how you will manage and influence global carbon footprint within your organisation and supply chain.

Your response should be limited to, and focused on, the question posed. You must not make generalised statements or give irrelevant information. No attachments are permitted; any additional attachments submitted will not be taken into consideration for the purposes of evaluation of this question.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

**Maximum character count of 4,000 characters (2,000 per text box)**, which includes spaces and punctuation for your response. The character count cannot be exceeded within the e-Sourcing suite. Responses must include spaces between words.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided.

#### 4 Section B – Lot 1 Strategic Media Activation (Media Buying)

A summary of all the questions for Lot 1, along with the marking scheme and maximum weighted mark available for each question, is set out below.

##### Written Questions

Potential Agencies bidding for Lot 1 are required to answer all of the questions QB1, QB2, QB3 and QB4 in their bid submission.

##### Presentation Questions

Only those Potential Agencies who meet the Minimum Quality Score for each of the Lot 1 written questions will be invited to deliver presentations in response to Lot 1 questions QB5, QB6 and QB7.

Please ensure you read **Attachment 2 How to Bid**, which explains the evaluation process and Minimum Quality Score criteria required to be Invited to Present.

Question	Marking scheme	Maximum weighted mark
<b>Written question responses - QB1, QB2, QB3, QB4</b>		



QB1	Navigating the emerging media landscape	0/25/50/75/100	17%
QB2	Enabling modern government communications	0/25/50/75/100	17%
QB3	Activating against government audience	0/25/50/75/100	17%
QB4	Technology	0/25/50/75/100	5%
<b>Presentation questions - QB5, QB6, QB7</b>			
QB5	Department for International Trade Brief	0/25/50/75/100	12%
QB6	Public Health England Brief	0/25/50/75/100	12%
QB7	Technology (demonstration of QB4)	0/25/50/75/100	5%

#### 4.1 Lot 1 written questions stage

<b>QB1 – Navigating the emerging media landscape (17% Weighting)</b>
<p><b>Requirement</b></p> <p>The Potential Agency is required to support the range of departments which make up the Government in navigating the changing paid media landscape.</p> <p>The Potential Agency is required to detail 5 key paid media market or industry issues and 5 key paid media market or industry opportunities that the Agency anticipates will emerge over the duration of this framework agreement, articulating how those issues will be mitigated and how those opportunities will be best realised in the delivery of services.</p>
<p><b>Response guidance</b></p> <p>Your response must :</p> <ol style="list-style-type: none"> <li>1. Explain how you are able identify key paid media market or industry issues and key paid media market or industry opportunities.</li> <li>2. Identify the 5 key issues and 5 key opportunities and for each your response should demonstrate how you will:- <ul style="list-style-type: none"> <li>• Mitigate those identified issues in the delivery of services</li> <li>• Realise the best client outcomes for each of those identified opportunities in the delivery of services</li> <li>• Cooperate with any relevant third parties</li> <li>• Communicate these issues or opportunities with stakeholders</li> </ul> </li> </ol>

In addressing the question, your response should articulate the specific actions you would undertake, when you would take those actions and any specific scenarios or dependencies that will be relevant to your actions, for each issue and opportunity.

Your response should make no reference to remuneration or media pricing commitments

Your response should be forward looking and be focused on how you will deliver the framework requirements if successful in being awarded a contract.

Your response should be limited to, and focused on, the question posed. You must not make generalised statements or give irrelevant information. No attachments are permitted; any additional attachments submitted will not be taken into consideration for the purposes of evaluation of this question.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

Responses must include spaces between words. No attachments are permitted; any additional documents submitted will be ignored in the evaluation of this question.

You must **NOT** include any of the following in your responses:

- links to websites or URLs
- embedded files or objects

**Maximum character count - 12,000 characters (2,000 per text box)**, which includes spaces and punctuation for your response. The character count cannot be exceeded within the e-Sourcing suite. Responses must include spaces between words.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided.

## QB2 – Enabling modern government communications (17% Weighting)

### Requirement

The Potential Agency is required to deliver effective and timely services for government communications services. The Potential Agency must always take into consideration the range of campaigns that will be required via this framework.

The Potential Agency will be required to implement a number of services for this framework agreement.

Referring to Appendix B1 of the Framework Agreement For each of the following, the Potential Agency is required to describe how it will adapt these services to meet the specific requirements of this framework agreement.

#### A. Appendix B1 3.2 - Leadership

B. Appendix B1 3.3.1 - Public Sector Specialist Account Management

C. Appendix B1 3.3.3. - Media Buying

### **Response guidance**

For each of these services A to C your response should describe:

- How you will adapt that service to ensure you meet the Framework Agreement requirements
- How those adaptations will benefit government communication services
- Any dependencies you have identified to realise those proposed benefits

Your response should make no reference to agency remuneration or media pricing commitments.

Your response should be forward looking and be focused on how you will deliver the framework requirements if successful in being awarded a contract.

Your response should be limited to, and focused on, the question posed. You must not make generalised statements or give irrelevant information. No attachments are permitted; any additional attachments submitted will not be taken into consideration for the purposes of evaluation of this question.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

Responses must include spaces between words. No attachments are permitted; any additional documents submitted will be ignored in the evaluation of this question.

You must **NOT** include any of the following in your responses:

- links to websites or URLs
- embedded files or objects

**Maximum character count - 12,000 (2,000 per text box)**, which includes spaces and punctuation for your response. The character count cannot be exceeded within the e-Sourcing suite. Responses must include spaces between words.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided.

### **QB3 – Activating against government audience (17% Weighting)**

#### **Requirement**

The Potential Agency is required to buy against all audiences across government requirements both domestically and internationally. In addition to this the Potential Agency is required to buy media in such a way that government target audiences are not only reached, but additionally through the Potential Agency's media buying tactics, the communications targeted to those audiences are more effective.

The Potential Agency is required to provide a description of a media buying tactic that will be adopted to increase the responsiveness to government communications for each of the audience characteristics listed below:

- A. Audiences with weekly changing population size
- B. Audience that may be shared across multiple departments
- C. Audience that ordinarily have low responsiveness to government communications

### **Response guidance**

For each audience characteristic A to C, your response must describe :-

- A different tactic for each audience characteristic
- An overview of the tactic and an appraisal of the appropriateness of the tactic for government communications.
- The rationale behind using that particular tactic for that particular audience characteristics,
- A explanation of how the tactic would be applied and the anticipated impact
- Any risks associated with the tactic and how they would be managed
- A summary of the the benefits to government communications from the use of the tactic

The Potential Agency must ensure that these are media buying tactics and not media planning strategies. Your response must be focused on the tactics that can be delivered in your approach to the implementation, trading, negotiation and placement of paid media in the channels listed under the media buying scope of work in the Lot 1 Appendix B1 of the Framework Agreement.

Your response should be forward looking and be focused on how you will deliver the framework requirements if successful in being awarded a contract.

Your response should make no reference to agency remuneration or media pricing commitments

Your response should be limited to, and focused on, the question posed. You must not make generalised statements or give irrelevant information. No attachments are permitted; any additional attachments submitted will not be taken into consideration for the purposes of evaluation of this question.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

Responses must include spaces between words. No attachments are permitted; any additional documents submitted will be ignored in the evaluation of this question.

You must **NOT** include any of the following in your responses:

- links to websites or URLs
- embedded files or objects

**Maximum character count - 12,000 (2,000 per text box)**, which includes spaces and punctuation for your response. The character count cannot be exceeded within the e-Sourcing suite. Responses must include spaces between words.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided.

#### **QB4 – Technology written question (5% Weighting)**

##### **Requirement**

Referring to Appendix B1 3.1 - Technology of the Framework Agreement.

The Potential Agency is required to articulate the capabilities and processes you will implement to:

- Use technology and data to effectively communicate campaign performance to clients, and how that data will be reported consistently across HMG
- Identify and collect data in a consistent manner from multiple sources and clients, and effectively structure it, in order to maintain the GCS Benchmark Database
- Identify, manage, structure, store, and transfer data when required to the GCS Data Platform
- Ensure compliance with data protection, transparency and ethics standards requirements, in its use of data and technology under the framework
- Maintain an in-depth knowledge of advertising technology platforms that will be used to service the HMG account and the evolving privacy considerations around these

##### **Response guidance**

Potential Agencies must address:

- How the Agency will organise government media buying data and operate its technologies and processes to provide a single source of truth for GCS, harmonising across different levels of decision making, such as individual campaigns or across the Prime Minister's Priorities.
- How the Agency will share its domain-expertise to support GCS in interpreting and utilizing its media buying data, at both log and aggregated levels, and ensure the highest quality of data and insights are provided to GCS.
- How the Agency will make data and information securely accessible to other third party agencies when needed in order to deliver Framework services.
- How the Agency will navigate limitations around use of Government first party data and sharing limits with third parties, in order to deliver upon the framework requirements.

- Any dependencies that will be relevant to your approaches.

Your response should make no reference to agency remuneration or media pricing commitments

Your response should be forward looking and be focused on how you will deliver the RM6123 framework requirements if successful in being awarded a contract.

Your response should be limited to, and focused on, the question posed. You must not make generalised statements or give irrelevant information. No attachments are permitted; any additional attachments submitted will not be taken into consideration for the purposes of evaluation of this question.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

Responses must include spaces between words. No attachments are permitted; any additional documents submitted will be ignored in the evaluation of this question.

You must **NOT** include any of the following in your responses:

- links to websites or URLs
- embedded files or objects

**Maximum character count - 10,000 (2,000 per text box)**, which includes spaces and punctuation for your response. The character count cannot be exceeded within the e-Sourcing suite. Responses must include spaces between words.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided.

## Lot 1 - Presentation Stage of Award Evaluation

### Questions and Guidance

Potential Agencies who meet the Minimum Quality Score for each of the Lot 1 written questions as described in **Attachment 2 How to Bid** will be required to deliver presentations in response to Lot 1 questions QB5, QB6 and QB7.

You will be required to provide a presentation in response to each of the question requirements as set out in the question criteria.

Please refer to **Annex 1** at the end of this document for details on how the presentations will be conducted.

### Presentations marking scheme and response guidance

Evaluators will use the marking scheme below to score the presentations under QB5, QB6 and QB7.

The presentation questions will be scored on the **oral content** of the presentation **only** unless presentation of supporting material is specifically required by question criteria.

The presentation questions will be scored in accordance with the response criteria and evaluation guidance.

Marking Scheme	Evaluation Guidance
100	<p>A VERY GOOD ANSWER</p> <p>The response is relevant to criteria requirements and fully satisfies all criteria requirements and the criteria points in the question.</p> <p>The response is comprehensive, unambiguous, demonstrates a thorough understanding of the criteria requirements and satisfies all of the criteria requirements and the criteria points under that criteria.</p> <p>In the view of the evaluators, the approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the services.</p>
75	<p>A GOOD ANSWER</p> <p>The response is relevant to the criteria requirements and sufficiently satisfies the criteria requirement and the criteria points</p> <p>The response is sufficiently detailed to demonstrate an understanding of the criteria requirement and provides details on how the criteria requirement will be met.</p>

	In the view of the evaluators, the approach will meet the requirements for the delivery of the services.
50	<p><b>A SATISFACTORY ANSWER</b></p> <p>The response is relevant to the question and partially satisfies the criteria requirement and the criteria points in that criteria.</p> <p>Whilst the response addresses all of the criteria points, it is not sufficiently detailed and/or does not include sufficient explanation in some key points of the response to demonstrate a full understanding of the criteria requirement. However, the lack of detail and/or lack of explanation and/or ambiguity in the response is not considered to be material to the Potential Agency's ability to meet the criteria requirements and constitutes minor concerns.</p> <p>In the view of the evaluators, the approach has the potential to meet the material requirement for the delivery of the services.</p>
25	<p><b>A BELOW STANDARD ANSWER</b></p> <p>The response is not fully relevant to the criteria requirement or only partially satisfies the criteria requirements and the criteria points. The response either:</p> <p>Addresses all the criteria points, but there is a significant lack of detail and/or it does not include sufficient explanation in many key points of the response to demonstrate a full understanding of the criteria requirements</p> <p>This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the Potential Agency's ability to meet the criteria requirements and constitutes major concerns.</p> <p>In the view of the evaluators, the approach is unlikely to meet the requirement for the delivery of the services.</p> <p>or</p> <p>Addresses some elements of the requirements of the question but not all. As not all the response guidance is addressed, the response does not demonstrate a full understanding of the Service requirements.</p> <p>The parts of the criteria requirement, and the response guidance that have not been addressed are considered to be material to the Potential Agency's ability to meet the Service requirement and constitutes major concerns.</p> <p>In the view of the evaluators, the approach is unlikely to meet the requirement for the delivery of the services.</p>
0	<p><b>A POOR ANSWER</b></p> <p>The response does not address the criteria requirements and/or the response has not addressed any of the criteria points and/or the</p>



	<p>response has satisfied very few to none of the criteria requirements or the criteria points associated with that criteria.</p> <p>or</p> <p>No response provided.</p>
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**QB5 – Department for International Trade – GREAT Ready to Trade Campaign brief (12% Weighting)**

**Requirement**

The Potential Agency is required to read the brief for QB5 in Attachment 2d and in their presentation address the four Criteria below using the response guidance:

- Criteria 1 - An understanding of the specific details of the brief
- Criteria 2 - Innovation and Media Partner Selection
- Criteria 3 - Quality Media Plan Development
- Criteria 4 - Reporting and Optimisation

**Response Guidance**

**Your response to the brief must include and be presented in the following criteria order:**

**Criteria 1 - An understanding of the specific details of the brief (20% weighting)**

**Criteria 1 Requirement** - The Potential Agency must provide an overview of the brief that demonstrates an understanding of the key brief requirements, an ability to determine the success metrics of the brief and a strong consideration of measurement. The Potential Agency must demonstrate:-

- **Criteria Point 1.1** - An ability to deconstruct a brief and provide concise summary of the key elements from the brief
- **Criteria Point 1.2** - A capability to determine from the brief the key buying outputs and to link those outputs to outtakes, immediate outcomes and/or departmental outcomes (priorities and objectives).
- **Criteria Point 1.3** - How a measurement framework might be used to identify outcome-based objectives, with channel benchmarks and KPIs.

**Criteria 2 - Innovation and Media Partner Selection (20% weighting)**

**Criteria 2 Requirement** - The Potential Agency explains the creative and insight informing the process around briefing the media supplier market to demonstrate the capability to appropriately balance innovation, practicality, client outcomes and value for money:-

- **Criteria Point 2.1** An explanation of the creative thinking and decision making process for determining which media suppliers are briefed, including the ways in which the Potential Agency would use insights to inspire innovative and practical responses from the media suppliers.
- **Criteria Point 2.2** An explanation of the creative thinking and decision making process for selecting from media suppliers responses the most suitable responses to achieve client outcomes and value for money. This should include 3 examples of a media supplier's responses:
  - One that would have been recommended and the reasons for that recommendation
  - One that would have been omitted and the reason for that omission
  - One that would have been recommended to the client as particularly innovative but would require further consideration from the client and the reasons why it is considered innovative and requiring further client consideration

**Criteria 3 - Quality Media Plan Development (30% weighting)**

**Criteria 3 Requirement** - The Potential Agency must demonstrate the ability to develop a media plan to a high standard that demonstrates ingenuity, practicality and professionalism:-

- **Criteria Point 3.1** An explanation of a recommended client media plan in response to the brief that demonstrates a balance between practicality and innovation.
- **Criteria Point 3.2 Display** a recommended media plan in a bespoke and practical government recommended media plan template. This media plan should adhere to the requirements of the Media Plan deliverable in Appendix B1 of the Framework Agreement. The Potential Agency must articulate steps that would have been taken to:
  - Ensure the media plan is deliverable
  - Ensure that the recommendations have a suitable chance of successfully delivering client outcomes.

**Criteria 4 - Reporting and Optimisation (30% weighting)**

**Criteria 4 Requirement** The Potential Agency presents an informed approach to optimisation and reporting that demonstrates not only a client outcomes focused approach, but also a consideration for working collaboratively with third parties and clients on effectiveness:-

- **Criteria Point 4.1** - An explanation of how the campaign will be measured for its effectiveness on an ongoing basis and the optimisation

tactics that the Potential Agency would deploy, including one example of how it might work with a creative agency on this.

- **Criteria Point 4.2** - An explanation of one non marketing or campaign related information or data points that would be monitored due to the impact it could have on the outcome of the campaign, including one example of an optimisation or campaign action based on that information or data point.
- **Criteria Point 4.3** - An explanation **supported by a visual reporting example** for
  - The reporting of the campaign whilst it is live
  - The reporting of the learnings of the campaign after it has ended; A **Post** Campaign Report

Your response should make no reference to agency remuneration

Your response should make no reference to media pricing

Your response should make no reference to any ongoing or previously provided services to HMG

**You will have a maximum of sixty (60) minutes to present**

Presented supporting material:

- Must ensure your organisation name is included in the footer
- Must not include any multimedia include audio or video of any type
- Must **NOT** include any of the following in your responses:
  - links to websites or URLs
  - embedded files or objects
- Must use the following file-naming convention: [question number] [Potential Agency name]'

**QB6 – Public Health England - Better Health, Every Mind Matters Brief (12% Weighting)**

## Requirement

The Potential Agency is required to read the brief for QB6 in Attachment 2e and in their presentation address the four Criteria below using the response guidance:

- Criteria 1 - An understanding of the specific details of the brief
- Criteria 2 - Innovation and Media Partner Selection
- Criteria 3 - Quality Media Plan Development
- Criteria 4 - Reporting and Optimisation

## Response Guidance

**Your response to the brief must include and be presented in the following criteria order:**

### **Criteria 1 - An understanding of the specific details of the brief (20% weighting)**

**Criteria 1 Requirement** - The Potential Agency must provide an overview of the brief that demonstrates an understanding of the key brief requirements, an ability to determine the success metrics of the brief and a strong consideration of measurement. The Potential Agency must demonstrate:-

- **Criteria Point 1.1** - An ability to deconstruct a brief and provide concise summary of the key elements from the brief
- **Criteria Point 1.2** - A capability to determine from the brief the key buying outputs and to link those outputs to outtakes, immediate outcomes and/or departmental outcomes (priorities and objectives).
- **Criteria Point 1.3** - How a measurement framework might be used to identify outcome-based objectives, with channel benchmarks and KPIs.

### **Criteria 2 - Innovation and Media Partner Selection (20% weighting)**

**Criteria 2 Requirement** - The Potential Agency explains the creative and insight informing the process around briefing the media supplier market to demonstrate the capability to appropriately balance innovation, practicality, client outcomes and value for money:-

- **Criteria Point 2.1** An explanation of the creative thinking and decision making process for determining which media suppliers are briefed, including the ways in which the Potential Agency would use insights to inspire innovative and practical responses from the media suppliers.
- **Criteria Point 2.2** An explanation of the creative thinking and decision making process for selecting from media suppliers responses the most suitable responses to achieve client outcomes and value for money. This should include 3 examples of a media supplier's responses:

- One that would have been recommended and the reasons for that recommendation
- One that would have been omitted and the reason for that omission
- One that would have been recommended to the client as particularly innovative but would require further consideration from the client and the reasons why it is considered innovative and requiring further client consideration

### **Criteria 3 - Quality Media Plan Development (30% weighting)**

**Criteria 3 Requirement** - The Potential Agency must demonstrate the ability to develop a media plan to a high standard that demonstrates ingenuity, practicality and professionalism:-

- **Criteria Point 3.1** An explanation of a recommended client media plan in response to the brief that demonstrates a balance between practicality and innovation.
- **Criteria Point 3.2 Display** a recommended media plan in a bespoke and practical government recommended media plan template. This media plan should adhere to the requirements of the Media Plan deliverable in Appendix B1 of the Framework Agreement. The Potential Agency must articulate steps that would have been taken to:
  - Ensure the media plan is deliverable
  - Ensure that the recommendations have a suitable chance of successfully delivering client outcomes.

### **Criteria 4 - Reporting and Optimisation (30% weighting)**

**Criteria 4 Requirement** The Potential Agency presents an informed approach to optimisation and reporting that demonstrates not only a client outcomes focused approach, but also a consideration for working collaboratively with third parties and clients on effectiveness:-

- **Criteria Point 4.1** - An explanation of how the campaign will be measured for its effectiveness on an ongoing basis and the optimisation tactics that the Potential Agency would deploy, including one example of how it might work with a creative agency on this.
- **Criteria Point 4.2** - An explanation of one non marketing or campaign related information or data points that would be monitored due to the impact it could have on the outcome of the campaign, including one example of an optimisation or campaign action based on that information or data point.
- **Criteria Point 4.3** - An explanation **supported by a visual reporting example** for

- The reporting of the campaign whilst it is live
- The reporting of the learnings of the campaign after it has ended;  
A **Post** Campaign Report

Your response should make no reference to agency remuneration

Your response should make no reference to media pricing

Your response should make no reference to any ongoing or previously provided services to HMG

**You will have a maximum of sixty (60) minutes to present**

Presented supporting material:

- Must use 'Arial' font, size 11
- Must ensure your organisation name is included in the footer
- Must not include any multimedia include audio or video of any type
- Must **NOT** include any of the following in your responses:
  - links to websites or URLs
  - embedded files or objects
- Must use the following file-naming convention: [question number] [Potential Agency name]'

### QB7 Technology Presentation question (5% Weighting)

#### Requirement

Referring to Appendix B1, 3.2 - Technology of the Framework Agreement.

The Potential Agency is required to create and present a technical workflow diagram of the technologies and processes you will use to identify, collect, store, manage, structure and transfer media buying data, at both log and aggregated levels, when required to the GCS Data Platform as detailed in Framework Agreement Appendix B1 Lot 1 Scope and Specification.

#### Presentation response guidance

Your presentation must address the criteria requirements 1 to 4 below:

**Criteria Point 1** - Demonstrate how the Potential Agency will implement security requirements for both technology and staff involved with the technologies and processes you will use.

**Criteria Point 2** - Demonstrate how the Potential Agency will implement data protection requirements, including ensuring only client data which can be contractually shared is transferred.

**Criteria Point 3** - Demonstrate how the Potential Agency will implement required government data and technology standards.

**Criteria Point 4** - Demonstrate how the Potential Agency will identify and collect data in a consistent manner from multiple sources and clients, and effectively structure the collected data.

The Potential Agency may choose the means of software/platform to present their technical workflow diagram. The Potential Agency must be able to submit a copy of the response, such as through screen-shots, in a PDF, Powerpoint, Word, or Excel format via the eSourcing Suite, when required to do so in the Invitation to Present.

The Potential Agency's own representatives must deliver the presentation, and not delegate to a third party provider.

Your response must be able to be presented and demonstrated virtually via a web-conference platform as well as in a face-to-face presentation scenario.

The Potential Agency will be evaluated on their overall presentation response, combining their oral delivery and practical demonstration against the specified criteria.

**You will have a maximum of 45 minutes to present your response.**

Your response should make no reference to agency remuneration

Your response should make no reference to media pricing

Your response should make no reference to any ongoing or previously provided services to other organisations / clients in the public or private sector.

You must not include any multimedia include audio or video of any type

You must **NOT** include any of the following in your responses:

-links to websites or URLs

-embedded files or objects

## **5 Section C – Lot 2 Public Sector Media Planning and Buying**

**5.1** A summary of all the questions for Lot 2 , along with the marking scheme and maximum weighted mark available for each question is set out below:

<b>Question</b>		<b>Marking scheme</b>	<b>Maximum weighted mark</b>
QC1	Effective Public Sector Media Strategy	0/25/50/75/100	42

QC2	Public Sector Media Buying Outcomes	0/25/50/75/100	42
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## 5.2 Section C - Lot 2 questions:

### QC1 – Effective Public Sector Media Strategy (42% Weighting)

#### Requirement

The Potential Agency is required to provide media strategy and planning that is focused on delivering Client outcomes. This includes but is not limited to revisiting, optimising and amending that strategy and any deliverables linked to it on an ongoing basis as well as determining, setting and adjusting objectives for paid, owned and earned media that align to those outcomes.

Please describe how you will approach the emphasis on Outcomes through your organisation's media strategy development process and media planning services.

#### Response guidance

Your response must be focussed on how requirements will be met as part of the delivery of your media strategy and media planning services and should not include reference to media buying services.

Your response should include, but not be limited to:

- Your process for developing a media strategy
- Your process for revisiting, optimising and amending a media strategy and any deliverables linked to it
- How you will approach-setting and adjusting objectives for paid, owned and earned media
- How you will approach-aligning paid, owned and earned media objectives to client outcomes.

Your response should be limited to, and focused on, the question posed. You must not make generalised statements or give irrelevant information. No attachments are permitted; any additional attachments submitted will not be taken into consideration for the purposes of evaluation of this question.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

You must **NOT** include any of the following in your responses:

- links to websites or URLs
- embedded files or objects

**Maximum character count - 12,000 characters (2,000 per text box)**, which includes spaces and punctuation. The character count cannot be exceeded within the e-Sourcing suite. Responses must include spaces between words.



You are required to insert your response to this question in the technical envelope in the applicable text boxes provided.

## QC2 – Public Sector Media Buying Outcomes (42% Weighting)

### Requirement

The Potential Agency is required to secure paid media opportunities that have the best chance of achieving client outcomes. The Potential Agency will need to consider the measurement and optimisation capabilities of the Client as well as having media channel knowledge and awareness. This includes but is not limited to being aware of low cost to no cost opportunities, brand safety, viewability and ad-fraud issues. The Potential Agency must also negotiate fair and transparent buys with media vendors and always focus on achieving the best outcomes for the client.

Please detail your ability to secure paid media opportunities that are best focussed on achieving client outcomes.

### Response guidance

Your response should include, but not be limited to:

1. How you will approach measurement of the effectiveness of media buys where the client has limited measurement capabilities
2. How you will approach optimisation of media buys where the client has limited measurement capabilities
3. How you will approach industry issues such as brand safety, viewability and ad-fraud
4. How you will provide assurances to the Client on transparency in the negotiation of media buys

Your response should be limited to, and focused on, the question posed. You must not make generalised statements or give irrelevant information. No attachments are permitted; any additional attachments submitted will not be taken into consideration for the purposes of evaluation of this question.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

You must **NOT** include any of the following in your responses:

- links to websites or URLs
- embedded files or objects

**Maximum character count - 12,000 characters (2,000 per box)**, which includes spaces and punctuation. The character count cannot be exceeded within the e-Sourcing suite. Responses must include spaces between words.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided.

## 6 Section D – Lot 3 Out of Home Media

6.1 A summary of all the questions for Lot 3, along with the marking scheme and maximum weighted mark available for each question is set out below:

Question		Marking scheme	Maximum weighted mark
QD1	Activating against government audience	0/25/50/75/100	25
QD2	Effective Out of Home Media Investment	0/25/50/75/100	55

6.2 Section D - Lot 3 questions:

QD1 – Activating against government audience (25% Weighting)
<p><b>Requirement</b></p> <p>The Potential Agency is required to buy against all audiences across government requirements domestically. In addition to this the Potential Agency is required to buy media in such a way that government target audiences are not only reached, but additionally through the Potential Agency’s media buying tactics, the communications targeted to those audiences are more effective.</p> <p>The Potential Agency is required to provide a description of a media buying tactic that will be adopted to increase the responsiveness to government communications for each of the audience characteristics listed below:</p> <ul style="list-style-type: none"> <li>A. Audiences with weekly changing population size</li> <li>B. Audience that may be shared across multiple departments</li> <li>C. Audience that ordinarily have low responsiveness to government communications</li> </ul>
<p><b>Response guidance</b></p> <p>For each audience characteristic A to C, your response must describe :-</p> <ul style="list-style-type: none"> <li>● A different tactic for each audience characteristic</li> <li>● An overview of the tactic and an appraisal of the appropriateness of the tactic for government communications.</li> <li>● The rationale behind using that particular tactic for that particular audience characteristics,</li> <li>● A explanation of how the tactic would be applied and the anticipated impact</li> </ul>

- Any risks associated with the tactic and how they would be managed
- A summary of the the benefits to government communications from the use of the tactic

The Potential Agency must ensure that these are media buying tactics and not media planning strategies. Your response must be focused on the tactics that can be delivered in your approach to the implementation, trading, negotiation and placement of Out of Home Media in accordance with the scope of work in the Lot 3 Appendix B3 of the Framework Agreement.

Your response should be forward looking and be focused on how you will deliver the framework requirements if successful in being awarded a contract.

Your response should make no reference to agency remuneration or media pricing commitments

Your response should be limited to, and focused on, the question posed. You must not make generalised statements or give irrelevant information. No attachments are permitted; any additional attachments submitted will not be taken into consideration for the purposes of evaluation of this question.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

Responses must include spaces between words. No attachments are permitted; any additional documents submitted will be ignored in the evaluation of this question.

You must **NOT** include any of the following in your responses:

- links to websites or URLs
- embedded files or objects

**Maximum character count - 12,000 (2,000 per text box)**, which includes spaces and punctuation for your response. The character count cannot be exceeded within the e-Sourcing suite. Responses must include spaces between words.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided.

## QD2 – Effective Out of Home Media Investment (55% Weighting)

### Requirement

The Potential Agency is required to secure Out of Home media placements for clients using this framework agreement. The Agency is required to support Clients in evidencing the effectiveness of media investments. The Agency should adopt best practices to achieve best client outcomes whilst supporting the out of home media supply chain. The Agency is required to contribute to increasing transparency within the out of home media sector.

Please demonstrate your ability to negotiate fair and transparent media buys focussed on achieving client outcomes.

### Response guidance

Your response should demonstrate, but not be limited to:

- Your relative market position and ability to negotiate and obtain value for money from client out of home media investments. You should include in this any dependables to realise the full benefits of this
- Any ability you have to attribute and evaluate media investment to client outcomes. You should include in this any dependables to realise the full opportunity of your capability
- Your best practice guidelines, principles and policy to around and supporting the out of home supply chain
- Your contribution to transparency within the Out of Home media sector

Your response should make no reference to agency remuneration or media pricing commitments.

Your response should be limited to, and focused on, the question posed. You must not make generalised statements or give irrelevant information. No attachments are permitted; any additional attachments submitted will not be taken into consideration for the purposes of evaluation of this question.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

You must **NOT** include any of the following in your responses:

- links to websites or URLs
- embedded files or objects

**Maximum character count - 12,000 characters (2,000 per text box)**, which includes spaces and punctuation. The character count cannot be exceeded within the e-Sourcing suite. Responses must include spaces between words.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided.

## 7 Section E – Lot 4 Advertising Revenue Generation

7.1 A summary of all the questions for Lot 4, along with the marking scheme and maximum weighted mark available for each question in Section E is set out below:

Question	Marking scheme	Maximum weighted mark
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QE1	Account Management	0/25/50/75/100	34
QE2	Monetisation Capabilities	0/25/50/75/100	54

## 7.2 Section E Lot 4 questions:

### QE1 – Account Management (34% Weighting)

#### Requirement

The Potential Agency is required to deliver the full scope of service. The Agency must:

- Be capable of successfully managing the delivery of service and the relationship with clients using the Lot.
- Keep the client suitably informed on revenue forecasts.
- Make the client aware of revenue generating opportunities.
- Be capable of flagging risks and factors that may result in revenue decline.
- Adhere to industry best practice and support transparency in the out of home supply chain.

The Potential Agency is required to explain how they will deliver the Lot 4 requirements described above.

#### Response guidance

Your response should include but not be limited to:

- Your capabilities, processes and structure for account management, account leadership and how you will manage any issues with clients
- Your revenue forecasting and revenue reporting capabilities
- Your capability and processes for highlighting revenue generating opportunities to clients
- Your capability and processes for flagging risks and factors that may result in revenue decline
- Your best practice guidelines and initiatives in supporting transparency in the out of home supply chain

Your response should be limited to, and focused on, the question posed. You must not make generalised statements or give irrelevant information. No attachments are permitted; any additional attachments submitted will not be taken into consideration for the purposes of evaluation of this question.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

You must **NOT** include any of the following in your responses:

- links to websites or URLs
- embedded files or objects

**Maximum character count - 10,000 characters (2,000 per text box),** which includes spaces and punctuation. The character count cannot be exceeded within the e-Sourcing suite. Responses must include spaces between words.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided.

## **QE2 - Monetisation Capabilities (54% Weighting)**

### **Requirement**

The Potential Agency is required to provide monetisation services for public sector site owners using this framework agreement. The requirements, commercial opportunity and stage, state or status of a Client's real estate could vary and the Potential Agency must be able to support a substantial amount of that variety. The Potential Agency is required to constantly seek to drive revenue in line with client requirements. The Potential Agency is expected to be proactive and hold key relationships with important sources of revenue such as media agencies, Out of Home specialist agencies and advertisers.

Please describe your ability to monetise public sector advertising real estate.

### **Response guidance**

Your response should include but not be limited to:

- How you will manage the potential variety of client requirements through this Framework Agreement
- How will you take into considerations specific client restrictions or preferences in providing monetisation services
- How your relationships with media agencies, Out of Home specialist agencies and advertisers will benefit Clients using this framework agreement and help drive revenue
- Articulate how your capability and capacity will help public sector site owners find new source of income or increase income through existing advertising real estate

Your response should be limited to, and focused on, the question posed. You must not make generalised statements or give irrelevant information. No attachments are permitted; any additional attachments submitted will not be taken into consideration for the purposes of evaluation of this question.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

You must **NOT** include any of the following in your responses:

- links to websites or URLs
- embedded files or objects

**Maximum character count - 10,000 characters (2,000 per text box)**, which includes spaces and punctuation. The character count cannot be exceeded within the e-Sourcing suite. Responses must include spaces between words.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided.

## 8 Section F – Lot 5 Service Performance and Evaluation

8.1 A summary of all the questions for Lot 5, along with the marking scheme and maximum weighted mark available for each question is set out below:

Question		Marking scheme	Maximum weighted mark
QF1	Account Management	0/25/50/75/100	34
QF2	Technical Capability	0/25/50/75/100	54

8.2 Section F Lot 5 questions:

### QF1 – Account Management (34% Weighting)

#### Requirement

The Potential Agency is required to deliver the services as defined in the Appendix B5 Scope and Specification proficiently across the marketing and communications ecosystem. The Potential Agency will need to work collaboratively and effectively with multiple stakeholders, partners and other agencies of the Client to ensure smooth delivery of services. The Potential Agency will need to act independently in the interests of the client at all times to achieve the outcome.

Please demonstrate how you will manage these relationships and work collaboratively to deliver an effective and independent service.

#### Response guidance

Your response should demonstrate but not be limited to:

- Your relationship management processes and structure and how you will manage any issues
- Your organisation's structure and how you will deliver the services across your organisation and/ or via a consortium/ subcontractor relationship where applicable.

- Management of conflict of interest, maintenance of neutrality and independence.
- Management of client data in relation to security and governance.
- Your workflow(s), technology solutions.

Your response should be limited to, and focused on, the question posed. You must not make generalised statements or give irrelevant information. No attachments are permitted; any additional attachments submitted will not be taken into consideration for the purposes of evaluation of this question.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

You must **NOT** include any of the following in your responses:

- links to websites or URLs
- embedded files or objects

**Maximum character count - 8,000 characters (2,000 characters per text box),** which includes spaces and punctuation. The character count cannot be exceeded within the e-Sourcing suite. Responses must include spaces between words.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided.

## QF2 – Technical Capability (54% Weighting)

### Requirement

The Potential Agency is required to have the technical capability to deliver the services and access to sufficient market expertise and/ or data pools to validate this.

Please demonstrate your technical capability to deliver the full scope of services across the media, creative and communications ecosystems both on a domestic and international level.

### Response guidance

Your response should demonstrate but not be limited to:

- How you will deliver strategic support and advice across a diverse and complex ecosystem of media, creative and campaign agencies. This should include the processes, tools and resources you will use to provide market leading insight, support and strategic advice.
- How you will deliver evaluation and compliance services. This should include the processes, tools and resources you will use to validate, benchmark data, set market relevant outcomes and measures or set KPIs.



- How you will keep abreast of, test and implement emerging technologies to deliver best outcomes.

Your response should be limited to, and focused on, the question posed. You must not make generalised statements or give irrelevant information. No attachments are permitted; any additional attachments submitted will not be taken into consideration for the purposes of evaluation of this question.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

You must **NOT** include any of the following in your responses:

- links to websites or URLs
- embedded files or objects

**Maximum character count - 12,000 characters (2,000 per text box)**, which includes spaces and punctuation. The character count cannot be exceeded within the e-Sourcing suite. Responses must include spaces between words.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided.

## **Annex 1 – Lot 1 QB5, QB6 and QB7 Quality Presentations**

How CCS will conduct the presentations and rules for Potential Agencies.

### **Invitation to Present**

Potential Agencies who meet the Minimum Quality Score for each of the Lot 1 written questions QA2, QB1, QB2, QB3, QB4 as described in **Attachment 2 How to Bid** will be required to deliver presentations in response to the Lot 1 presentation questions QB5, QB6 and QB7. This means Potential Agencies must score at least a mark of 25 for each written question.

An Invitation to Present will be issued via the eSourcing Suite to the Potential Agencies who are successful in being invited to the Presentation questions. We will endeavour to provide seven (7) days' notice to confirm your allocated day and time within the week stated in the Timelines for Competition of **Attachment 1 – About the Procurement**; however, the timelines may be subject to change.

It is a Mandatory requirement for those invited Potential Agencies to provide presentations to questions QB5, QB6 and QB7.

Potential Agencies must communicate with us only via the eSourcing Suite event's messaging system. Emergency telephone contact instructions may be provided by us in the issued invitations if presentations take place face to face.

### **Clarification Period - when and how to ask questions**

Any queries and/or Clarification Questions in relation to the QB5, QB6 and QB7 Presentation questions requirements and evaluation process must be submitted by Potential Agencies during the Clarification Period following publication of the Contract Notice and Invitation to Tender as set out in paragraph 6 of **Attachment 1 – About the framework**.

All information for Potential Agencies, in relation to the two briefs and technology question requirements and criteria, is provided within the published Invitation to Tender (ITT) Pack. No additional information will be issued to Potential Agencies – except for information relating to the time, date and location of the presentations, and where a response may be appropriate to a clarification question received during the Clarification Period.

### **Covid-19 Arrangements**

All presentations will take place either in person (face to face) at a central London government premises, or remotely via a web-based platform such as Microsoft Teams, WebEx, or Google Hangouts. All presentation arrangements will be subject to Covid-19 government policy and CCS internal Policy in place at the time.

All Potential Agency presentations must be presented in the same format in order to ensure their equal, fair and transparent treatment and consistency of approach in the evaluation process. This means either all presentations will take place face to face, or all presentations will take place remotely for all Potential Agencies.

CCS reserves the right to review, change and/or cancel Presentation arrangements, should this be required by updated Covid-19 updated government guidance and policy, or due to other circumstances outside of our control.

We will confirm the presentation arrangements when we issue the Invitation to Present via the eSourcing Suite. We will confirm the exact date, time, premises address or web based platform to be used when we issue the Presentation invitations on the indicative date detailed in **paragraph 5 of Attachment 1 – About the framework.**

Should the presentations take place at government premises, Potential Agencies must comply with all Covid-secure and social distancing requirements as advised in the invitation to present.

### **We may exclude Potential Agencies who:**

Fail to provide a response to confirm their attendance by the requested invitation response deadline.

Decline the invitation to attend the presentation stage. Declines, Non-attendance and/or late attendance may result in a Potential Agency being deemed non compliant and therefore being excluded from further participation in this procurement.

CCS reserves the right to reject the admittance of late representative attendees and the Potential Agency may be required to proceed with their presentation with only those attendees who are present in such circumstances.

### **Attendees - who can attend**

Presentations will be attended by 3 independent evaluators, 1-2 members of the Authority who will ensure compliance, and the Potential Agency's presentation team. The evaluation panels may be different for each presentation question.

Additional Observers will not be permitted.

Potential Agencies are required to present with a maximum of four (4) representatives. All presenters' names and roles must be confirmed by the Invitation Response Deadline and must be permanent employees who will be working on projects under the framework agreement in the event your bid is successful. The Potential Agency shall be wholly responsible for its choice of representatives in relation to the requirement.

### **Presentations Rules - on the day**

Potential Agencies must adhere to the following instructions when participating in the Presentations.

Copies of supporting presentation material, where specifically required by the question criteria, are to be submitted electronically via the eSourcing Suite messaging system **no later than two working days before the Presentations Period starts**, as detailed in Timelines for Competition in Attachment 1 About the Framework or as detailed in the Invitation to Present.

A compliance check will be carried out to ensure your supporting material complies with the question criteria's Response Guidance in regard to the content. The submitted material will **not** be shared with the evaluators before the presentations, but copies will be provided to the evaluators after the presentation to aid their evaluations.

Potential Agencies should note that the presentations are not an opportunity to market their organisations or attempt to overtly influence the Evaluation Panel in any such way.

It is mandatory that the presentations are conducted verbally; therefore, additional presentation materials or handouts are not permitted.

Potential Agencies are advised to keep presentations in context and assume no prior knowledge of other parts of your bid.

An evaluator may request that any point made by the Potential Agencies is repeated. Potential Agencies may seek clarification regarding any such question asked, but otherwise there will be no opportunity for Potential Agencies to ask questions during the Presentations.

The presentations must not be interactive and there will be NO opportunity for you to ask questions.

Filming of the presentations of any kind is strictly prohibited

No feedback or marks will be provided on the day

### **Presentation timings**

Maximum time limits for each presentation question are summarised below, and can also be found in the question details in the Attachment 2c questionnaire.

- QB5 - Maximum 60 minutes for Potential Agencies to present
- QB6 - Maximum 60 minutes for Potential Agencies to present
- QB7 - Maximum 45 minutes for Potential Agencies to present

During the presentations, the Authority will notify the Potential Agencies when each time limit expires so that timings are adhered to and not exceeded.

Finalised presentations timetables will be confirmed in the Invitation to Present communications.

## **Evaluation of Presentations**

Presentations will be evaluated and scored in accordance with the published criteria and procedures described in **Attachment 2c Award Questionnaire and Attachment 2 How to Bid**. When the Consensus Marking Procedure for the Presentations has been completed, this will determine the mark awarded for the Presentations.