**APPENDIX D**

**RESPONSE GUIDANCE**

# introduction

## This Appendix D sets out the questions that will be evaluated as part of this Procurement.

## The following information has been provided in relation to each question (where applicable):

### Weighting – highlights the relative importance of the question

### Guidance – sets out information for the Potential Provider to consider when preparing a response

### Marking Scheme – details the marks available to evaluators during evaluation

# DOCUMENT COMPLETION

## You **must** provide a response to every question. Please provide your response via the e-sourcing portal as a separate document at each question. All responses must be provided as either Word or PDF documents using Arial font, no less than size 11.

## You **must not** submit any additional information with your Tender other than that specifically requested in this document or Appendix B – Statement of Requirements and Appendix D – Response Guidance.

# RESPONSE GUIDANCE

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| **[1]** | **COMPANY INFORMATION** |
| [1.1] | Please state your full company name. |
| [1.2] | Please state your registered office address. |
| [1.3] | Please state your company or charity registration number. |
| [1.4] | Please state whether your company is a SME. |
| [1.5] | Please state whether your company is a voluntary, community or social enterprise organisation. |
| [1.6] | Please state the name of your immediate parent company. |

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| **[2]** | **TENDER CONTACT** |
| [2.1] | Please state the contact’s name. |
| [2.2] | Please state the contact’s address, Postcode and Country. |
| [2.3] | Please state the contact’s telephone number. |
| [2.4] | Please state the contact’s mobile number. |
| [2.5] | Please state the contact’s e-mail address. |

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| **[3]** | **MANDATORY REQUIREMENTS** | **Pass/Fail** |
| **Please Note:** The following question is a Pass / Fail question, therefore if a Potential Provider cannot or is unwilling to answer ‘Yes’, their Tender will be deemed non-compliant and they will be unable to be considered for this requirement. The Potential Provider should confirm by selecting the appropriate answer. |
| [3.1] | Do you agree, without caveats or limitations, that in the event you are successful in this Procurement, you will unreservedly sign the Terms and Conditions of Contract as set out at Appendix C upon award of the Contract?  |
| [3.2] | Please confirm you will deliver the goods as outlined within Appendix B – Statement of Requirements within 5 days following award of contract? |
| [3.3] | Please confirm you will meet all Support & Maintenance requirements as outlined within Section 5 of Appendix B – Statement of Requirements? |
| [3.4] | Please confirm that the “Assuria Log Manager Implementation and Installation services” will be performed by a suitably qualified and experienced support engineer from either Assuria or one of Assuria’s Service Partner organisations? |
| [3.5] | As outlined within Section 5.3 of Appendix B – Statement of Requirements, please confirm you are able to carry out all implementation and installation within a maximum period of 3 days?  |

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| **[4]** | **CONFLICT OF INTEREST** | **Pass/Fail** |
| **Please Note:** Question 4.1 is a Yes/No question and will dictate whether or not the following question needs to be answered. Question 4.2 is a Pass / Fail question, therefore if a Potential Provider cannot or is unwilling to suitably demonstrate that they have suitable safeguards to mitigate any risk then their Tender will be deemed non-compliant and they will be unable to be considered for this requirement |
| [4.1] | Please confirm whether you have any potential, actual or perceived conflicts of interest that may be relevant to this requirement. |
| [4.2] | We require that any potential, actual or perceived conflicts of interest in respect of this mandate are identified in writing and that companies outline what safeguards would be put in place to mitigate the risk of actual or perceived conflicts arising during the delivery of these services. |

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| **[6]** | **Service Delivery and Approach** | **Weighting 30%** |
| **Guidance:** |
| * Provide a detailed proposal for how you will deliver the account planning and media planning work outlined in the brief
* Potential providers should attach one document at the questionnaire level that forms their response to the set questions below.
* Potential providers should clearly label the response against each of the questions within the attachment and the document must not exceed a 3000 word limit and be submitted in word/PDF format.
* The Maximum score available for this questionnaire is 100.
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| **Question:** |
|  | **Max Score** | **Weighting %** |
| [6.1] | Please confirm how you will ensure successful implementation of the software detailed within Appendix B - Statement of Requirements? Please provide a detailed project plan inclusive of timeframes and key milestones. | 100 | 50 |
| [6.2] | Please detail the key personnel who will be responsible for the delivery of this requirement, detailing relevant security clearance and experience relating to this requirement for those individuals who will be responsible for the implementation of this solution. | 100 | 50 |
| **Marking Scheme:** |
| The following marking scheme will be used to assess the response provided to this question:  |
| 0 | Failed to meet any aspect of the requirements.  An unacceptable response with serious reservations. |
| 25 | A Poor response with reservations.  The response lacks convincing detail with risk that the proposal will not be successful in meeting all the requirements. |
| 50 | Meets the requirements – the response generally meets the requirements, but lacks sufficient detail to warrant a higher mark. |
| 75 | A Good response that meets the requirements with good supporting evidence.  Demonstrates good understanding.  |
| 100 | An Excellent comprehensive response that meets the requirements.  Indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.  |

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| **[6]** | **PRICE** | **Weighting 70%** |
| **Guidance:** |
| The Authority requires the potential provider to provide a total fixed price to deliver the requirements set out in Appendix B – Statement of Requirements. Potential providers should submit a total price within the question below as well as completing the relevant bid fields.Potential bidders are required to complete and attach Appendix E – Pricing Schedule at the questionnaire entitled price which provides a transparent breakdown of costs.Prices should be submitted in Pound Sterling inclusive of expenses but exclusive of VAT. |
| **Question:** |
| Please populate the bid field entitled price to provide the total fixed price to deliver the requirements set out in Appendix B – Service Description. Potential bidders are required to complete and attach Appendix E – Pricing Schedule at the questionnaire entitled price which provides a transparent breakdown of costs. |
| **Marking Scheme:** |
| The maximum mark available for Price will be 100. This mark will be awarded to the lowest priced Potential Provider. Remaining Potential Providers will receive a mark out of this maximum mark on a pro rata basis dependent on how far they deviate from the lowest price.The calculation that will be used to determine marks is as follows:Score = Lowest Tender Price     x  100 (maximum mark available) Tender Price  |

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