



Crown  
Commercial  
Service

# Invitation to tender Attachment 2 – How to Bid **v2.0**

## **RM6123 Media Services**

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## 1. How to make your bid

- 1.1 Your bid must be made by the organisation that will be responsible for providing the goods and/or services if your bid is successful.
- 1.2 You may bid for one or more of the Lots 1 to 5, but please ensure you read paragraph 3.8 in Attachment 1 About the Framework, which explains awarding restrictions in relation to Lot 5 and the other Lots.
- 1.1 Please ensure you have read paragraph 4.5 in Attachment 2 **1 About the Framework** in regard to Consortium and Holding Group bid submissions.
- 1.2
- 1.3 Your bid must be entered into the eSourcing suite. We can only accept bids that we receive through the eSourcing suite.
- 1.4 Upload ONLY those attachments we have asked for. Do not upload any attachments we haven't asked for.
- 1.5 Make sure you answer every question.
- 1.6 You must submit your bid before the bid submission deadline, in paragraph 5 "Timelines for the competition" in Attachment 1 - About the Framework.
- 1.7 It will be our decision whether we will accept bids submitted after the bid submission deadline.
- 1.8 You must regularly check for messages in the eSourcing suite throughout the competition. You must log on to the eSourcing suite and access your message inbox for this competition to check for messages.
- 1.9 If anything is unclear, or you are unsure how to complete your bid submission, you can raise a question before the clarification question deadline, via the eSourcing suite. Read paragraph 6 "When and how to ask questions" in Attachment 1 - About the Framework.
- 1.10 We may require you to clarify aspects of your bid in writing and/or provide additional information. Failure to respond within the time required, or to provide an adequate response will result in the rejection of your bid and your exclusion from this competition.

## 2. How to submit your bid in the eSourcing suite

- 2.1 Your bid must be entered into the eSourcing suite. We can only accept bids that we receive through the eSourcing suite.

- 2.2 Responses to the selection questionnaire (qualification envelope), quality questionnaire (technical envelope) and the price questionnaire (commercial envelope) must be answered online in the eSourcing suite.
- 2.3 You are also required to complete and upload attachments where required by a question to the relevant questions in the eSourcing suite within the qualification, technical and commercial envelopes.
- 2.4 Please refer to Attachment 1 About the Framework, which details the Invitation to Tender (ITT) pack documents and explains what each document is for, and whether it needs completing and submitting or whether it is for Information Only.

### **3. Selection stage**

- 3.1 At the selection stage, we evaluate Potential Agencies technical, professional and financial capabilities. We will ask a range of questions appropriate to the procurement. It is important that you answer these questions accurately.
- 3.2 If you are relying on any key subcontractors to provide the answers to the technical and professional ability or you are relying on a guarantor to pass the economic and financial assessment, they must complete Parts 2 and 3 for themselves.
- 3.3 In addition, if you are the lead member of a consortium, you must get each of the other members to answer the questions in Parts 2 and 3 for themselves.
- 3.4 We are providing the 'Information and declaration' workbook (Attachment 4) to enable you to collect and submit this data to us, whether from organisations on whom you are relying (for example a key subcontractor or a guarantor) or from other members of a consortium.

### **4. Selection process**

- 4.1 After the bid submission deadline we will check all bids to make sure we have received everything we have asked for.
- 4.2 We may ask you to clarify information you provide, if that is necessary.
- 4.3 Remember to check for messages in the eSourcing suite throughout the competition. You must log on to the eSourcing suite and access your message inbox for this competition to check for messages.
- 4.4 If your bid is not compliant we will reject your bid and you will be excluded from the competition. We will tell you why your bid is not compliant.
- 4.5 Not all selection questions need guidance as the questions are self-evident. However other questions such as the financial question, require a process

to be undertaken before we can assess your response. In those instances we have told you what we will do in the evaluation guidance.

## 5. Selection criteria

- 5.1 We may exclude you from the competition at the selection stage if:
- you receive a 'fail' for any of the evaluated selection questions.
  - any of the information you have provided proves to be false or misleading.
  - you have broken any of the competition rules in Attachment 1 About the framework, or not followed the instructions given in this ITT pack.
  - You receive a 'fail' for any of the selection questions contained in part 11 technical and professional ability of Attachment 2a Selection Questionnaire.
- 5.2 If we exclude you from the competition we will tell you and explain why.

## 6. Selection questionnaire

- 6.1 Please refer to **Attachment 2a Selection questionnaire**. Remember you must complete the questionnaire online in the eSourcing suite (qualification envelope).

## 7. Award stage

- 7.1 If you have successfully passed the selection stage, you will proceed to the award stage.
- 7.2 We have tried to make our award stage as simple as possible, whilst achieving the best possible commercial outcomes.
- 7.3 Your bid must deliver what our buyers need, at the best possible price you can give.
- 7.4 When completing your bid you must:
- Read through the entire ITT pack, specifically the Framework Agreement's Scope and Specifications Appendices, carefully, and read more than once
  - Read each question, the response guidance, marking scheme and evaluation criteria
  - Read the contract terms.
  - If you are unsure, ask questions before the clarification questions deadline See paragraph 5 'Timelines for the competition' and

paragraph 6 'When and how to ask questions' in Attachment 1 - About the Framework document.

- Allow plenty of time to complete your responses; it always takes longer than you think to submit
- Your prices should be in line with the service level you offer, in response to the award quality questions.

## 8. Award criteria

- 8.1 The Award Stage consists of a quality evaluation (see paragraph 10 of this document and Attachment 2c Award Questionnaire) and a price evaluation (see paragraph 11 of this document and Attachment 3 Price Evaluation Guidance and Evaluation Process).
- 8.2 The award of this framework will be on the basis of the 'Most Economically Advantageous Tender' (MEAT).
- 8.3 The weightings for Social Value, Quality and Price evaluation for each Lot is as follows:

Lot number	Quality evaluation weighting %	Price evaluation weighting %
1	70	30
2	70	30
3	50	50
4	90	10
5	<del>90</del> 70	<del>40</del> 30

## 9. Award process

### 9.1 What YOU need to do

- 9.2 Answer the mandatory quality questions including Social Value in Section A – Mandatory questions (all Potential Agencies to complete)
- 9.3 Answer all the quality questions of the Attachment 2c quality questionnaire in the relevant section of ITT **technical envelope** for the Lot(s) you are bidding for in the eSourcing suite:
- 1.1.1 Section B – Lot 1 specific questions
  - 1.1.2 Section C – Lot 2 specific questions
  - 1.1.3 Section D – Lot 3 specific questions
  - 1.1.4 Section E – Lot 4 specific questions

1.1.5 Section F – Lot 5 specific question

9.4 Complete the relevant Attachment 3 pricing documents for the lot(s) in which you are bidding and upload the completed attachments to the relevant commercial question for the Lot(s) you are bidding for in the eSourcing suite:

9.5 The **commercial envelope** questions for each Lot are identified below.

<b>PQ1 Lot 1 Attachment 3a - Pricing Documents (Strategic Media Activation (Media Buying))</b>	
Attachment 3a.1 - Lot 1 Price Matrix	Upload your three completed Lot 1 documents together in a Zip Folder to this question in the eSourcing Suite (commercial envelope)
Attachment 3a.2 - Lot 1 Price Matrix Tech and Tools	
Attachment 3a.3 - Lot 1 Commercial Grid	

<b>PQ2 Lot 2 Attachment 3b - Pricing Pricing Documents (Public Sector Media Planning and Buying)</b>	
Attachment 3b - Lot 2 Price Matrix	Upload your completed Lot 2 document to this question in the eSourcing Suite (commercial envelope)

<b>PQ3 Lot 3 Attachment 3c - Pricing Documents (Out of Home Media)</b>	
Attachment 3c.1 - Lot 3 Price Matrix	Upload your two <b>completed</b> Lot 3 price documents together in a Zip Folder to this question in the eSourcing Suite (commercial envelope)
Attachment 3c.2 - Lot 3 Commercial Grid	

<b>PQ4 Lot 4 Attachment 3d - Pricing Documents (Advertising Revenue Generation)</b>	
Attachment 3d - Lot 4 Price Matrix	Upload your completed Lot 4 document to this question in the eSourcing Suite (commercial envelope)

<b>PQ5 Lot 5 Attachment 3e - Pricing Documents (Service Evaluation and Performance)</b>	
Attachment 3e - Lot 5 Price Matrix	Upload your completed Lot 5 document to this question in the eSourcing Suite (commercial envelope)

**9.6 Lot 1 Presentation Stage - Quality questions QB5, QB6 and QB7**

Only those Potential Agencies who meet the Minimum Quality Score for each of the Lot 1 written questions QA2, QB1, QB2, QB3, QB4 will be

invited to deliver presentations in response to Lot 1 questions QB5, QB6 and QB7.

If you achieve a mark of at least 25 for each of the Lot 1 written Quality questions QA2, QB1, QB2, QB3, QB4 you will be required to present your responses to the presentation questions QB5, QB6 and QB7. The process for the presentations, including what you need to do, is detailed in the Attachment 2c Award Questionnaire.

#### 9.7 What WE will do at the award stage

1.	<p><b>Compliance Check</b></p> <p>First, we will do a check to make sure that you completed the pricing matrix in line with our instructions.</p>
2.	<p><b>Written Quality Evaluation – All Lots</b></p> <p>We will give your responses to our evaluation panels. Each evaluator will independently assess your responses to the quality questions using the response guidance and the evaluation criteria. Each evaluator will give a mark and a reason for their mark for each question they are assessing. Each evaluator will enter their marks and reasons into the eSourcing suite.</p>
3.	<p><b>Consensus</b></p> <p>Once the Quality evaluators have independently assessed your answers to the Quality questions we will arrange for the evaluators to meet and we will facilitate the discussion. At these consensus meetings, the evaluators will discuss the quality of your answers and discuss their marks and reasons for that mark. The discussion will continue until they reach a consensus regarding the mark, and a reason for that mark, for each question. These final marks will be used to calculate your quality score for each lot you are bidding for.</p>
4.	<p><b>Quality Thresholds</b></p> <p>The quality thresholds and what they mean for each Lot are detailed below</p> <p>Refer to tables at <b>paragraph 10</b> for an example of how your quality score for each lot will be calculated.</p>
	<p><b>Lot 1 – Written Quality Thresholds</b></p> <p><b>Written Questions</b></p> <p>If you have received a zero (0) mark for any of the <b>written</b> Quality questions <b>QA2, QB1, QB2, QB3, or QB4</b> we will reject your bid and you will be excluded from the competition.</p> <p>We will tell you that your Bid has been excluded from the competition and why.</p>



	<p>If you achieve a mark (Minimum Quality Score) of at least 25 for each of the written Quality questions QA2, QB1, QB2, QB3, QB4, you will be invited to present your responses to questions QB5, QB6 and QB7.</p> <p style="text-align: center;"><b>Lot 1 - Presentations</b></p> <p>The presentation questions for QB5 QB6 and QB7 will be evaluated and consensus marked in accordance with the evaluation processes described at points 2 and 3 above.</p> <p>The scores to the written questions QA2, QB1, QB2, QB3 and QB4 will be added to the presentation question scores QB5, QB6 and QB7 as shown in Table B at 10.9.</p> <p>If you then fail to achieve a Quality score (Minimum Quality Threshold) <b>of 35.00</b> overall for all the written questions and the presentation questions, we will reject your bid and you will be excluded from the competition.</p> <p>This means your price submission for Lot 1 will not be scored.</p> <p>We will tell you that your Bid has been excluded from the competition and why.</p>
4.	<p style="text-align: center;"><b>Quality Thresholds – Lots 2, 3, 4 and 5</b></p> <p><b>Lot 2</b></p> <p>If you have received a zero (0) mark for any of the Quality questions QA2, QC1, QC2 or you have failed to achieve a Quality score (Minimum Quality Threshold) <b>of 35.00</b>, we will reject your bid and you will be excluded from the competition.</p> <p>This means your price submission for Lot 2 will not be scored.</p> <p>We will tell you that your Bid has been excluded from the competition and why.</p> <p><b>Lot 3</b></p> <p>If you have received a zero (0) mark for any of the Quality questions QA2, QD1, QD2, or you have failed to achieve a Quality score (Minimum Quality Threshold) of <b>25.00</b>, we will reject your bid and you will be excluded from the competition.</p> <p>This means your price submission for Lot 3 will not be scored.</p> <p>We will tell you that your Bid has been excluded from the competition and why.</p> <p><b>Lot 4</b></p> <p>If you have received a zero (0) mark for any of the Quality questions QA2, QE1, QE2, or you have failed to achieve a Quality</p>

	<p>score (Minimum Quality Threshold) <b>of 45.00</b>, we will reject your bid and you will be excluded from the competition.</p> <p>This means your price submission for Lot 4 will not be scored.</p> <p>We will tell you that your Bid has been excluded from the competition and why.</p> <hr/> <p><b>Lot 5</b></p> <p>If you have received a zero (0) mark for any of the Quality questions QA2, QF1, QF2, or you have failed to achieve a Quality score (Minimum Quality Threshold) <b>of 35.00<del>45.00</del></b>, we will reject your bid and you will be excluded from the competition.</p> <p>This means your price submission will not be scored.</p> <p>We will tell you that your Bid has been excluded from the competition and why.</p>
5.	<p><b>Evaluate Pricing – All Lots</b></p> <p><b>Lot 1 and Lot 3</b></p> <p>All Attachment 3 price matrixes submitted for Lot 1 and Lot 3 will be shared with MediaSense. This will be under a full non-disclosure agreement and for the sole purpose of evaluating Potential Agencies' pricing for Lot 1 and Lot 3. Please refer to <b>Attachment 3 Pricing Guidance and Evaluation Process</b>.</p> <p><b>Lots 2 4 and 5</b></p> <p>We will give your pricing to the price evaluation panels, who are different evaluators from those who assessed your quality responses.</p> <p>They will calculate your price score for the Lots you are bidding for using the evaluation criteria in <b>Attachment 3 Pricing Guidance and Evaluation Process</b>.</p>
6.	<p><b>Final Score</b></p> <p>Your quality score will be added to your price score, to create your final score as illustrated in Paragraph 13 Final decision to award.</p>
7.	<p><b>Award</b></p> <p>Awards will be made to the successful Agencies following the standstill period, subject to contract. Please see Paragraph 14 and Paragraph 15.</p>

## 10. Quality Evaluation

- 10.1 Questions in Section A of the Quality questionnaire are mandatory questions applicable to all Lots.
- 10.2 Question QA1 will be evaluated Pass / Fail. If you answer 'no' to this question we will reject your bid and you will be excluded from the competition. We will tell you that your bid has been excluded and why.
- 10.3 Question QA2 will be evaluated and scored as described below. For each Lot, the QA2 weighted mark will be added to the other quality question weighted marks, as demonstrated at 10.9 in Tables B, C, D, E and F.
- 10.4 Please see Table A for the mandatory questions all Potential Agencies submitting a bid must answer that are applicable to all Lots:

■ Table A:

Question		Marking scheme	Maximum mark available
QA1	Compliance with Required Services - All Lots	Pass/Fail	N/A
QA2	Social Value (All Lots)	0/25/50/75/100	100

- 10.5 Each question must be answered in its own right. You must not answer any of the questions by cross referencing other questions or other materials for example reports or information located on your website.
- 10.6 Question QA2 and each of the quality questions in sections B C, D E and F of the quality questionnaire will be independently assessed by our evaluation panel.
- 10.7 When the consensus meetings have taken place and the final mark for each question has been agreed by the evaluators, your final mark for each question will be multiplied by that question's weighting to calculate your weighted mark for that question.
- 10.8 Each weighted mark for each question for each lot you have submitted a bid for will then be added together to calculate your Quality Score.
- 10.9 Please see Tables B, B.1, B.2, C, D, E and F below for an example of how your Quality Score will be calculated for each Lot.

■ Table B – Lot 1 Example

Question		Question Weighting	Maximum mark available	Your final mark	Your weighted mark
AQ2 (Written)	Social Value	15%	100	50	7.50

QB1 (Written)	Navigating the emerging media landscape	17%	100	100	17.00
QB2 (Written)	Enabling modern government communications	17%	100	75	12.75
QB3 (Written)	Activating against government audience	17%	100	50	8.50
QB4 (Written)	Technology	5%	100	50	2.50
QB5 (Presentation)	Department for International Trade brief - Presentation	12%	100	100	12.00
QB6 (Presentation)	QB5 – Public Health England Brief - Presentation	12%	100	100	12.00
QB7 (Presentation)	Technology	5%	100	50	2.50
<b>Quality mark</b>					<b>74.75</b>
<b>Quality Weighting 70% - Quality score</b>					<b>52.33</b>

- Table B.1 – QB5 Brief Presentations. This example table shows how your sub-criteria scores for QB5 will be calculated to arrive at your Quality score for QB5. Your QB5 Quality score will then be added to your other Lot 1 Quality scores as shown in Table B.

*Example: - The Quality score for QB5 is 12.00*

<b>QB5 Interview Presentation Evaluation (12%)</b>				
<b>Criteria Sub-Weighting Example</b>				
Criteria	Criteria Sub-weighting	Maximum mark available	Your final mark	Your weighted mark
Criteria 1 - An understanding of the specific details of the brief	20%	100	100	20.00
Criteria 2 - Innovation and Media Partner Selection	20%	100	100	20.00
Criteria 3 - Quality of Work and Procedures	30%	100	100	30.00
Criteria 4 - Reporting and Optimisation	30%	100	100	30.00
<b>Criteria Quality mark</b>				<b>100.00</b>
<b>QB5 Weighting 12% - Quality score</b>				<b>12.00</b>

- Table B.2– QB6 Brief Presentations. This example table shows how your sub-criteria scores for QB5 will be calculated to arrive at your Quality score for QB5. Your QB6 Quality

score will then be added to your other Lot 1 Quality scores as shown in Table B.

*Example: - The Quality score for QB6 is 12.00*

<b>QB6 Interview Presentation Evaluation (12%)</b>				
<b>Criteria Sub-Weighting Example</b>				
Criteria	Criteria Sub-weighting	Maximum mark available	Your final mark	Your weighted mark
Criteria 1 - An understanding of the specific details of the brief	20%	100	100	25.00
Criteria 2 - Innovation and Media Partner Selection	20%	100	100	25.00
Criteria 3 - Quality of Work and Procedures	30%	100	100	25.00
Criteria 4 - Reporting and Optimisation	30%	100	100	25.00
<b>QB5 Criteria Quality mark</b>				<b>100.00</b>
<b>QB6 Weighting 12% - Quality score</b>				<b>12.00</b>

■ **Table C – Lot 2 Example**

Question		Question Weighting	Maximum mark available	Your final mark	Your weighted mark
AQ2 (Written)	Social Value	16%	100	50	8.00
QC1	Effective Public Sector Media Strategy	42%	100	50	21.00
QC2	Public Sector Media Buying Outcomes	42%	100	75	31.50
<b>Quality mark</b>					<b>60.50</b>
<b>Quality Weighting 70% - Quality score</b>					<b>42.35</b>

■ **Table D – Lot 3 Example**

Question		Question Weighting	Maximum mark available	Your final mark	Your weighted mark
AQ2 (Written)	Social Value	20%	100	50	10.00
QD1	Seamless delivery of services	25%	100	100	25.00
QD2	Effective Out of Home Media Investment	55%	100	75	41.25
<b>Quality mark</b>					<b>76.25</b>
<b>Quality Weighting 50% - Quality score</b>					<b>38.13</b>

■ Table E – Lot 4 Example

Question		Question Weighting	Maximum mark available	Your final mark	Your weighted mark
AQ2 (Written)	Social Value	12%	100	50	6.00
QE1	Account Management	34%	100	50	17.00
QE2	Monetisation Capabilities	54%	100	75	40.50
<b>Quality mark</b>					<b>63.50</b>
<b>Quality Weighting 90% - Quality score</b>					<b>57.15</b>

■ Table F – Lot 5 Example

Question		Question Weighting	Maximum mark available	Your final mark	Your weighted mark
AQ2 (Written)	Social Value	<del>12</del> 15%	100	50	<del>6.00</del> 7.50
QD1	Account Management	<del>34</del> 32%	100	50	<del>17.00</del> 16.00
QD2	Technical Capability	<del>54</del> 53%	100	75	<del>40.50</del> 39.75
<b>Quality mark</b>					<del>63.50</del> <b>63.25</b>
<b>Quality Weighting 90 70% - Quality score</b>					<del>57.15</del> <b>44.28</b>

## 11. Award quality questionnaire

11.1 Please refer to and read the **Attachment 2c – Award Questionnaire** for the award quality questions and response guidance, evaluation and marking scheme details.

## 12. Price evaluation

12.1 Please refer and read the to **Attachment 3 – Price Evaluation Guidance and Evaluation Process** for details on how your price submission will be evaluated for each Lot.

## 13. Final decision to award

13.1 How we will calculate your final score

13.2 For each Lot you are bidding for, we will add together your Quality score to your Price score to calculate your final score. Please see examples below.

### Table i) Lot 1 Example:

Quality Score = Written Questions QA2, QB1, QB2, QB3, QB4 added to the Presentation questions QB5, QB6 and QB7

Potential Agency	Quality score	Price score	Final score
	(Maximum score available 70)	(Maximum score available 30)	(Maximum score available 100)
Potential Agency 1	70	30	100
Potential Agency 2	48.00	20.00	75.50
Potential Agency 3	40.50	18.00	63.50

**Table ii) Lot 2 Example:**

Potential Agency	Quality score	Price score	Final score
	(Maximum score available 70)	(Maximum score available 30)	(Maximum score available 100)
Potential Agency 1	70	30	100
Potential Agency 2	48.00	20.00	75.50
Potential Agency 3	40.50	18.00	63.50

**Table iii) Lot 3 Example:**

Potential Agency	Quality score	Price score	Final score
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	(Maximum score available 50)	(Maximum score available 50)	(Maximum score available 100)
Potential Agency 1	50	50	100
Potential Agency 2	41.63	35.00	86.63
Potential Agency 3	45	30.00	80.00

**Table iv) Lot 4 and Lot 5 Example:**

Potential Agency	Quality score	Price score	Final score
	(Maximum score available 90)	(Maximum score available 10)	(Maximum score available 100)
Potential Agency 1	90	10	100
Potential Agency 2	68.00	9.00	87.00
Potential Agency 3	52.00	8.50	68.00

**Table v) Lot 5 Example:**

Potential Agency	Quality score	Price score	Final score
	(Maximum score available 90 <b>70</b> )	(Maximum score available 10 <b>30</b> )	(Maximum score available 100)



Potential Agency 1	<del>90</del> 70	<del>40</del> 30	100
Potential Agency 2	68.00	9.00	87.00
Potential Agency 3	52.00	8.50	68.00

13.3 We will then rank all final scores from highest to lowest for each Lot. Rounding will take place to 2 decimal places.

13.4 The maximum number of Potential Agencies for Lots 2, 4 and 5 of this framework may increase where (2) or more Potential agencies have tied scores in last position only.

### 13.5 Lot 1

- We will offer the first ranked Potential Agency the Lot 1 framework contract as set out in paragraph 3 of Attachment 1 – About the Framework. For the avoidance of doubt the maximum number of Agencies for Lot 1 is (one) 1.
- Where there are two or more potential Agencies who have tied Final Scores and are placed in the first position for Lot 1, CCS will apply a tie breaker. The tie-breaker mechanism will be the total Quality score (total of QA2, QB1, QB2, QB3 QB4, QB5, QB6, QB7); this means the Potential Agency who obtained the highest Quality score will be awarded the Framework Contract for Lot 1 in the event that the tie-breaker is applied.
- In the event that there are still two or more Potential Agencies who have tied scores and are placed in first position following the Lot 1 tie break process outlined above, then CCS will use the Price (Commercial Envelope) score (PQ1) as a further tie-breaker criteria. This means the Potential Agency who obtained the highest Lot 1 (Commercial Envelope) score will then be awarded the Framework Contract for Lot 1.

- Should the successful Potential Agency decline to accept the Framework Contract, then it will be offered to the next ranked Potential Agency, until it has been accepted.

### **13.6 Lot 3**

- We will offer the first ranked Potential Agency the Lot 1 framework contract as set out in paragraph 3 of Attachment 1 – About the Framework. For the avoidance of doubt the maximum number of Agencies for Lot 3 is (one) 1.
- Where there are two or more Potential Agencies who have tied Final Scores and are placed in the first position for Lot 3, CCS will apply a tie breaker and the Potential Agency who obtained the highest Quality score will be awarded the framework contract for Lot 3. This will be the combined score for quality questions QD1 and QD2.
- In the event that there are still two or more Potential Agencies who have tied scores and are placed in first position for Lot 3 following the Lot 3 tie break process outlined in the above paragraph, then CCS will use the score obtained for question QA2 Social Value as a further tie-breaker criteria: This means the Potential Agency who obtained the highest score for question QA2 Social Value will then be awarded the Framework Contract for Lot 3.
- Should the successful Potential Agency decline to accept the Framework Contract, then it will be offered to the next ranked Potential Agency, until it has been accepted.

### **13.7 Lot 2, Lot 4 and Lot 5**

- For each Lot, we will offer the number of agencies a framework contract as set out in paragraph 3 of Attachment 1 – About the Framework.
- The maximum number of Potential Agencies for Lots 2, 4 and 5 of this framework may increase where (2) or more Potential Agencies have tied scores in last position only.

### **13.8 Reserved rights - Lots 2, 4 and 5**

We also reserve the right to award a framework to any Potential Agency whose final score is within 1% of the last position for each Lot:

- The last position for Lot 2 is 6th Position
- The last position for Lot 4 is 3rd Position

- The last position for Lot 5 5th Position

### **Example Only for Lots 2, 4 and 5:**

If the Potential Agency in 3<sup>rd</sup> place, last position, has a final score of 60.00

The calculation we will use is:

- 3<sup>rd</sup> place Potential Agency's final score is 60.00
- 1% of 60.00 = 0.06
- The calculation will be rounded to two decimal places in excel.
- $60.00 - 0.06 = 59.94$
- So, in this example, any Potential Agency whose final score is 59.94 or above will be awarded a place on the framework for that Lot.

## **14. Intention to award**

14.1 As described in section 8 of Attachment About the Framework:

- Potential Agencies successful in being awarded a place on Lots 1, 2 3 and 4 cannot be awarded a Framework Contract for Lot 5.
- Successful Agencies awarded to Lot 5 cannot be awarded a place on any of Lots 1, 2, 3 or 4.
- Therefore, if a Potential Agency submits a bid for one or more lots including Lot 5, you must have confirmed your Lot Order of Preference in your Selection Questionnaire (qualification envelope) response.
- The Potential Agency's Lot Order of Preference will apply in the event the Potential Agency is successful in their bid for more than one Lot.

14.2 We will tell you if you have been successful or unsuccessful for the Lot(s) you are bidding for via the eSourcing suite. We will send intention to award letters to all Potential Agencies who are still in the competition; this means Potential Agencies who have not been excluded at an earlier stage in the evaluation process.

14.3 At this stage, a standstill period of ten (10) calendar days will start, the term standstill period is set out in regulation 87(2) of the Regulations. During this time, you can ask questions that relate to our decision to award. We cannot provide advice to unsuccessful agencies on the steps they should take and they should seek independent legal advice, if required.

14.4 If during standstill we do receive a substantive challenge to our decision to award and the challenge is for a certain lot, we reserve the right to conclude

a framework contract with successful Agencies for the lot(s) that have not been challenged.

- 14.5 Following the standstill period, and if there are no challenges to our decision, Successful Agencies will be formally awarded a framework contract subject to signatures.

## **15. Framework contract**

- 15.1 You must sign and return the framework contract for each Lot you are awarded a contract for within 10 days of being asked. If you do not sign and return, we will withdraw our offer of a framework contract.

- 15.2 The conclusion of a framework contract is subject to the provision of due 'certificates, statements and other means of proof' where Potential Agencies have, to this point, relied on self-certification.

- 15.3 This means:

- Employer's (Compulsory) Liability Insurance = £5,000,000
- Professional Indemnity Insurance= £5,000,000
- Public Liability Insurance = £1,000,000
- Cyber Essentials Basic certification for your organisation and consortia members and/or key subcontractors where applicable. If your organisation is bidding as part of a consortium and/or proposes to use key subcontractors to carry out the services and these consortia members and key subcontractors shall be involved in handling sensitive and personal information with regard to the services, then you need to provide those consortium and/or key subcontractors Cyber Essentials certificates.