

Open tender

West Midlands Growth Company

England's Waterways PR brief

**Tender code – 2019-WMGC-
EWPR01**

01-2019

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SECTION ONE – tender information

This document contains:

(1) Contract information - for reference only

Project aim

(2) Tender specifications

- Project briefing

(3) Tender process and evaluation

- You will need to respond to the requirements listed, considering the evaluation criteria specified
- You will need to respond via the process and within the timelines as indicated

1.1 Background

The West Midlands Growth Company (WMGC) will help to create new jobs, expand existing businesses and attract new businesses and investment to the region, aligned to the ambitions set out in the West Midlands Combined Authority (WMCA) Strategic Economic Plan.

West Midlands Growth Company Ltd was established in April 2017. It continues to operate leisure and business tourism programmes Visit and Meet Birmingham, inward investment programme Business Birmingham and its partnership programme.

The WMGC has been established in partnership with Local Enterprise Partnerships, local authorities, Growth Hubs, universities and a wide range of businesses across the private sector. It focuses its core activities across Greater Birmingham and Solihull, Coventry and Warwickshire and the Black Country, with the potential and scope to deliver services in a wider Midlands context.

The WMGC is owned by the WMCA and its Constituent Members, with governance that heavily involves the private sector in the majority. Its core WMCA and local authority funding will be used to attract significant additional funding from the private sector and other sources, such as future Devolution Deals.

England's Waterways project background

The project this work is supporting is England's Waterways which is a project developed as part of the [Discover England Fund](#) from Visit England. Offering funding to destinations to develop new products and increase inbound visitors to the rest of England outside the capital.

The canal rings and waterways of England present unique routes through city and countryside, inviting international visitors to explore and experience England by, and on, the rivers and

canals. This concept aims to maximize these national assets focusing on the waterways as a key feature for the attraction and dispersal of visitors.

Though there is a strong trend in consumers booking independently, in markets such as Germany and Netherlands there is still a large proportion of consumers booking via agents looking for that security and ease, particularly in the over 45 market. These are consumers in search of new experiences especially for repeat visitors. Timings for reaching the trade are essential, as there is a travel trade cycle in which products must be delivered to the trade ready to be sold.

Women are the key decision makers within the booking process for the target markets with a lead-time of 3-6 months. Both the Dutch and German consumers regards their holiday as very important and a much-needed 'escape' from life.

In concept testing both target markets identified that an aspect of the product which they particularly liked is that a waterways holiday would "allow them to visit places that they couldn't previously" (German 81%, Dutch 77%) and would provide them with the opportunity to see "the real England" (German 77%, Dutch 76%).

The markets are also influenced by traditional media assets such as newspaper editorials and magazines in-print adverts acting as passive inspiration then travel forums (such as TripAdvisor) and search engines developing the idea to drive booking.

Within the England's Waterways proposition there are three product options available. Narrow boat holiday, walking /cycling holidays and regional city breaks.

We will predominately push out product and messaging via the travel trade, supported by destination marketing and PR in collaboration with operators to create a destination awareness profile and to help pull the product through the supply chain. In summary, we will deliver:

- Tools for the trade to sell the product (England's Waterways)
- Create awareness with the consumers and trade to demand the product (destination):
See below



After an in-house travel trade workshop, it was recognised that the trade would only be willing to sell a product in a destination if the consumer demands it, or at least has awareness of it. Currently the destination itself does not resonate emotionally or geographically with the Dutch and German target markets. Therefore, the marketing needs to be two fold; creating awareness to the consumer, and in parallel, sharing with the trade knowledge of this new product and destination offer so they have confidence in selling it. See geographical area below:



To ensure that the messaging of this project is distributed across both markets, WMGC is open to suggestions and recommendations on trade engagement and PR. We feel that to achieve the objectives of the project and reach the right demographics, a larger proportion of the PR activity will be traditional such as printed newspapers, magazine articles, radio and TV. These products will be unfamiliar to the travel trade so the media will need to act as a trigger to create a sense of excitement about this new offer, as well as confidence in the development of it.

As part of this brief, WMGC would like the agency to consider the other Discover England Fund projects they are aware of who are working within the target markets and ensure there is no conflict of interest and identifying opportunities for collaboration.

It has been decided to divide this contract into 2 lots. This is because (i) there is a need to use the agency with the best in-market knowledge which we anticipate being difficult for an agency when we are targeting 2 markets. (ii) The priority is to use the agency with the correct links and understanding of destination PR in Germany and/or the Netherlands.

Agencies can propose to cover both lots or just one. The work for each lot and budget restrictions are detailed below.

This project is funded by the Discover England Fund.

1.2 Project aims

The England's Waterways project has three core aims: (a) *product development* - to increase bookable, commissionable products along the intuitive routes created by the waterways,

creating unique, memorable English holidays which encourage repeat visits; (b) *market development* - to increase the knowledge of, and propensity to visit to 'England's Heartlands' through the travel trade supply chain; and (c) *economic impact* by using the waterways as the hook to increase the volume and value of visits across the seasons and upscaling the project across the English waterways.

1.2.1 Aims

Target consumers and travel trade through a variety of PR activity in the relevant markets increasing awareness and inspiration for the region and product offers during 2019, ready for a 2020 ROI.

1.2.2 Duration

The contract will run from 31st January 2019 until 31st October 2019. All activity must be planned by March 2019.

1.2.3 Value

The anticipated maximum value of this contract is *up to* £180,000 including VAT across both lots.

We would be looking at a cost split of 70/30 between Germany and the Netherlands.

LOT 1 Germany - **£126,000**, LOT 2 Netherlands – **£ 54,000**

Within each LOT we anticipate allocating 30% of the budget to the canal boating pillar, 40% to walking & Cycling breaks and 30% to city cultural breaks.

This must include all agency fees, evaluations and any 3rd party costs.

Potential suppliers may bid for each individual lot or both lots, please state clearly in your submission which lots you are bidding for.

Any bids in excess of the values stated above will be disregarded.

All bids must be in Sterling (GBP).

Invoices for this tender must be supplied in Sterling (GBP).

SECTION TWO – tender specification

Lot 1 and 2

2.0 Trade PR (B2B)

Project objectives

Trade

- Increased awareness of the heart of England offer and associated waterways, measured by pre and post attitude survey to travel trade partners and business partners

Trade PR Objectives

B2B Objective: Target key in-market travel trade buyers through industry media to influence and grow awareness of the destination and product. Offering a greater understanding for the 2019 / 2020 travel trade shows.

Audience

Trade (primary)

- Online Travel Agents – Offering visitors a pick n' mix approach to the way they choose to package their holiday
- Tour Operators – Offering an all-encompassing package based in market
- DMCs

Trade PR strategy

The project is already committed to attending key in-market and industry travel trade shows to engage with trade (see below). We would be looking for paid opportunities alongside these shows to offer trade confidence in the development of these products and the destination. We would be looking to work with an agency to develop a plan and strategy of the best routes to reaching trade using the most effective channels.

WMGC suggestions

Germany LOT 1	Netherlands LOT 2
<ul style="list-style-type: none">• Advertorial opportunity in line with consumer and trade shows. When attending the below shows additional support such as sponsorship and advertorial opportunities:<ul style="list-style-type: none">◦ ITB Berlin• Advertorial opportunities with industry magazines and forums	<ul style="list-style-type: none">• Advertorial opportunity in line with consumer and trade shows.• Advertorial opportunities with industry magazines and forums

Timeline

- The trade media ideally needs to be in market early 2019 and (dependent on funding schedules) continue into spring 2019.
- Open to recommendations on this and the impact of events such as Christmas within the target markets and audience groups.

Time	J	F	M	A	M	J	J	A	S
Trade									

LOT 1 and 2

Public Relations (B2C)

PR B2C Objectives

B2C Objective: To create and generate awareness of the England's Heartland destination and the Waterways 3 product offers through editorial opportunities with leading newspaper and travel/ lifestyle magazines and facilitating fam trips with journalists.

Audience

Consumer (primary)

- 45 – 65 year old German and Dutch family-free / empty nesters who have previously visited the UK, looking for a new way to experience England
- Mainly targeting women as they are the key decision maker in the holiday booking process
- Middle to higher income
- Looking for new holiday experiences
- More likely to spend more on holiday as they have fewer outgoings
- Interested in gentle activity and the English culture
- Holiday without children as child-free or they have left home (or young grown-up children to holiday with)
- FIT consumers, either couples or small groups of friends / grown-up family (4 – 6)
- The number within groups for boating holidays is dictated by the comfortable volume of people a boat can hold

LOT 1

- Generating newspaper and online articles are key, as part of the information search – in Germany the newspaper market is the largest in Europe with 45.3 million newspapers read each day. The largest papers include:
 - Suddeutsche Zeitung
 - Frankfurter Allgemeine Zeitung (FAZ)
- Key targets are also lifestyle magazines and women's magazines. Top magazines in Germany:
 - EASY (Women's lifestyle)
 - Brigitte (Women's lifestyle)
 - ADAC Reisemagazin (travel)
 - Geo Saison (Travel)

LOT 2

- In the Netherlands, half of households read newspapers for on average 40-60 minutes per day. Top newspapers include:
 - Telegraaf
 - Algemeen Dagblad
 - Volkskrant
- Top magazines in Netherlands
 - National Geographic traveller (travel)
 - Columbus traveller (travel)
 - Libelle (Women's lifestyle)

LOT 1 AND 2

- Tie in coverage with shows trade show listed below
- Media hosting trips - To encourage positive and accurate stories press trips must be hosted. We need an agency who can arrange and plan these trips for us
- Evaluation of pieces needs to be covered within this work, as well as an overall evaluation of the PR campaign developed in the target markets.
- Explore advertorial opportunities in market
- Curation and support on press releases
- The selected agencies must have relevant contacts within the chosen markets with travel trade specialists.

Timeline

- The trade media ideally needs to be in market by early 2019 and continue into spring 2019. Open to recommendations on this and the impact of events within the target markets and audience groups.

Time	J	F	M	A	M	J	J	A	S
Trade									

2.1 Project milestones and deadlines

The activity will need to be completed to the following strict deadlines.

Milestone	Date
Inception meeting or call	Early February 2019
Delivery	January – September 2019
Bi-weekly catch up calls	Fortnightly
Mid project review	March 2019
Evaluation	September 2019

2.2 Project Management

The project will be managed by Louise Gordon DEF England's Waterways Campaign Manager with support from Georgia Bostock, Marketing Manager.

2.3 Confidentiality

West Midlands Growth Company would expect to have free use of all intellectual property rights to the deliverables produced and assigned to West Midlands Growth Company. The outputs of this project must be kept strictly confidential and they cannot be shared with any third party without written permission from West Midlands Growth Company.

The tender documentation is commercially sensitive and will be kept strictly confidential. Under no circumstances can information be passed on to any third party without permission from West Midlands Growth Company.

2.4 Freedom of Information

Tenderers should note that the Employer may be required to disclose information that Tenderers provide to the Employer under the Freedom of Information Act 2000 unless the Employer can establish either that the information is subject to a duty of confidence or that it is both commercially sensitive and the public interest in maintaining its confidentiality is greater than the public interest in disclosing it.

2.5 Sub-contracting

The Supplier cannot sub-contract delivery of the Services without the prior consent of the Client.

2.6 Conflicts of Interest

Contractors will be expected to manage conflicts of interest between West Midlands Growth Company and any competitors or partners that the contractor works with or becomes a representative of. To ensure that these conflicts of interest are managed effectively, tenderers are asked to supply a detailed methodology setting out how they will manage any conflicts of interest that arise. This will be evaluated as part of tender submissions.

Should at any point during the duration of the contract any framework contractor becomes a representative of a competitor or partner of West Midlands Growth Company, that contractor will be required to inform WMGC and act in accordance with the agreed methodology. If the contractor fails to successfully manage any conflicts of interest, then West Midlands Growth Company may choose to terminate the contract.

SECTION THREE – tender process and evaluation

3.1 Response requirements

A proposal is required that includes the following:

Your submission should clearly state which LOT you are bidding for. If you are bidding for both LOTs, then your bid should be separated clearly for each LOT and labelled.

Selection Criteria:

- **A detailed description of:**
 - A. Methodology (including steps to demonstrate how the required assets will be decided upon and how ideas will be formed and tested).

B. A project plan that specifies key phases, milestones, resources and deadlines.

- a) For each LOT applied for, separate case studies must be submitted.

Two relevant case studies to demonstrate your expertise in delivering similar projects – please complete Appendix D. These should cover the LOT that you are bidding for, if bidding for both lots, please supply one relevant case study for each relevant geography.

Information on the account team relevant to the case studies including:

- Focus of work
- Relevant skills and expertise
- Similar pieces of work done within the travel trade industry
- Evidence of relevant contacts within the key markets

If tendering for both LOT 1 and 2, the bid should clearly differentiate the proposed approach separately for each LOT.

Response Requirements for Award Criteria:

- b) Details of all stages of your proposed approach and methodology to meet the requirements in section 2. *For each LOT tendered for.*
- c) Total number of **hours and days** to be provided and broken down by the level of staff. The job roles of the staff along with the **hourly rates** and number of hours must be stated and these should all tie back to the original rates provided in the Framework Agreement.
- d) Expenses proposed (must be supported with actual receipts when invoiced).
- e) Total cost **MUST** be broken down into two totals: one for lot 1 and one for lot 2 (within Section 1.2.3), with the detailed breakdown for each total.

All information to be supplied in English.

Please note the award of this tender will be based solely on bid submission. There will be no additional interviews taking place.

3.2 How do we select from the responses received?

We will check and evaluate each submission and rank contractors according to the following criteria, with the tenderer receiving the highest overall score being awarded the contract:

3.2.1 Selection Criteria

- a) Completion of:
- Appendix A – Company Information – for information only
 - Appendix B – Bidding Model – for information only
 - Appendix C – Financial Information – self certify
 - Appendix D – Technical and Professional Ability – pass/fail

The evaluation panel will approach each Tenderer consistently, and will make a decision based not on one but all of the above criteria / information. Therefore, this does not necessarily mean that failing one of the above criteria will result in a “fail”.

Only those suppliers passing the above selection criteria will proceed to having their bid proposal evaluated against the below award criteria response requirements

3.2.2 Award Criteria – see Appendix E for marking schedule for Methodology and Approach

- a) Methodology – 40% and assessed against the following:
 - Demonstrate your ability to deliver the brief requirements taking into account key specifications of the project as listed under section 2.3 (20%)
 - Provide information on the resources you will put towards the project and the ability to manage these to meet the project requirements and deadlines, using project plan stages, GANTT chart, or similar (10%)
 - Detail the designation and level of staff proposed to deliver each element of the brief requirements (10%)
- b) Approach - weighted 40% and assessed against the following:
 - Demonstrating and using relevant destination in-market knowledge (20%)
 - Offering suggestions on activity within the given budgets (20%)

- c) Price - weighted 20% and evaluated as follows:

The total price is to include all costs related to delivering the agreed specification to achieve required outcomes including, but not exclusive to: management, direct staff costs, service, research, travel, accommodation, subsistence, event attendance and other expenses.

The tender value should be broken down into costs for each output, clearly identifying where sub-contractors, partners or other services or supplies will be brought into the solution you propose, and the evaluation panel should be able to see direct links between costs to the project and activity proposed.

- **Total fixed cost price (20%)** for undertaking the work set out in the brief, per LOT. The tender with the lowest fixed cost price for undertaking the brief requirements will receive top marks. All other tenders will receive a proportion of the marks available calculated as follows:

Score = (B/A) x 20 where “A” is the fixed cost price of a tender and “B” is the lowest fixed cost price.

NB - West Midlands Growth Company shall rely on the information provided by the quoting provider. A material misrepresentation contained therein shall constitute a material breach of contract.

3.3 Process and timescales

This timetable is indicative only. West Midlands Growth Company reserves the right to change it at its discretion.

Milestone	Deadline and process
Brief stage	
Brief & task	West Midlands Growth Company to issue open tender brief via appropriate invitation to tender websites by Friday 4th January 2019 .
Response deadline	Companies must respond to tender brief requirements and submit their proposal to be with West Midlands Growth Company no later than 12:00 noon BST on Monday 21st January 2019 .
Submitting your tender	<p>The West Midlands Growth Company tender process is outlined below. Failure to work in accordance with the deadlines outlined in the tender submission process will lead to automatic dismissal of application.</p> <p>Stage 1 – Express interest</p> <p>All suppliers must visit and register interest via the In-Tend system prior to submitting the tender.</p> <p>https://in-tendhost.co.uk/wmgrowth.aspx/Home</p> <p>Once you have expressed interest, the tender bid will be available to download from the “Brief Stage” tab. We recommend that you familiarise yourself with the submission process on the website prior to the submission deadline.</p> <p>If you are experiencing any technical difficulties or require any help, you should contact West Midlands Growth Company at the earliest possible point prior to the deadline in order to resolve any issues. Failure to communicate with us prior to the deadline will result in your company being removed from the procurement process.</p> <p>Telephone 0121 202 5115 – please quote the tender reference number.</p> <p>Stage 2 – Identify and submit questions</p> <p>Please submit any questions to WMGC via its In-Tend system by no later than 12:00 noon BST on Monday 14th January 2019. This should be done as a correspondence message on the system.</p> <p>To ensure a fair and transparent process, any questions sent past this deadline will not be answered. The company will endeavour to answer all questions by the end of Tuesday 15th January 2019. Responses</p>

	<p>will be shared with all prospective Tenderers via the Correspondence method and Clarifications Tab on In-tend.</p> <p>Stage 3 – Submit tender</p> <p>The final tender MUST be submitted as an electronic copy via the In-Tend system to West Midlands Growth Company. Failure to submit will result in your company being removed from the procurement process.</p> <p>(A) E-Procurement</p> <p>All suppliers must visit our e-Procurement system (In-Tend) to register and submit the tender.</p> <p>https://in-tendhost.co.uk/wmgrowth.aspx/Home</p> <p>Suppliers should note that there is a maximum file upload size of 5mb per document to the 'In-tend' website and where you have a large number of documents or documents which are close to the 5mb file size limit, you MUST ensure you allow plenty of time to upload your submission prior to the deadline for tender submission.</p>
Evaluation stage	
Expected date of evaluation	All responses will be evaluated against pre-identified criteria by the project management team by Monday 28th January 2019.
Expected date of notification of successful tender	Notification of successful tender will be made and the successful company will be notified by Tuesday 29th January 2019.
Expected date of appointment and project initiation	Week Commencing 28th January 2019. A project initiation meeting will be held as soon as possible on/after this date.

3.4 Tender Queries

Tender queries must be submitted via the In-Tend system at the website specified above before the deadline specified above. The tender manager will coordinate any responses.

West Midlands Growth Company will issue response to any tender queries to all tenderers through In-Tend. In the interests of fair and open tendering no reference will be made to the identity of the tenderer raising the individual query or queries.

3.5 Extensions to Deadlines

No extensions will be given to the tender deadlines set out above.

3.6 Period of Validity

Tenders must remain open for consideration (unless previously withdrawn) for not less than [10] weeks from the date for return of tenders.

3.7 Failure to Proceed

Should West Midlands Growth Company and the chosen tenderer fail to enter into a contract for any reason, the chosen tenderer (and all other tenderers) shall not be reimbursed for any tendering, design, mobilisation and/or management costs (or those of any proposed subcontractors, suppliers or consultants).

The chosen tenderer will be required to return to West Midlands Growth Company (at its request) all tender documentation received (including specifications, this invitation to tender, the draft contract etc) or to destroy these.

Tenderers may not retain any documentation for their own use, or their use by third parties.

Please note as WMGC is bound by Public Procurement Law we are unable to accept any material changes to the draft contract provided with the tender documents.

3.8 Errors in Pricing

If West Midlands Growth Company discovers arithmetical errors in any tender West Midlands Growth Company will give the detail of those errors to the tenderer. The tenderer will be given the opportunity to either:

- to confirm the offer, in which case all rates or prices are to be treated as being reduced in the same proportion as the corrected total of priced items exceeds or falls short of the tendered total or such items; or
- to correct their tender, in which case the corrected figures will be used in the evaluation.

3.9 Tender Return Documents

The following documents are required in response to this invitation to tender:

- Completed Supplier Information (Appendix A)
- Completed Bidding Model (Appendix B)
- Completed Financial Information (Appendix C)
- Completed Technical and Professional Ability Information (Appendix D)
- Responses to award criteria questions (sections 3.1 c and d).

APPENDIX A – SUPPLIER TO COMPLETE

Supplier information - Please complete the following form:

a. Name of the company (Prime or single contractor) in whose name the tender would be submitted:	
b. Contact name:	
c. Address:	
d. Telephone number:	
e. Fax number:	
f. E-mail Address:	
g. Company Registration number:	
h. Date of Registration:	
i. Registered address (if different from above):	
j. VAT registration number:	
k. Website address:	

APPENDIX B – SUPPLIER TO COMPLETE

Bidding Model

Please mark 'X' in the relevant box to indicate whether you are;	
<p>a) Bidding as a Prime Contractor and will deliver 100% of the key contract deliverables yourself.</p>	<input type="checkbox"/> Yes
<p>b) Bidding as a Prime Contractor and will use third parties to deliver <u>some</u> of the services.</p> <p>If yes, please provide details of your proposed bidding model in your submission, that includes members of the supply chain, the percentage of work being delivered by each sub-contractor and the key contract deliverables each sub-contractor will be responsible for.</p>	<input type="checkbox"/> Yes
<p>c) Bidding as Prime Contractor but will operate as a Managing Agent and will use third parties to deliver <u>all</u> of the services.</p> <p>If yes, please provide details of your proposed bidding model in your submission that includes members of the supply chain, the percentage of work being delivered by each subcontractor and the key contract deliverables each sub-contract will be responsible for.</p>	<input type="checkbox"/> Yes
<p>d) Bidding as a consortium but not proposing to create a new legal entity.</p> <p>If yes, please include details of your consortium in the next column and use a spare Appendix to explain the alternative arrangements i.e. why a new legal entity is not being created.</p> <p>Please note that the authority may require the consortium to assume a specific legal form if awarded the contract, to the extent that it is necessary for the satisfactory performance of the contract.</p>	<input type="checkbox"/> Yes <u>Consortium members</u> <u>Lead member</u>

e) Bidding as a consortium and intend to create a Special Purpose Vehicle (SPV).

If yes, please include details of your consortium, current lead member and intended SPV in the next column and provide full details of the bidding model using a separate Appendix.

☐

Yes

Consortium members

Current lead member

Name of Special Purpose Vehicle

APPENDIX C – SUPPLIER TO COMPLETE

Financial information - Please complete the following financial form to self-certify that you will provide the information requested should you be successful.

<p>a)</p> <ul style="list-style-type: none"> i. A copy of the most recent audited accounts for your organisation that cover the last two years of trading or for the period that is available if trading for less than two years. Provided that your company qualifies for an audit exemption, then unaudited accounts can be submitted. ii. If the company has been trading for less than a year management accounts to date are required. iii. In addition to (ii) forecasted management accounts are also required. <p>NB. If you have been trading for less than a year and are therefore unable to provide point i and ii, please ensure that you will be able to submit point iii. All information to be supplied in English.</p>	
<p>b) If the organisation is a subsidiary of a group, the above information is required for both the subsidiary and the ultimate parent.</p>	
<p>c) Where appropriate it may be necessary to request inter-company guarantees. Please provide consent.</p>	
<p>d) The name and address of your banker.</p>	
<p>e) Please note that following clause 7.5 of the contract the Supplier will be expected to maintain appropriate and comprehensive insurance cover for its liabilities under the contract. <i>Please confirm whether you already have, or can commit to obtain such insurance cover prior to the commencement of the contract.</i></p>	

APPENDIX D- SUPPLIER TO COMPLETE

Technical and Professional Ability

Responses to this Form will be used to undertake an assessment of your organisation's technical and professional ability to provide the works.

EXPERIENCE AND CONTRACT EXAMPLES					
Please provide details of at least two and up to four contracts (from either or both the public or private sector) that are relevant to the tender requirement. Contracts should have been performed during the last three years. (The customer contact should be prepared to speak to us to confirm the accuracy of the information provided below if we wish to contact them).					
		Contract 1	Contract 2	Contract 3	Contract 4
1	Customer Organisation (name):				
2	Customer contact name, phone & email:				
3	Contract start date:				
	Contract completion date:				
	Contract Value:				
4	Description of contract, including evidence as to your technical capability in this market. Please refer to Appendix D for the areas being evaluated and the marking scheme. Please use further sheets for detailing this section				
If you cannot provide at least one example, please briefly explain why (100 words max) –					

APPENDIX D (Continued)

The following marking schedule will be used to evaluate the professional and technical ability criteria:

	Description	Score	Evaluator Notes	Comments
1	Focus of Work (maximum 5 marks)			We are looking for examples of past projects where the work undertaken has a focus on, and demonstrates a good knowledge of, a similar research methodology (Perceptions research, telephone surveys, focus group research).
2	Relevant skills and expertise (maximum 5 marks)			We are evaluating the extent to which the tenderer demonstrates that it has the specific skills and expertise needed to meet the project requirements. Please detail relevant experience of the team as they apply to this project.

A total score of 6 is required to pass.

Scoring system for selection criteria

Score	Interpretation
0	Either no answer is given or the answer provides no evidence that the Organisation meets any of the Contracting Authority's requirements.
1	The answer provides some evidence that the Organisation meets some of the Contracting Authority's requirements but only in a minimal way.
2	The answer provides satisfactory (or better) evidence that the Organisation partially meets the Contracting Authority's requirements.
3	The answer provides good (or better) evidence that the Organisation meets a majority of the Contracting Authority's requirements.
4	The answer provides good (or better) evidence that the Organisation meets nearly all of the Contracting Authority's requirements.
5	The answer provides excellent evidence that the Organisation fully meets of the Contracting Authority's requirements.

APPENDIX E. Marking Schedule

The following marking schedule will be used to evaluate the award criteria:

Score	Classification	Definition
0	No response (complete noncompliance)	No response at all or insufficient information provided in the response such that the solution is impossible to assess and/or incomprehensible.
1-2	Unsatisfactory response (potential for some compliance but very major areas of weakness)	<p>Substantially unacceptable submission which fails in several significant areas to set out a solution that addresses and meets the requirements: little or no detail may (and, where evidence is required or necessary, no evidence) have been provided to support and demonstrate that the tenderer will be able to provide the services and/or considerable reservations as to the tenderer's proposals in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements.</p> <p>Would represent a very high risk solution for the contracting authority</p>
3-4	Partially acceptable response (one or more areas of major weakness)	<p>Weak submission which does not set out a solution that fully addresses and meets the requirements: response may be basic/ minimal with little or no detail (and, where evidence is required or necessary, with insufficient evidence) provided to support the solution and demonstrate that the tenderer will be able to provide the services and/or some reservations as to the tenderer's solution in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements.</p> <p>May represent a high risk solution for the contracting authority.</p>

Score	Classification	Definition
5-6	Satisfactory and acceptable response (substantial compliance with no major concerns)	<p>Submission sets out a solution that largely addresses and meets the requirements, with some detail (or, where evidence is required or necessary, some relevant evidence) provided to support the solution; minor reservations or weakness in a few areas of the solution in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements.</p> <p>Medium, acceptable risk solution to the contracting authority.</p>
7-8	Fully satisfactory /very good response (fully compliant with requirements).	<p>Submission sets out a robust solution that fully addresses and meets the requirements, with full details (and, where evidence is required or necessary, full and relevant evidence) provided to support the solution; provides full confidence as to the relevant ability, understanding, expertise, skills and/or resources to deliver the requirements.</p> <p>Low/No risk solution for the contracting authority.</p>
9-10	Outstanding response (fully compliant, with some areas exceeding requirements)	<p>Submission sets out a robust solution (as for a 7-8 score – above) and, in addition, provides or proposes additional value and/or elements of the solution which exceed the requirements in substance and outcomes in a manner acceptable to the contracting authority; provides full confidence as to the relevant ability, understanding, expertise, skills and/or resources not only to deliver the requirements, but also exceed it as described.</p> <p>Low/No risk solution for the contracting authority.</p>

