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| Description: Description: Description: Untitled:Users:berrimann:Desktop:CCS BRAND:Logos:CCS artwork:Colour 2935:CCS_2935_SML_AW.png  **PUBLIC RELATIONS AGENCY FOR UK GOVERNMENT INVESTMENTS LTD**  **REFERENCE NUMBER**  **RM6015**  **ATTACHMENT 6** |

**AWARD QUESTIONNAIRE RESPONSE GUIDANCE, EVALUATION   
AND MARKING SCHEME**

1. **INTRODUCTION**
   1. This document provides a copy of the questions that appear in the e-Sourcing Suite, along with a response guidance and marking scheme for each question; and describes the evaluation process which will be adopted by the Authority and its Agent to evaluate your response to each question set out within the Award Questionnaire.
   2. The following information has been provided in relation to each question (where applicable):

* + 1. Weighting – highlights the relative importance of the question

* + 1. Response guidance – sets out the detail you must cover with your response, often formatted as component parts of the question, along with general instructions for response.
    2. Marking Scheme – details the marks available to evaluators during evaluation
  1. For the avoidance of doubt, references to “you” in this document shall be references to the Potential Provider.
  2. The defined terms used in the ITT document (Attachment 1) shall apply to this document.

1. **EVALUATION PROCESS**
   1. Award Questionnaire evaluation for all Quality, Price and Presentation questions will follow the Consensus Marking Procedure described in Attachment 1 ITT.
   2. The evaluation of your Award Questionnaire response is broken down into the following stages:

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| **Stage** | **Applicable Award Questionnaire section** | **Activity** |
| Compliance Checks | All | Following Tender Deadline, your Tender will be checked for compliance – ensuring you have provided an answer to all questions in line with the published instructions.  If you fail to provide a response to any question of the Award Questionnaire and/or your tender is found not to be fully compliant with instructions then your Tender may not proceed to Evaluation Stage 1 and you, as Potential Providers, may be excluded from further participation in this Procurement.  Those Tenders that are found to be fully compliant with instructions will move forward to Evaluation Stage 1. |
| Evaluation Stage 1 | QUALITY | Your responses will be evaluated and scored following the marking scheme described at each relevant question in this document (AQA1, AQA2, and AQA3). All Tenders will move forward to Evaluation Stage 2. |
| Evaluation Stage 2 | PRICE | Your responses will be evaluated and scored following the marking scheme described at the relevant questions in this document, (AQB1 and AQB2). |
| QUALITY AND PRICE TOTAL SCORE  Your scores for Quality and Price will be totalled to discover your Quality and Price Total Score.  Scores will be rounded to no more than two decimal places.  The Potential Provider with the highest Quality and Price Total Score, along with any other Potential Provider who achieves a Quality and Price Total Score within at least 20% of the highest Quality and Price Total Score, will go through to Evaluation Stage 3.  All other Tenders will not proceed to Evaluation Stage 3 and they, as Potential Providers, will be excluded from further participation in this Procurement. For example, if the highest Quality and Price Total Score is 100, and you obtain a Quality and Price Total Score of 79.99 then you will not proceed to Evaluation Stage 3.  Potential Providers who are excluded from further participation in this Procurement will be notified accordingly. | | |
| Evaluation Stage 3 | PRESENTATIONS | Presentations will be evaluated following the marking scheme described at the relevant question in this document (AQC1). |
| Potential Provider’s Presentation Score will be added to their Quality and Price Total Score to determine their Final Score. | | |
| Offer of Agreement will be made to the Potential Provider who achieves the highest Final Score. | | |
| **A copy of the successful Supplier’s Tender will form part of their Agreement at Annexes 2 and 4.** | | |

1. **MARKING SCHEME, WEIGHTING AND SCORES AVAILABLE**
   1. The maximum possible score capable of being achieved by a Potential Provider will be 100 (being the combined sum of the scores achieved for Quality, Price and Presentation i.e. 60 + 20 + 20).

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| **QUALITY** | **PRICE** | **PRESENTATION** | **MAXIMUM POSSIBLE SCORE** |
| 60 | 20 | 20 | 100 |

* 1. A summary of all the questions contained within the Award Questionnaire, along with the Marks Available and Maximum Weighted Score Available for each question is set out below:

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| **Section** | | **Marks Available**  **(see further info at paragraph 3.3)** | **Maximum Weighted Score Available (100)** |
| **QUALITY (weighting 60%)** | | | |
| AQA1 | How you will organise your team | 0/25/50/75/100 | 15 |
| AQA2 | Flexible resource provision | 0/25/50/75/100 | 15 |
| AQA3 | Strategy & understanding Authority objectives | 0/25/50/75/100 | 30 |
| **PRICE (weighting 20%)** | | | |
| AQB1 | Price – Monthly Charge | 0 – 100 | 12 |
| AQB2 | Price – Day Rate | 0 – 100 | 8 |
| **PRESENTATIONS (weighting 20%)** | | | |
| AQC1 | Presentation | 0/25/50/75/100 | 20 |

* 1. Marking schemes:
     1. The following marking scheme will be applied to every Quality question - AQA1, AQA2, AQA3:

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| **MARK** | **EVALUATION GUIDANCE** |
| **0** | Failed – an unacceptable response with serious reservations.  The response does not address any of the component parts of the question. Failed to demonstrate relevance to Service Requirements.  OR  a response has not been provided. |
| **25** | Not Addressed – a poor response with strong reservations. The response addresses some areas of some of the component parts, though not every component part, and the response lacks clear and convincing detail that any component part of the question is fully addressed. |
| **50** | Partially Addressed – a generic response with some reservations. The response fully addresses one component part of the question but fails to fully address any more than one of the component parts of the question.  OR  The response addresses some areas of EVERY component part but lacks clear and convincing detail to fully address any one component part. |
| **75** | Acceptable – a good response with minimal / few reservations. The response fully addresses at least one component part of the question and clearly provides enough detail to partially address EVERY other component part. Demonstrates good understanding but lacks clear and convincing detail to provide confidence that every component part of the question is fully addressed. |
| **100 – Maximum Mark Available** | Fully Addressed - a comprehensive response with no reservations. The response fully addresses all requirements of EVERY component part and demonstrates relevance to Service Requirements. Indicates an excellent proposal with clear, convincing and detailed supporting evidence and no weaknesses resulting in a high level of confidence. |

* + 1. The following marking scheme will be applied to Price questions AQB1 and AQB2:

The Potential Provider with the lowest total Monthly Charge value for AQB1 overall shall be awarded the Maximum Mark Available (100). The remaining Potential Providers shall be awarded a percentage of the Maximum Mark Available equal to their price for AQB1, relative to the lowest price submitted.  
  
The Potential Provider with the lowest total Day Rate value for AQB2 overall shall be awarded the Maximum Mark Available (100). The remaining Potential Providers shall be awarded a percentage of the Maximum Mark Available equal to their price for AQB2, relative to the lowest price submitted.  
  
The calculation used for both AQB1 and AQB2 is the following:

= Lowest Price Tendered x Maximum Mark Available

Tender price

* + 1. The following marking scheme will be applied to the Presentation question – AQC1:

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|  | **The below will inform the evaluator’s rationale during scoring of presentation** |
| **Component Fully Addressed** | The presentation fully addresses the requirement of the component making it clear to evaluators the processes and activities you will undertake in order to provide all the points raised in the component. |
| **Component Not Fully Addressed** | It is not entirely clear HOW you achieve the subject of the component and/or your presentation did not cover every aspect of the component. |
| **MARKING SCHEME** | |
| **Mark** | **The marking scheme below will be applied by the Agent following completion of the evaluation process.** |
| **0** | The Potential Provider’s response has fully addressed less than 4 of the 7 component parts of the Response Guidance above and has been unable to outline suitable recommendations that demonstrate full ability to meet at least 4 component parts of the published criteria.  OR  The question has not been answered |
| **25** | The Potential Provider’s response fully addresses 4 of the 7 component parts of the Response Guidance above by clearly outlining suitable recommendations that demonstrate full ability to meet those 4 component parts of the published criteria |
| **50** | The Potential Provider’s response fully addresses 5 of the 7 component parts of the Response Guidance above by clearly outlining suitable recommendations that demonstrate full ability to meet those 5 component parts of the published criteria. |
| **75** | The Potential Provider’s response fully addresses 6 of the 7 component parts of the Response Guidance above by clearly outlining suitable recommendations that demonstrate full ability to meet those 6 component parts of the published criteria. |
| **100**  **Maximum Mark Available** | The Potential Provider’s response fully addresses all 7 of the component parts of the Response Guidance above by clearly outlining suitable recommendations that demonstrate full ability to meet the requirements, of the published criteria. |

* 1. The mark achieved in response to a question will entitle you to receive a score which will be a percentage of the Maximum Weighted Score Available for that question (as set out in the table at paragraph 3.5).   
     For example if a Potential Provider achieved a mark of 50 out of 100 for a question, it would equate to 50%; so where the Maximum Mark Available is 2, the Potential Provider would therefore score 1 for that question.
  2. When the Consensus Marking Procedure has been completed for the Quality questions AQA1, AQA2 and AQA3, the mark awarded for each response will be converted into a percentage in accordance with the table below:

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| **MARK** | **PERCENTAGE OF THE MAXIMUM MARK AVAILABLE** |
| 0 | 0% of the Maximum Mark Available for the question |
| 25 | 25% of the Maximum Mark Available for the question |
| 50 | 50% of the Maximum Mark Available for the question |
| 75 | 75% of the Maximum Mark Available for the question |
| 100 Maximum Mark Available | 100% of the Maximum Mark Available for the question |

* 1. When the Consensus Marking Procedure has been completed for the Price questions AQB1 and AQB2, the mark awarded for each total value submitted at AQB1 and AQB2 respectively will be converted into a percentage in accordance with the table below:

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| **MARK** | **PERCENTAGE OF THE MAXIMUM MARK AVAILABLE** |
| 0 | 0% of the Maximum Mark Available for the question |
| 100 | 100% of the Maximum Mark Available for the question |

The percentage for any mark awarded between the figures of 0 and 100 shall be calculated accordingly, example:

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| **MARK** | **PERCENTAGE OF THE MAXIMUM MARK AVAILABLE** |
| 50 | 50% of the Maximum Mark Available for the question |

* 1. In the event that there is only one submission that submission will achieve full marks (100) for their Price submission at AQB1 and AQB2.
  2. Quality and Presentation will be evaluated as per the stated Marking Scheme for those questions AQA1, AQA2, AQA3 and AQC1.

1. **FINAL SCORE**

4.1 Tenders that have progressed to stage 3 Presentations will attract a Final Score.

4.2 If this applies to you, your Final Score will be calculated by adding the score achieved at Presentation AQC1 to your Total Quality and Price Score.

4.3 The Potential Provider with the highest Final Score (combined Quality, Price and Presentation score following completion of evaluation process) AND providing that Final Score is over 50% of the Maximum Possible Score, will be deemed to have offered the most economically advantageous Tender and will be offered the Agreement.

1. **QUESTIONNAIRE**

**QUALITY**

Potential Providers must answer all questions in this section by responding via the e-Sourcing Suite.

Please log in to the eSourcing Suite, following the instructions published in the OJEU Contract Notice, to access this procurement and these questions.

Please ensure you are responding to the correct question on the e-Sourcing Suite (check the question reference number).

Please pay attention to the response guidance and marking scheme for each question provided in this document in order to help you answer the questions.

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| **AQA1 – HOW YOU WILL ORGANISE YOUR TEAM** | |
| Please describe how you would organise your team to deliver the Service Requirements set out in Attachment 3. | |
| **AQA1 Response Guidance**  All Potential Providers must answer this question by providing an attachment to the relevant question in the eSourcing suite.  Your response must fully address the following component parts:   1. include an organogram of the team you are proposing to work on this project which makes the link between, and reporting lines of, each role clear; and 2. include a description of each team member, their experience and levels of seniority and the role they will fulfil - your description must be clear about the relevance of each role to the Service Requirements i.e. why that role is important   **Please select option Yes or No to confirm whether you have uploaded the attachment in response to this question using the paperclip icon aligned to AQA1.**  **Please ensure your Attachment conforms with the filename: “AQA1 [Potential Provider]” and meets the following format instructions:**   * attachment should be in Microsoft Word or PDF * organogram should cover no more than 1 side of A4 * the description of each team member should cover no more than 1 side of A4 per team member * font should be Ariel 10pt * page limits include titles, paragraph headings, spaces, punctuations, diagrams/charts/images * any information which is in excess of the page limits will be disregarded and shall not be considered in the evaluation process * whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas * Potential Providers should refrain from making generalised statements and providing information not relevant to the topic. | |
| **MARKING SCHEME** | |
| **MARK** | **EVALUATION GUIDANCE** |
| **0** | Failed – an unacceptable response with serious reservations.  The response does not address any of the component parts of the question. Failed to demonstrate relevance to Service Requirements.  OR  a response has not been provided. |
| **25** | Not Addressed – a poor response with strong reservations. The response addresses some areas of some of the component parts though not every component part, and the response lacks clear and convincing detail that any component part of the question is fully addressed. |
| **50** | Partially Addressed – a generic response with some reservations. The response fully addresses one component part of the question but fails to fully address any more than one of the component parts of the question.  OR  The response addresses some areas of EVERY component part but lacks clear and convincing detail to fully address any one component part. |
| **75** | Acceptable – a good response with minimal / few reservations. The response fully addresses at least one component part of the question and clearly provides enough detail to partially address EVERY other component part. Demonstrates good understanding but lacks clear and convincing detail to provide confidence that every component part of the question is fully addressed. |
| **100  Maximum Mark Available** | Fully Addressed - a comprehensive response with no reservations. The response fully addresses all requirements of EVERY component part and demonstrates relevance to Service Requirements. Indicates an excellent proposal with clear, convincing and detailed supporting evidence and no weaknesses resulting in a high level of confidence. |

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| **AQA2 - FLEXIBLE RESOURCE PROVISION** | |
| How will you maintain service delivery and ensure flexible provision of resource to deliver the level of expertise required by the Service Requirements set out in Attachment 3 during both low and high demand | |
| **AQA2 Response Guidance**  All Potential Providers must answer this question by providing an attachment to the relevant question in the eSourcing suite.  Your response must fully address the following component parts:   1. The process you would put in place to maintain service delivery, i.e. how you would ensure that cover could be provided for the team with minimal disruption and a seamless transition, how you would arrange for the cover to be ready to work immediately with no delay; and 2. Provide a demonstration of how you will draw on additional resources and expertise during high demand periods – how you will get those resources in place; and 3. How you will ensure this additional resource has the level of expertise required by the Service Requirements - Capability Requirements at paragraph 3.4; and 4. How you will prioritise in order to deliver Potential Additional Services and short notice requests.   **Please select option Yes or No to confirm whether you have uploaded the attachment in response to this question using the paperclip icon aligned to AQA2.**  **Please ensure your Attachment conforms with the filename: “AQA2 [Potential Provider]” and meets the following format instructions:**   * attachment should be in Microsoft Word or PDF * no more than 2 sides of A4 * font should be Ariel 10pt * page limits include titles, paragraph headings, spaces, punctuations, diagrams/charts/images * any information which is in excess of the page limits will be disregarded and shall not be considered in the evaluation process * whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas * Potential Providers should refrain from making generalised statements and providing information not relevant to the topic. | |
| **MARKING SCHEME** | |
| **MARK** | **EVALUATION GUIDANCE** |
| **0** | Failed – an unacceptable response with serious reservations.  The response does not address any of the component parts of the question. Failed to demonstrate relevance to Service Requirements.  OR  a response has not been provided. |
| **25** | Not Addressed – a poor response with strong reservations. The response addresses some areas of some of the component parts though not every component part, and the response lacks clear and convincing detail that any component part of the question is fully addressed. |
| **50** | Partially Addressed – a generic response with some reservations. The response fully addresses one component part of the question but fails to fully address any more than one of the component parts of the question.  OR  The response addresses some areas of EVERY component part but lacks clear and convincing detail to fully address any one component part. |
| **75** | Acceptable – a good response with minimal / few reservations. The response fully addresses at least one component part of the question and clearly provides enough detail to partially address EVERY other component part. Demonstrates good understanding but lacks clear and convincing detail to provide confidence that every component part of the question is fully addressed. |
| **100  Maximum Mark Available** | Fully Addressed - a comprehensive response with no reservations. The response fully addresses all requirements of EVERY component part and demonstrates relevance to Service Requirements. Indicates an excellent proposal with clear, convincing and detailed supporting evidence and no weaknesses resulting in a high level of confidence. |

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| **AQA3 – STRATEGY AND UNDERSTANDING AUTHORITY OBJECTIVES** | |
| How will you undertake and manage the Service Requirements set out in Attachment 3 to the satisfaction of the Authority, i.e. what strategy will you employ to successfully deliver media communications for Authority and key stakeholders? | |
| **AQA3 Response Guidance**  All Potential Providers must answer this question by providing an attachment to the relevant question in the eSourcing suite.  Your response must fully address the following component parts:   1. Provide a clear demonstration that you understand the position of the Authority and the Service Requirements of this Agreement, particularly showing an understanding of the role of UKGI and how this affects their approach to communications; and 2. Provide a detailed description of the overarching strategy you suggest the Authority employs when communicating externally to support communication activity with their diverse audiences; and 3. How you will measure success and customer satisfaction and ensure you have the right processes in place, AND how you will utilise lessons from customer satisfaction measurement to continually improve your service   **Please select option Yes or No to confirm whether you have uploaded the attachment in response to this question using the paperclip icon aligned to AQA3.**  **Please ensure your Attachment conforms with the filename: “AQA3 [Potential Provider]” and meets the following format instructions:**   * attachment should be in Microsoft Word or PDF * no more than 3 sides of A4 * font should be Ariel 10pt * page limits include titles, paragraph headings, spaces, punctuations, diagrams/charts/images * any information which is in excess of the page limits will be disregarded and shall not be considered in the evaluation process * whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas * Potential Providers should refrain from making generalised statements and providing information not relevant to the topic. | |
| **MARKING SCHEME** | |
| **MARK** | **EVALUATION GUIDANCE** |
| **0** | Failed – an unacceptable response with serious reservations.  The response does not address any of the component parts of the question. Failed to demonstrate relevance to Service Requirements.  OR  a response has not been provided. |
| **25** | Not Addressed – a poor response with strong reservations. The response addresses some areas of some of the component parts though not every component part, and the response lacks clear and convincing detail that any component part of the question is fully addressed. |
| **50** | Partially Addressed – a generic response with some reservations. The response fully addresses one component part of the question but fails to fully address any more than one of the component parts of the question.  OR  The response addresses some areas of EVERY component part but lacks clear and convincing detail to fully address any one component part. |
| **75** | Acceptable – a good response with minimal / few reservations. The response fully addresses at least one component part of the question and clearly provides enough detail to partially address EVERY other component part. Demonstrates good understanding but lacks clear and convincing detail to provide confidence that every component part of the question is fully addressed. |
| **100 Maximum Mark Available** | Fully Addressed - a comprehensive response with no reservations. The response fully addresses all requirements of EVERY component part and demonstrates relevance to Service Requirements. Indicates an excellent proposal with clear, convincing and detailed supporting evidence and no weaknesses resulting in a high level of confidence. |

**PRICE**

**Should you be successful at this Procurement, price information you submit at AQB1 and AQB2 will be copied into Annex 2 of the Agreement at Attachment 4 (Charges).**

Potential Providers must answer AQB1 and AQB2 by responding via the e-Sourcing Suite. There is only one Price question within the eSourcing suite, please upload your completed Price Sheet (RM6015 UKGI PRA Attachment 6 - Appendix A Price Sheet) to this question. The spreadsheet requires completion on two (2) tabs, one for AQB1 Monthly Charge and another for AQB2 Day Rate.

Please ensure you are responding to the correct question on the e-Sourcing Suite (check the question reference number).

Please pay attention to the response guidance and marking scheme for each question provided in this document.

Following the Consensus Marking Procedure the mark for AQB1 and the mark for AQB2 will be converted into a percentage in accordance with the table at paragraph 3.6.

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| **AQB1 PRICE – MONTHLY CHARGE** |
| Please provide your price information by completing all available (blank) cells in the tab titled AQB1 Monthly Charge of the spreadsheet RM6015 UKGI PRA Attachment 6 - Appendix A Price Sheet. |
| **AQB2 PRICE – DAY RATE** |
| Please provide your price information by completing all available (blank) cells in the tab titled AQB2 Day Rate of the spreadsheet RM6015 UKGI PRA Attachment 6 - Appendix A Price Sheet. |
| **AQB1 and AQB2 Response Guidance** All Potential Providers must answer these questions – both AQB1 and AQB2.  You are required to upload your response by attaching the completed document (both tabs) to this question in the eSourcing Suite and confirm your upload by selecting ‘YES’ from the drop down menu. Please ensure to use the naming format as follows:  “**Price Sheet [Potential Provider]**”  **Note** – in selecting ‘YES’ you are also confirming that prices offered are inclusive of any expenses, exclusive of VAT and firm for a period of 150 days following the Deadline for Submission.  You must follow the instructions that appear in the Appendix A Price Sheet.  You are required to submit a price for EVERY available (blank) cell in Appendix A within both tabs ‘AQB1 Monthly Charge’ and ‘AQB2 Day Rate’.  If you do not provide a fully completed Attachment 6 - Appendix A Price Sheet filling in all available cells, then you will not receive a score for AQB1 and/or AQB2 (as applicable).  This will severely impact your Quality and Price Total Score which may mean you are unsuccessful at this Procurement.  Prices should be submitted in pounds sterling inclusive of any expenses but exclusive of VAT. Abnormally Low Tender:If a price you have provided appears abnormally low the Agent may reject your Tender.  The steps the Agent will take in this event are as follows:to request in writing an explanation of the abnormally low price, which may include explanations of one or more of the following;  1. the economics of the Services to be provided; 2. the technical solutions suggested by you or the exceptionally favourable conditions available to you for the provision of Services; 3. the originality of the Services; 4. your compliance with the provisions relating to environmental, social, labour laws referred to in regulation 56 (2); 5. your compliance with the sub-contracting obligations referred to in Regulation 71; 6. the possibility of you obtaining state aid  to take account of the evidence provided by the Potential Provider in response; andto subsequently verify with them the price being abnormally low confirming whether the explanation and evidence provided by the Potential Provider is accepted by the Authority or not. If, in its sole discretion, the Authority / Agent does not accept the explanation and evidence provided by the Potential Provider then that Potential Provider’s Tender will be excluded from further participation in this Procurement. |

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| **MARKING SCHEME** | |
| **MARK** | **EVALUATION GUIDANCE** |
| **0 - 100** | The Potential Provider with the lowest total Monthly Charge value for AQB1 overall shall be awarded the Maximum Mark Available (100). The remaining Potential Providers shall be awarded a percentage of the Maximum Mark Available equal to their price for AQB1, relative to the lowest price submitted.  The Potential Provider with the lowest total Day Rate value for AQB2 overall shall be awarded the Maximum Mark Available (100). The remaining Potential Providers shall be awarded a percentage of the Maximum Mark Available equal to their price for AQB2, relative to the lowest price submitted.  The calculation used for both AQB1 and AQB2 is the following:   = Lowest Price Tendered x Maximum Mark Available  Tender price  **Example**:  Potential Provider A achieves the lowest price of £1,000. Potential Provider A is awarded the Maximum Mark Available of 2;  Potential Provider B submits a price of £2,000. As the price is twice as expensive as Potential Provider A’s price, Potential Provider B is awarded 50% of the Maximum Mark Available, namely 1;  Potential Provider C submits a price of £2,500 and is awarded 40% of the Maximum Mark Available, namely 0.8. |

**PRESENTATIONS**

The Potential Provider who achieves the highest ranked Quality and Price Total Score and all other Potential Providers whose Quality and Price Total Scores are within at least 20% of the highest Quality and Price Total Score will be invited to evaluation stage 3 Presentations.

All other Potential Providers will be excluded from further participation in this Procurement.

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| **AQC1 – PRESENTATIONS** |
| You are required to submit your presentation, which will be your response to the question below along with the component parts listed in the response guidance, as a set of PDF or PowerPoint presentation slides by uploading it to question AQC1 within the eSourcing suite.  Should you successfully progress to Evaluation stage 3 Presentations, you will be required to present your submitted presentation to the evaluation team. You are reminded not to introduce new substantive information during the delivery of your submitted presentation.  Please select ‘Yes’ to confirm that you have attached your presentation with the title: “**AQC1 Presentation [Potential Provider]**”  The question your presentation must answer is:  ***Please detail the broad communications strategy you recommend the Authority to undertake over the next 12 months and how you propose to deliver this strategy.***  To gain full marks your presentation must reference the Service Requirements set out in Attachment 3 and fully address all seven (7) component parts as listed below. |
| **AQC1 Response Guidance**  Your presentation should include all the information from the seven (7) component parts listed below:   1. A detailed description of how you will consider the target audiences and build them in to your strategy, including any target audience specific activities you would undertake 2. A description of the full mix of proactive PR tactics AND tools you will use to support the Authority’s objectives 3. How you suggest the Authority engages with the media and who you would engage with, when and how 4. How you will build anticipation of, and potential activities to deal with, scenarios into the strategy 5. How you will take potentially dry subjects and issues and bring them to life 6. How you will consider safeguarding the Authority’s and all associated party’s reputations, ensuring this is a theme throughout your recommended strategy and all process/activities it contains 7. What you think are the main issues facing the Authority and how you would suggest mitigating those, demonstrating your knowledge of the financial media landscape and understanding of political context   Location and Further Information  The presentations will take place on Monday 12th March 2018, face to face, at the Authority’s premises; 1 Victoria Street, London, SW1H 0ET.  Potential Providers may bring with them a maximum of 6 attendees, you must ensure that these attendees reflect the team that would be working with the Authority on this Service Requirement.  **The Potential Providers can bring a printout / paper copy of their submitted presentation, but will not be permitted to use any technology in the delivery of their presentation.**  The duration of the presentation will be 45 minutes, with 15 minutes following for clarification questions – the clarification questions are ONLY for making clear any ambiguity in points made during your presentation and will NOT be used to elicit new information.  During your presentation evaluators will be utilising a scoresheet to assist in recording the score appropriate for your presentation; illustrated below:    Failure to attend or deliver a presentation that follows these instructions will result in the Potential Provider being excluded from this Procurement.  This presentation requirement shall imply no obligation on the part of the Authority / Agent and the Authority / Agent will not be reimbursing any Potential Provider any travel or subsistence expenses incurred as part of this procurement process.  The content of the presentation must be specific to this question, Potential Providers are reminded not to present their generic marketing material for this question.  **You will be scored in accordance with the Response and Evaluation Guidance provided. No marks will be awarded for presentation skills, rapport, method of delivery etc.** |

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| **Evaluation Guidance** | |
|  | **The below will inform the evaluator’s rationale during scoring of presentation** |
| **Component Fully Addressed** | The presentation fully addresses the requirement of the component making it clear to evaluators the processes and activities you will undertake in order to provide all the points raised in the component. |
| **Component Not Fully Addressed** | It is not entirely clear HOW you achieve the subject of the component and/or your presentation did not cover every aspect of the component. |
| **MARKING SCHEME** | |
| **Mark** | **The marking scheme below will be applied by the Agent following completion of the evaluation process.** |
| **0** | The Potential Provider’s response has fully addressed less than 4 of the 7 component parts of the Response Guidance above and has been unable to outline suitable recommendations that demonstrate full ability to meet at least 4 component parts of the published criteria.  OR  The question has not been answered |
| **25** | The Potential Provider’s response fully addresses 4 of the 7 component parts of the Response Guidance above by clearly outlining suitable recommendations that demonstrate full ability to meet those 4 component parts of the published criteria |
| **50** | The Potential Provider’s response fully addresses 5 of the 7 component parts of the Response Guidance above by clearly outlining suitable recommendations that demonstrate full ability to meet those 5 component parts of the published criteria. |
| **75** | The Potential Provider’s response fully addresses 6 of the 7 component parts of the Response Guidance above by clearly outlining suitable recommendations that demonstrate full ability to meet those 6 component parts of the published criteria. |
| **100 Maximum Mark Available** | The Potential Provider’s response fully addresses all 7 of the component parts of the Response Guidance above by clearly outlining suitable recommendations that demonstrate full ability to meet the requirements, of the published criteria. |