# Invitation to Tender 10-year strategy visual identity and assets

**Ref: NHMF 0313**

**Schedule 4**

**Evaluation Model**

## Overarching Award Criteria

Your proposal for undertaking the work will be evaluated as follows:

* Price: 30%
* Quality: 70%

The scores for quality and price will be added together to obtain the overall score for each Bidder.

## Price

Your bid price will be evaluated as follows:

* 100% will be awarded to the lowest priced bid
* all remaining bidders will be allocated scores based on their deviation from this figure
* for example, if the lowest price is £50 and the second lowest price is £100 then the lowest priced bidder gets 100% (full marks) for price and the second placed bidder gets 50% (see Schedule 6a for a worked example)
* the scores for price will be multiplied by the weighting (30%)
* please refer to Schedule 6 for a copy of the scoresheet

## Quality

* each question will be scored out of five
* the percentage weightings that will be applied are shown on the scoresheet (Schedule 6)
* please refer to Schedule 6a and 6b for a worked example

The scores out of five for each question will be awarded as follows:

| Score | Word descriptor | Description |
| --- | --- | --- |
| 0 | Poor | No response or partial response and poor evidence provided in support of it. Does not give the Heritage Fund confidence in the ability of the Bidder to deliver the Contract. |
| 1 | Weak | Response is supported by a weak standard of evidence in several areas giving rise to concern about the ability of the Bidder to deliver the Contract. |
| 2 | Satisfactory | Response is supported by a satisfactory standard of evidence in most areas but a few areas lacking detail/evidence giving rise to some concerns about the ability of the Bidder to deliver the Contract. |
| 3 | Good | Response is comprehensive and supported by good standard of evidence. Gives the Heritage Fund confidence in the ability of the Bidder to deliver the contract. Meets the Heritage Fund’s requirements. |
| 4 | Very good | Response is comprehensive and supported by a high standard of evidence. Gives the Heritage Fund a high level of confidence in the ability of the Bidder to deliver the contract. May exceed the Heritage Fund’s requirements in some respects. |
| 5 | Excellent | Response is very comprehensive and supported by a very high standard of evidence. Gives the Heritage Fund a very high level of confidence in the ability of the Bidder to deliver the contract. May exceed the Heritage Fund’s requirements in most respects. |