

Bid Pack For Open Market Competition

This procurement event will be conducted in accordance with the Public Contract Regulations 2015, specifically Chapter 8, Below Threshold Procurements.

Attachment 2 – How To Bid Including Evaluation Criteria

Contract Reference: CCCO20A10

Provision of Event Services for the National Leadership Centre

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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 deliverables if your bid is successful.
- 1.2. Remember to:
 - 1.2.1. Accept or Decline this Bid Pack. If you Decline please provide a reason for doing so.
 - 1.2.2. Enter your bid into the e-Sourcing Suite. We can only accept bids that we receive through the e-Sourcing Suite.
 - 1.2.3. Make sure you answer every question.
 - 1.2.4. 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 e.g. reports located on your website.
 - 1.2.5. Submit your bid in good time and before the bid submission deadline.
 - 1.2.6. Upload ONLY those attachments we have asked for in line with the requirements specified any other supporting evidence, certificates for example, will be requested separately by us.
 - 1.2.7. If we **do not** require attachments and have specified this please only use the Text Boxes provided for your answer.
 - 1.2.8. Check for messages in the e-Sourcing Suite throughout the competition.
 - 1.2.9. Press the Submit all **Draft Bids** button when your bid is ready, otherwise we will not be able to see it.
 - 1.2.10. If you are unsure, ask questions before the Clarification Questions Deadline.

2. How The Questionnaires Are Structured:

- 2.1. A summary of all the questions in the quality questionnaire, along with the marking scheme, and weightings for each question is set out below:
- 2.2. QUESTIONNAIRE 1 QUALIFICATION KEY PARTICIPATION REQUIREMENTS
- 2.3. QUESTIONNAIRE 2 QUALIFICATION CONFLICTS OF INTEREST
- 2.4. QUESTIONNAIRE 3 QUALIFICATION INFORMATION ONLY
- 2.5. QUESTIONNAIRE 4 TECHNICAL EXPERIENCE & PROJECT TEAM
- 2.6. QUESTIONNAIRE 5 TECHNICAL APPROACH & METHODOLOGY
- 2.7. QUESTIONNAIRE 6 TECHNICAL PROJECT MANAGEMENT
- 2.8. QUESTIONNAIRE 7 COMMERCIAL EVALUATION
- 2.9. QUESTIONNAIRE 8 TECHNICAL EVALUATION (STAGE 2) PRESENTATIONS

QUESTIONNAIRE 1 – QUALIFICATION - KEY PARTICIPATION REQUIREMENTS

Response Guidance

The following questions are 'Pass/Fail' questions. If Potential Bidders are unwilling or unable to answer "Yes", their submission will be deemed non-compliant and shall be rejected. Potential Bidders should confirm their answer by selecting the appropriate option from the drop down menu.

Question Number	Question	Your Response
1.1	Do you accept the competition rules as described in Attachment 1 – About the Procurement?	Yes/No
1.2	Have you read, understood and accepted the Bid Pack and all	Yes/No

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	associated attachments, specifically Attachment 3 - Statement of Requirements?	
1.3	Do you agree, without caveats or limitations, that in the event that you are successful Attachment 5 - Terms and Conditions will govern the provision of this contract?	Yes/No
1.4	Do you confirm your Organisation's e-Sourcing suite profile is complete and accurate at the time the bid closed and that any amendments made following acceptance of this event will be notified to the buyer in writing?	Yes/No
1.5	Please confirm that you understand that CCS reserve the right to use a credit reference agency to obtain a financial risk score for you and any members of your consortium or any nominated guarantor(s)?	Yes/No
1.6	Do you agree without caveat or limitations that you will provide upon request any relevant Insurance or Accreditation certificates?	Yes/No

QUESTIONNAIRE 2 – QUALIFICATION - CONFLICTS OF INTEREST

Response Guidance

Question 2.1 is a 'Yes/No' question and will dictate whether or not question 2.2 needs to be answered.

Question 2.2 is a Pass / Fail question. Potential Bidders are required to provide details of how the identified conflict will be mitigated. The Contracting Authority will review the mitigation in line with the perceived conflict of interest, to determine what level of risk this poses to them.

Therefore, if Potential Bidders cannot or are unwilling to suitably demonstrate that they have suitable safeguards to mitigate any risk then their Bid will be deemed non-compliant and will be rejected.

Question	Question	Your
Number		Response

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2.1	Please confirm whether you have any potential, actual or perceived conflicts of interest that may be relevant to this requirement.	Yes/No
2.2	We require that any potential, actual or perceived conflicts of interest in respect of this Bid Pack are identified in writing and that companies outline what safeguards would be put in place to mitigate the risk of actual or perceived conflicts arising during the delivery of these services.	Text Box

QUESTIONNAIRE 3 – QUALIFICATION - INFORMATION ONLY

Response Guidance

The following questions are for information only and do not form part of the evaluation. Information provided in response to these questions may be used in preparation of any Contract Award and any omissions may delay completion of this procurement exercise.

Question Number	Question	Your Response
3.1	 What are your details: Name (registered name if registered) Office address (registered address if registered) Website address (if applicable) Date of registration (if applicable) or date of formation Registration number (company, partnership, charity etc.) if applicable DUNS number (of head office, if applicable) VAT number 	Text Box
3.2	 What is your trading status: Public limited company Limited company Limited liability partnership 	Text Box

	 Other partnership Sole trader Third sector Other 	
3.3	Are you a Small, Medium or Micro Enterprise (SME)? See the definition of SME	Text Box
3.4	 Please provide details of where the Award Outcome should be directed. Your response must include their; Full Name Role/Title Registered Address Email Address 	Text Box
3.5	 Please provide details of any sub-contractors you propose to use in order to meet your obligations should you be awarded a Contract. Your response must include their; Trading Name(s) Registered Address(es) and contact details Goods/Services to be provided 	Text Box

QUESTIONNAIRE 4 - TECHNICAL - EXPERIENCE & PROJECT TEAM

WEIGHTING 15%

Response Guidance

Potential Bidders MUST answer ALL the following questions. The method of response, page limit on attachments and evaluation criteria is set per question.

Unless otherwise specified, response must be uploaded as Attachments.

Attachments may be submitted in Microsoft Word, Excel. PDF format and must be in Arial font size 11. **Page limits include the use of headers footers and diagrams**. Upload ONLY those attachments we have asked for – any other supporting evidence, certificates for example, will be requested separately by us

<u>No</u> costing	<u>No</u> costings should be included in responses to this Questionnaire.						
Question Number	Question	Your Response	Minimum Acceptab Ie Score	Maximu m Availabl e Score	Weightin g		
4.1	 Please provide 3 examples of your organisation's experience of delivering similar national projects to those specified in the Statement of Requirements (Attachment 3). Each example must demonstrate experience in the following: Delivering high profile, national events for over 500 attendees; Organising and hosting interactive events for the most senior public sector leaders; Identifying, booking and briefing diverse speakers for keynote presentations, workshops or interactive sessions. Knowledge of interactive or facilitative formats that enable networking and engagement by senior public service leaders. Your response must also include, (but not limited to): Challenges faced in each of the examples provided, and how your organisation responded to deliver the projects successfully. 	Attachment	50	100	40%		

	 Working knowledge in best practices in training and development for senior public service leaders. Your response should not exceed 3 sides of A4. 				
4.2	 Please outline how you will resource this Contract to deliver the requirement detailed in the Statement of Requirements, and include details of the proposed delivery team and their relevant experience. Your response must include, (but not limited to): An organogram of the proposed team including clear lines of reporting and the role each individual will have; Resource plans for both the national and regional event that clearly indicates the days spent on each activity per individual, with supporting rationale; Details of the day-to-day management point of contact; Evidence that your team are Suitably Qualified and Experienced Persons (SQEP) and have the necessary skills; Why team members have been chosen for this Contract and what added value they could bring. 	Attachment	50	100	60%

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within your response how your team is diverse in every sense, and that they have experience of working with senior staff in the public sector and with large venues.	
Your response must include the names, roles and responsibilities for the Key Personnel in your delivery team. Contingency must be provided to cover staff absence.	
CVs are not required and will not be evaluated.	
Your response must not exceed 4 sides of A4, including the organogram. Page limit for the organogram is one side of A4.	

QUESTIONNAIRE 5 - TECHNICAL – APPROACH & METHODOLOGY

WEIGHTING 25%

Response Guidance

Potential Bidders MUST answer ALL the following questions. The method of response; page limit on attachments and evaluation criteria is set per question.

Unless otherwise specified, you must upload your response as an Attachment.

Attachments may be submitted in Microsoft Word, Excel. PDF format and must be in Arial font size 11. **Page limits include the use of headers footers and diagrams.** Upload ONLY those attachments we have asked for – any other supporting evidence, certificates for example, will be requested separately by us.

<u>No</u> costings should be included in responses to this Questionnaire.

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 5.1 Please outline your strategic approach and methodology for the design, development and delivery of both national and regional events, clearly demonstrating how you will address all the objectives and requirements outlined at sections 5 and 6 of the Statement of Requirements (Attachment 3). Your response must include, (but not limited to): Speaker and content ideas; Plans for evaluating the design and delivery of the national and regional events; A detailed Project Plan of how and when you intend to fulfil all elements; Suggestions on how you will achieve the project's objectives whilst managing costs to work within budget and achieve value for money for the Client; How you will connect with existing National Leadership Centre (NLC) partners including for evaluation, communication or digital; How you will maximise the sustainability of the event delivery as explained at paragraph 11.2 of the Statement of Requirements; 	Question Number	Question	Your Response	Minimum Acceptab Ie Score	Maximu m Availabl e Score	Weightin g
	5.1	 approach and methodology for the design, development and delivery of both national and regional events, clearly demonstrating how you will address all the objectives and requirements outlined at sections 5 and 6 of the Statement of Requirements (Attachment 3). Your response must include, (but not limited to): Speaker and content ideas; Plans for evaluating the design and delivery of the national and regional events; A detailed Project Plan of how and when you intend to fulfil all elements and milestones of the Statement of Requirements; Suggestions on how you will achieve the project's objectives whilst managing costs to work within budget and achieve value for money for the Client; How you will connect with existing National Leadership Centre (NLC) partners including for evaluation, communication or digital; How you will maximise the sustainability of the event delivery as explained at paragraph 11.2 of the 	Attachment	50	100	60%

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	sides of A4.				
5.2	 Please outline your operational approach and methodology for effective stakeholder and logistics management to deliver the national and regional projects successfully. Your response must include, (but not limited to): Identifying, securing and managing all personnel required for the delivery of the events (as stated at paragraph 6.3 of the Statement of Requirements); How you will manage the different elements to minimise the number of people the Client needs to brief; How you will manage and lead on all logistical concerns for the duration of each project life-cycle (as stated at paragraph 6.4 of the Statement of Requirements). Your response should not exceed 3 sides of A4. 	Attachment	50	100	40%

QUESTIONNAIRE 6 - TECHNICAL – PROJECT MANAGEMENT

WEIGHTING 20%

Response Guidance

Potential Bidders MUST answer ALL the following questions. The method of response; page limit on attachments and evaluation criteria is set per question.

Unless otherwise specified, you must upload your response as an Attachment.

Attachments may be submitted in Microsoft Word, Excel. PDF format and must be in Arial font size 11. **Page limits include the use of headers footers and diagrams**. Upload ONLY those attachments we have asked for – any other supporting evidence, certificates for example, will be requested separately by us

No costings should be included in responses to this Questionnaire.

Question Number	Question	Your Response	Minimum Acceptabl e Score	Maximu m Availabl e Score	Weightin g
6.1	 Please provide a detailed proposal of the project management and governance that will be put in place to deliver the project objectives and Contract successfully. Your response must include, (but not limited to): How you would ensure all of the SLAs are met, as stated at paragraph 15.1 of the Statement of Requirements; Evidence for how you will maintain frequent contact with the NLC; recognising it is based across multiple locations. This may include details of the proposed online tools to use; Evidence of the internal procedures for quality assurance and controls that are in place; A risk management plan detailing potential risks specific to the projects and 	Attachment	50	100	100%

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to mitigate them, as well as a Contingency and disaster recovery plan; • A plan for ensuring that the event(s) are delivered on budget. • A robust escalation procedure. Your response should not exceed 4 sides of A4.		
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QUESTIONNAIRE 7 – COMMERCIAL EVALUATION

WEIGHTING 20%

Response Guidance

Potential Bidders must enter costs by uploading the relevant Attachment 4 - Price Schedule, at the question level on the e-Sourcing event.

Prices should be submitted in pounds Sterling inclusive of any expenses but exclusive of VAT.

Potential Bidders will be scored in accordance with the marking scheme at Section 2.

Question Number	Question	Your Response	Minimum Acceptab Ie Score	Maximu m Availabl e Score	Weighti ng
7.1	Please confirm, by selecting 'YES' that you have attached a completed Price Schedule to the response to this question. In so doing, you are also confirming that prices offered are inclusive of any expenses, exclusive of VAT and firm for the period following the Deadline for Submission as stated in the Attachment 1 – About the	Yes/No Attachment	N/A	100	100%

QUESTIONNAIRE 8 - TECHNICAL (STAGE 2) - PRESENTATION

WEIGHTING 20%

Response Guidance

The top three (3) scoring Bidders from stage one (1) will be invited to stage two (2) presentations, provided they are within 20% of the first placed Bidder after stage 1. Attendees must not exceed 3.

Names and contact details of attendees must be provided.

Presentations may be held via video conference if we are still under social distancing restrictions at the time.

Presentation slides must be sent to the e-sourcing suite at the question level 8.1 if you are invited to Stage 2.

Potential Bidders MUST answer ALL the following questions.

Question Number	Question	Your Response	Minimum Acceptab Ie Score	Maximu m Availabl e Score	Weightin g
8.1	 Potential Bidders for Stage 2 are asked to demonstrate and present their responses to the following criteria: Ideas you have for inclusive, innovative and exciting design elements to encourage delegates to network and maximise learning opportunities; Creative ideas and concepts for branding and advertising materials; What suggestions and ideas for materials do you 	Attachment	50	100	100%

<u>No</u> costings should be included in responses to this Questionnaire.

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 have for the NLC 'toolshed'?; Concepts for the design, delivery and integration of the Award for Public Services in the National Leadership Forum; Ideas for building in the NLC digital offer into the design and delivery of the National Leadership Forum; How you will work and communicate with the Client to ensure successful delivery of the Contract. 		
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3. Award Criteria

- 3.1. The award stage consists of a technical evaluation and a commercial evaluation.
- 3.2. The award of the resultant contract will be on the basis of the 'Most Economically Advantageous Tender' (MEAT).
- 3.3. The weighting for the technical evaluation is 80%; and, the commercial evaluation is 20%.

3.4. Award process - What you need to do

- 3.4.1. Answer the questions in section 2 above in the e-Sourcing suite.
- 3.4.2. Complete the Attachment 4 Price Schedule.
- 3.4.3. You must upload your completed Price Schedule into the e-Sourcing suite at questionnaire 7.

3.5. What we will do

Compliance Check

First, we will complete a mandatory evaluation to make sure that you have answered all questions and have completed the Attachment 4 - Price Schedule

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in line with our instructions. All bids passing the mandatory evaluation will be progressed to the technical Evaluation.

Technical Evaluation

We will give your responses to the **TECHNICAL questionnaires** to the Contracting Authority's evaluation panel. Each evaluator will independently assess your responses to the technical questions using the response guidance and the evaluation criteria.

They will give a score and a reason for their score for each question they are assessing. The evaluators will enter the scores and reasons into the e-Sourcing suite.

If the evaluation panel wishes to clarify any areas of your bid, bid clarification questions will be issued via the e-Sourcing suite on an individual basis.

Consensus

Once the evaluators have independently assessed your answers to the questions we will arrange for the evaluators to meet. We will facilitate the discussion.

At this meeting, the evaluators will discuss the technical responses and review their scores and reasons for that score. The discussion will continue until they reach a consensus regarding the score, and reason for that score, for each question.

These final scores will be used to calculate your technical score.

If the evaluation panel wishes to clarify any areas of your bid, bid clarification questions will be issued via the e-sourcing suite on an individual basis.

Technical Threshold

If you have not met the minimum acceptable score for each question, you will be excluded from the competition. We will tell you that you have been excluded from the procurement and why at award stage. If this is a 2 Stage Evaluation, we will advise you at the point in which Stage 2 invitations are sent.

Evaluate Commercial

We will then evaluate your price and calculate your price score using the evaluation criteria specified.

If we wish clarify any areas of your bid, bid clarification questions will be issued via the e-Sourcing suite on an individual basis.

Final Score

Your technical score will be added to your commercial score, to create your final score.

2 Stage Evaluation

This procurement is being run in 2 stages.

Your final score up to this point will be the final score for Stage 1 of the procurement which will be considered for your progression to stage 2 of the procurement.

The top 3 Bidders who are within 20% (this percentage does not exceed the total weighting of Stage 2) of the first ranked Bidder at Stage 1 will be invited to Stage 2 of the procurement. The top 3 includes the first ranked Bidder at Stage 1.

Stage 2 will be in the form of a Presentation.

The Stage 2 Questionnaire and Evaluation Criteria are set out above at Questionnaire 8.

The evaluation process for Stage 2 will be conducted in line with the points outlined above.

The scores from Stage 2 evaluation will be added to the final scores from Stage 1. This will be the final score and the bids will be ranked accordingly.

Award

Award will be made to the successful bidder, subject to contract.

We will notify successful and unsuccessful bidders providing feedback.

4. Marking Scheme

4.1. The evaluation criteria set out below will be used during the Technical Evaluation:

Mark	Comment
0	Failed to provide confidence that the proposal will meet the requirements. An unacceptable response with serious reservations.
25	A Poor response with reservations. The response lacks convincing detail with risk that the proposal will not be successful in meeting all the requirements.
50	Meets the requirements – the response generally meets the requirements, but lacks sufficient detail to warrant a higher mark.
75	A Good response that meets the requirements with good supporting evidence. Demonstrates good understanding.
100	An Excellent comprehensive response that meets the requirements. Indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.

5. Technical Evaluation

- 5.1. Questionnaires Q1 and Q2 are mandatory question(s) and will be evaluated PASS / FAIL. If you fail any of these questions, you will be excluded from the competition. We will tell you that your bid has been excluded.
- 5.2. When the consensus meeting has taken place and the final score for each question has been agreed by the evaluators, your final score for each question will be multiplied by that question's weighting to calculate your weighted score for that question.
- 5.3. Each weighted score for each question will then be added together to calculate your technical score.
- 5.4. Please see table A below for an example of how your technical score will be calculated.

Table A – EXAMPLE ONLY

					Bidder	4	Bidder B			Bidder C		
Questionnaire	Questionnaire Weighting	Question	Question Weighting	Consensus Score (Max 100)			Consensus Score (Max 100)	-	Weighted Questionnaire Score	Consensus Score (Max 100)	-	Weighted Questionnaire Score
4. Service Delivery	40%	4.1	50% 50%			35.00	75 75			75 50	37.5 25	25.00
Questionnaire 4 Totals					87.5		75		62.5			
5. Account Management	30%	5.1 5.2	75% 25%		25	18.75	75 50	12.5	20.63	50 50	37.5 12.5	15.00
Questionnaire 5 Totals Quality Total Score					62.5	53.75		68.75	50.63		50	40.00

6. Commercial Evaluation

6.1. This section contains information on how to complete Attachment 4 -Price Schedule and the commercial evaluation process.

6.2. How to complete your Attachment 4 – Price Schedule

- 6.2.1. Read and understand the instructions in the Attachment 4 -Price Schedule, and in this section before submitting your prices.
- 6.2.2. Your prices should compare with the technical element of your offer.
- 6.2.3. Your prices must be sustainable and inclusive of all costs for example your operating costs and profit.
- 6.2.4. Your prices are to exclude VAT.
- 6.2.5. Pricing is to be inclusive of expenses.
- 6.2.6. The currency is British pounds sterling, up to two decimal places.
- 6.2.7. Pricing will be based on:
 - Eight (8) hour Working Day; and
 - Rounded to the nearest £10.
 - Zero bids will not be allowed.
- 6.2.8. We will investigate where we consider your bid to be abnormally low.
- 6.2.9. The prices submitted shall not exceed the overarching commercial agreement rates.
- 6.2.10. You must download and complete the Attachment 4 Price Schedule you are submitting a bid for. Further detail may be provided within the Attachment 4 – Price Schedule.
- 6.2.11. When you have completed your Attachment 4 Price Schedule, you must upload this into the e-Sourcing Suite at question Q7. If you do not upload your Attachment 4 Price Schedule your bid may be rejected from this competition.

6.2.12. Do not alter, amend or change the format or layout of the Attachment 4 – Price Schedule.

6.3. Commercial Evaluation Process

- 6.3.1. This is how we will evaluate your pricing:
- 6.3.2. We will check you have completed the Attachment 4 Price Schedule as instructed.
- 6.3.3. Failure to complete the Attachment 4 Price Schedule as instructed may result in your bid being deemed non-compliant and it may be rejected from this competition.
- 6.3.4. The commercial evaluation will be undertaken separately to the technical evaluation process.
- 6.3.5. The maximum budget for this piece of work is £122,000 excluding VAT. This is to include design, development and delivery of all project elements relating to NLF 2021, and the one (1) regional event. Bids over this amount shall be deemed non-compliant.
- 6.3.6. The Potential Bidder with the lowest total price for each pricing table will be awarded the maximum score available for that pricing table.
- 6.3.7. All other Potential Bidders will get a price score relative to the lowest total price.
- 6.3.8. The calculation we will use to evaluate your total price per element, you are bidding for, is as follows:

Price Score = <u>Lowest total price</u> * maximum score available Potential Bidder's total price

6.3.9. Please see table B below for an example of how your Price score will be calculated.

Table B – EXAMPLE ONLY

Bidder A					Bidder B				Bidder C				
Questionnaire	Questionnaire Weighting	Bid Submitted	Lowest Bid Submitted		Weighted Questionnaire	Bid Submitted	Lowest Bid Submitted	Score	Weighted Questionnaire	Bid Submitted	Lowest Bid Submitted	Score	Weighted Questionnaire
	%				Score				Score				Score
6. Price	30	£ 217,000.00	£ 217,000.00	100.00	30.00	£432,000.00	£217,000.00	50.23	15.07	£542,000.00	£217,000.00	40.04	12.01

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- 6.3.10. The total score for each pricing table will be added together and the potential bidder with the highest total score will be award the maximum available commercial score.
- 6.3.11. All other bidders will get a score relative to the total highest score.
- 6.3.12. The calculation we will use to evaluate the total commercial score is as follows:

Commercial Score = <u>Potential Bidders Total Score</u> * maximum score available

Highest Total Score

6.3.13. Where we consider any of the total price(s) you have submitted to be abnormally low will ask you to explain the price(s) you have submitted (as required in regulation 69 of the Public Contract Regulations 2015).

7. Final Decision to Award

- 7.1. We will add your quality score to your price score to calculate your final score.
- 7.2. Please see table C below for an example of how your Quality score and Price score will be added together to identify your final score.

Table C – EXAMPLE ONLY:

	Weighted Questionnaire Score						
Questionnaire	Bidder A	Bidder B	Bidder C				
4. Service Delivery	33.20	26.40	26.60				
5. Account Management	22.35	17.33	9.90				
6. Price	30.00	15.07	12.01				
Total Score	85.55	58.80	48.51				

7.3. The bidder with the highest final score will be awarded the contract. However, if this is a 2 Stage Evaluation the final scores up to this point will act as a gateway to Stage 2 as outlined in "What we will do".

7.4. **Two Stage Evaluation**

- 7.4.1. The following will only apply if a 2 stage approach is adopted as outlined in the table "What we will do" above in section 3.
- 7.4.2. Where a 2 Stage Evaluation has been conducted the final score from Stage 1 will now be added to the score from Stage 2 to show a final score as demonstrated in the table below:
- 7.4.3. Please see table D below for an example of how your Stage 1 score and Stage 2 score will be added together to identify your final score.

Table D – EXAMPLE ONLY:

		Weighted Questionnaire Score					
Questionnaire	Questionnaire Weighting %	Bidder A	Bidder B	Bidder C			
4. Service Delivery	30	33.20	26.40	26.60			
5. Account Management	30	22.35	17.33	9.90			
6. Price	30	30.00	15.07	12.01			
Total Stage One Score		85.55	58.80	48.51			
7. Presentation	10	0.05	0.08	10.00			
Total Overall Score (Final Score)		85.60	58.88	58.51			

8. Further Information

8.1. We will tell you if you have been successful or unsuccessful via the e-Sourcing Suite.