

APPENDIX D
RESPONSE GUIDANCE

1. INTRODUCTION

- 1.1 This Appendix D sets out the questions that will be evaluated as part of this Procurement.
- 1.2 The following information has been provided in relation to each question (where applicable):
- 1.2.1 Weighting – highlights the relative importance of the question
 - 1.2.2 Guidance – sets out information for the Potential Provider to consider when preparing a response
 - 1.2.3 Marking Scheme – details the marks available to evaluators during evaluation

2. DOCUMENT COMPLETION

- 2.1 You **must** provide a response to every question. Please provide your response via the e-sourcing portal as a separate document at each question. All responses must be provided as either Word or PDF documents using Arial font, no less than size 11.
- 2.2 You **must not** submit any additional information with your Tender other than that specifically requested in this document or Appendix B – Statement of Requirements and Appendix D – Response Guidance.

3. RESPONSE GUIDANCE

[1] COMPANY INFORMATION	
[1.1]	Please state your full company name.
[1.2]	Please state your registered office address.
[1.3]	Please state your company or charity registration number.
[1.4]	Please state whether your company is a SME.
[1.5]	Please state whether your company is a voluntary, community or social enterprise organisation.
[1.6]	Please state the name of your immediate parent company.

[2] TENDER CONTACT	
[2.1]	Please state the contact's name.
[2.2]	Please state the contact's address, Postcode and Country.
[2.3]	Please state the contact's telephone number.

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[2.4]	Please state the contact's mobile number.
[2.5]	Please state the contact's e-mail address.

[3] MANDATORY REQUIREMENTS		Pass/Fail
<p>Please Note: The following question is a Pass / Fail question, therefore if a Potential Provider cannot or is unwilling to answer 'Yes', their Tender will be deemed non-compliant and they will be unable to be considered for this requirement. The Potential Provider should confirm by selecting the appropriate answer.</p>		
[3.1]	Do you agree, without caveats or limitations, that in the event you are successful in this Procurement, you will unreservedly sign the Terms and Conditions of Contract as set out at Appendix C upon award of the Contract?	
[3.2]	You will not sub-contract any elements of this contract, Please confirm your agreement?	

[4] CONFLICT OF INTEREST		Pass/Fail
<p>Please Note: Question 4.1 is a Yes/No question and will dictate whether or not the following question needs to be answered.</p> <p>Question 4.2 is a Pass / Fail question, therefore if a Potential Provider cannot or is unwilling to suitably demonstrate that they have suitable safeguards to mitigate any risk then their Tender will be deemed non-compliant and they will be unable to be considered for this requirement</p>		
[4.1]	Please confirm whether you have any potential, actual or perceived conflicts of interest that may be relevant to this requirement.	
[4.2]	We require that any potential, actual or perceived conflicts of interest in respect of this mandate 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.	

[5] EXPERIENCE		Weighting 10 %
Guidance:		
<ul style="list-style-type: none"> Potential Providers should attach one document at the questionnaire level that forms their response to the set questions below. The document must clearly label the response to the questions and the document must not exceed a 3000 word limit and be submitted in word/PDF format. The word count does not include graphs/diagrams. The maximum score available for this questionnaire is 100. Please note that you must score >50 for each question to remain in the competition. 		
Question:		
	Max Score	Weighting %

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[5.1]	Please provide details of your experience of taking a requirement through from concept to design, typesetting and then output to large format or purely digital. Experience should be supplying communications from concept to publication online or in print, all examples should reflect the whole lifecycle of the project. Please also provide any experience you have of working with Government or Public Sector Clients.	100	60
[5.2]	The design and typesetting services are for strategic communications projects with diverse target audiences, please provide your experience of working within this remit.	100	40

Marking Scheme:

The following marking scheme will be used to assess the response provided to this question:

0	Failed to meet any aspect of 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.

[6] Service Delivery and Methodology

Weighting 40%

Guidance:

- Potential providers should attach one document at the questionnaire level that forms their response to the set questions below. The document must clearly label the response to the questions and the document must not exceed a 3000 word limit and be submitted in word/PDF format. The word count does not include graphs/diagrams.
- The Maximum score available for this questionnaire is 100.
- Please note that you must score >50 for this question to remain in the competition.

Question:

		Max Score	Weighting %
[6.1]	Please provide a detailed proposal on how you will meet the requirement set out in Appendix B Statement of	100	70

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	<p>Requirements with consideration of the following:</p> <p>How you will meet the KPIs and any additional KPIs you would set to measure the success of your activity.</p> <p>A detailed proposal of how you will respond to a request for a 24 turnaround for a high profile Ministerial announcement.</p> <p>How you will securely store and retrieve the Departments artwork files, including details of how any files will be securely destroyed at the end of the contract.</p> <p>What capacity exists to increase resource where necessary?</p>		
[6.2]	In relation to the scenario at Annex A – Maritime Growth Study, please provide an explanation of the work undertaken and the hours spent at each stage to derive at the price submitted in Appendix E – Price Matrix		30

Marking Scheme:

The following marking scheme will be used to assess the response provided to this question:

0	Failed to meet any aspect of 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.

[7] Account Planning

Weighting 10%

Guidance:

- Potential providers should attach one document at the questionnaire level that forms their response to the set questions below. The document must clearly label the response to the questions and the document must not exceed a 3000 word limit and be submitted in word/PDF format. The word count does not include graphs/diagrams.
- The Maximum score available for this questionnaire is 100.

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<ul style="list-style-type: none"> Please note that you must score >50 for this question to remain in the competition. 			
Question:			
		Max Score	Weighting %
[7.1]	Please provide an organogram showing the team who will be working on this contract and details of the account manager.	100	25
[7.2]	Please provide a business continuity and or disaster recovery plan that will be implemented prior to commencing the contract.	100	25
[7.3]	Please provide details of your escalation process.	100	25
[7.4]	Please provide details of how you will respond to monthly MI reporting requests.	100	25
Marking Scheme:			
The following marking scheme will be used to assess the response provided to this question:			
0	Failed to meet any aspect of 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.		

[6]	PRICE	Weighting 40 %
Guidance:		
<p>The Authority requires the potential provider to provide fixed rates and costs to deliver the requirements set out in Appendix B – Statement of Requirements.</p> <p>Potential providers should submit a completed Appendix E – Price Matrix which also includes a total cost for completing the scenario as per the Annex A – Maritime Growth Study. This cost will be used to compare bids and the other rates and costs will be used to manage the contract.</p> <p>Prices should be submitted in Pound Sterling inclusive of expenses but exclusive of VAT.</p>		
Question:		
Potential bidders are required to attach Appendix E – Price Matrix at the questionnaire entitled price which provides a transparent breakdown of costs.		



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Marking Scheme:

The maximum mark available for Price will be 100. This mark will be awarded to the lowest priced Potential Provider. Remaining Potential Providers will receive a mark out of this maximum mark on a pro rata basis dependent on how far they deviate from the lowest price.

The calculation that will be used to determine marks is as follows:

$$\text{Score} = \frac{\text{Lowest Tender Price}}{\text{Tender Price}} \times 100 \text{ (maximum mark available)}$$