



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

Website Design and Build for the IEP

Contract Reference: CCCO19A34

Contents

1.	2
2.	4
3.	13
4.	15
5.	16
6.	17
7.	19
8.	20

1. How To Make Your Bid

1.1. How to apply Instructions to Potential Providers:

- 1.1.1. Potential Providers must first be registered on the Crown Commercial Service e-Sourcing Suite in order to respond to the Procurement. If you have not yet registered on the e-Sourcing Suite, this can be done online at <https://gpsesourcing.cabinetoffice.gov.uk> by following the link 'Register for CCS e-Sourcing'.
- 1.1.2. Please note that, to register, you must have a valid DUNS number (as provided by Dun and Bradstreet) for the organisation which you are registering, who will be entering into a contract if invited to do so at the Invitation to Tender stage. Potential Providers should note that it could take up to 10 working days to obtain a DUNS number.
- 1.1.3. Full instructions for registration and use of the system can be found at:

<http://gps.cabinetoffice.gov.uk/i-am-supplier/respond-tender>
- 1.1.4. Once you have registered on the e-Sourcing Suite, you will need to express your interest by emailing ExpressionOfInterest@Crowncommercial.gov.uk
- 1.1.5. Your email must clearly state:
 - name/reference of this procurement
 - the name of the registered supplier; and
 - the name and contact details
- 1.1.6. Crown Commercial Service will then process your registration and assign your organisation to the opportunity. The registered user will receive a notification email to alert them once this has been done.

- 1.1.7. It is advised however that Potential Providers register as soon as practically possible in order to receive the Invitation to Tender and have a sufficient amount of time to respond. Crown Commercial Service is not able to offer any extensions to the advertised procurement timetable.
- 1.1.8. For technical assistance on use of the e-Sourcing Suite please contact the Helpdesk:

Freephone: 0345 010 3503

Email: supplier@Crowncommercial.gov.uk
- 1.2. Your bid must be made by the organisation that will be responsible for providing the deliverables if your bid is successful.
- 1.3. Remember to:
 - 1.3.1. Accept or Decline this Bid Pack. If you Decline please provide a reason for doing so
 - 1.3.2. Enter your bid into the e-Sourcing Suite. We can only accept bids that we receive through the e-Sourcing Suite
 - 1.3.3. Make sure you answer every question
 - 1.3.4. 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.
 - 1.3.5. Submit your bid in good time and before the bid submission deadline.
 - 1.3.6. 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.
 - 1.3.7. If we **do not** require attachments and have specified this please only use the Text Boxes provided for your answer.
 - 1.3.8. Check for messages in the e-Sourcing Suite throughout the competition.
 - 1.3.9. Press the Submit all **Draft Bids** button when your bid is ready, otherwise we will not be able to see it.

- 1.3.10. 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:
- 2.1.1. QUESTIONNAIRE 1 - KEY PARTICIPATION REQUIREMENTS
 - 2.1.2. QUESTIONNAIRE 2 - CONFLICTS OF INTEREST
 - 2.1.3. QUESTIONNAIRE 3 - INFORMATION ONLY
 - 2.1.4. QUESTIONNAIRE 4 - QUALITY - SERVICE DELIVERY AND APPROACH
 - 2.1.5. QUESTIONNAIRE 5 - QUALITY - ACCOUNT MANAGEMENT
 - 2.1.6. QUESTIONNAIRE 6 – PRICE

QUESTIONNAIRE 1 - 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 associated attachments, specifically Attachment 3 - Statement of Requirement?	Yes/No

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
1.7	Do you agree that all Agency staff will comply with the Baseline Personnel Security Standard: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/714002/HMG_Baseline_Personnel_Security_Standard_-_May_2018.pdf before commencing work? And that in the event that Agency staff would have access to bulk live data (classified as Official Sensitive data), they will be willing to undergo an elevated clearance level (SC), provided by the Agency?	Yes/No
1.8	Do you confirm that secure solutions will be designed in accordance with the NCSC Security Design Principles: https://www.ncsc.gov.uk/guidance/security-design-principles-digital-services-main ? And that Agency staff will monitor vendors and national vulnerability databases in relation to, and for the duration of, this Contract?	Yes/No
1.9	Do you agree that the Agency's solution shall be Cyber Essential Plus or be willing to obtain this certification within an	Yes/No

	agreed timescale as agreed with the Client?	
1.10	Do you agree to comply with the Client's Patching and Penetration testing requirements as per 16.4 of the Statement of Requirements?	Yes/No
1.11	Please confirm that your organisation will have an effective protective monitoring regime in place at all times and shall produce sufficient evidence in the form of logs and other documents to the Client to confirm this, as per 16.5 of the Statement of Requirements?	Yes/No
1.12	Do you agree to meet the Client's requirements regarding Data Processing, Storage, Management and Destruction, as per 16.6 of the Statement of Requirements? And that the Agency shall produce a Security Management Plan to be agreed with the Client?	Yes/No

QUESTIONNAIRE 2 – 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 Number	Question	Your 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 – 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.

Question Number	Question	Your Response
3.1	Please provide details of where the Award Outcome should be directed. Your response must include their; <ul style="list-style-type: none"> • Full Name • Role/Title • Registered Address • Email Address 	Text Box
3.2	What is your trading status: <ul style="list-style-type: none"> • Public limited company • Limited company • Limited liability partnership • Other partnership • Sole trader • Third sector Other	Text Box
3.3	Are you a Small, Medium or Micro Enterprise (SME)?	Text Box

	See the definition of SME	
3.4	<p>Please provide details of where the Award Outcome should be directed. Your response must include their;</p> <ul style="list-style-type: none"> • Full Name • Role/Title • Registered Address <p>Email Address</p>	Text Box
3.5	<p>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;</p> <ul style="list-style-type: none"> • Trading Name(s) • Registered Address(ees) and contact details • Goods/Services to be provided 	Text Box

QUESTIONNAIRE 4 - QUALITY - SERVICE DELIVERY AND APPROACH

WEIGHTING 45%

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.

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 Acceptable Score	Maximum Available Score	Weighting
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4.1	<p>Please outline how you will design and build out the existing micro-site to meet the objectives as outlined in Attachment 3 – Statement of Requirements. Your response must include the following but not be limited to:</p> <ul style="list-style-type: none"> • Your proposed creative design for the new website homepage and one other website page of your choice • How your design will include a function which allows stakeholders to search for - and learn more about - other organisations and projects • How your website will be easy to use and navigate • How your design will be branded to reflect the ethos of the Inclusive Economy Partnership <p>The page limit for this question is set at 7 sides of A4</p>	Attachment	50	100	65
4.2	<p>Please outline your approach to ensuring a quality service delivery to meet the objectives as outlined in Attachment 3 – Statement of Requirements. Your response must include the following but not be limited to:</p> <ul style="list-style-type: none"> • How you plan to work with the Authority throughout the design and build process • How you intend to create and launch the website 	Attachment	50	100	35

	<p>within the timelines outlined by the Authority. This should include a Project Plan and how you intend to meet the other applicable Key Milestones that have been outlined in Attachment 3 – Statement of Requirements.</p> <ul style="list-style-type: none"> • A Risk Management Plan highlighting the potential risks to the Project and how you propose to mitigate them. <p>The page limit for this question is set at 4 sides of A4</p>				
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QUESTIONNAIRE 5 - QUALITY - ACCOUNT MANAGEMENT

WEIGHTING 30%

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.

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 Acceptable Score	Maximum Available Score	Weighting
5.1	Please provide a detailed proposal of your team structure, including account management	Attachment	50	100	100

	<p>that will be put in place to deliver the requirements under this Contract as set out in Attachment 3 – Statement of Requirements. Your response should:</p> <ul style="list-style-type: none"> • Provide an overview of your organisation structure in regards to those who will be completing this work, with detail on resource that the Authority can draw on; • Details of the escalation management process / case management process from point of incident escalation to resolution; • Demonstrate how you would ensure all of the SLA's are met, including management reporting requirements as per section eight (8) of Attachment 3 – Statement of Requirements; • Include a single point of contact. <p>The page limit for this question is set at 4 sides of A4.</p>				
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QUESTIONNAIRE 6 – PRICE

WEIGHTING 25%

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 Acceptable Score	Maximum Available Score	Weighting
6.1	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 Procurement.	Yes/No	PASS/FAIL	N/A	N/A
6.2	<p>Bidders are required to outline their Capped cost for delivering the requirement as outlined in Attachment 3 - Statement of Requirements.</p> <p>Bidders are required to provide a breakdown of their costs, including but not limited to branding, account management, briefing and scoping, design, build and testing.</p> <p>All pricing is to include the reporting requirements for each phase.</p>	Attachment	N/A	100	100

3. Award Criteria

- 3.1. The award stage consists of a quality evaluation and a price 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 quality evaluation is 75%; and, the price evaluation is 25%.
- 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 6.
- 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 in line with our instructions. All bids passing the mandatory evaluation will be progressed to the Quality Evaluation.

Quality Evaluation

We will give your responses to the **QUALITY questionnaires** to the Contracting Authority's evaluation panel. Each evaluator will independently assess your responses to the quality 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 quality of your answers 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 quality 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.

Quality 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 Pricing

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

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

Final Score

Your quality score will be added to your price score, to create your final score.

Award

Awards 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 Quality Evaluation:

Marking Scheme	Description
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. Quality 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 quality score.
- 5.4. Please see table A below for an example of how your quality score will be calculated.

Table A – EXAMPLE ONLY

				Bidder A			Bidder B			Bidder C		
Questionnaire	Questionnaire Weighting	Question	Question Weighting	Consensus Score (Max 100)	Weighted Question Score	Weighted Questionnaire Score	Consensus Score (Max 100)	Weighted Question Score	Weighted Questionnaire Score	Consensus Score (Max 100)	Weighted Question Score	Weighted Questionnaire Score
4. Service Delivery	40%	4.1	50%	100	50	35.00	75	37.5	30.00	75	37.5	25.00
		4.2	50%	75	37.5		75	37.5		50	25	
Questionnaire 4 Totals					87.5		75			62.5		
5. Account Management	30%	5.1	75%	50	37.5	18.75	75	56.25	20.63	50	37.5	15.00
		5.2	25%	100	25		50	12.5		50	12.5	
Questionnaire 5 Totals					62.5		68.75			50		
Quality Total Score						53.75			50.63			40.00

6. Price Evaluation

6.1. This section contains information on how to complete Attachment 4 - Price Schedule and the price 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 quality 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. The percentages submitted shall be up to two decimal places.
- 6.2.8. Pricing will be based on:
 - Eight (8) hour Working Day; and
 - Rounded to the nearest £10.
 - Zero bids will not be allowed.
- 6.2.9. We will investigate where we consider your bid to be abnormally low.
- 6.2.10. The prices submitted shall not exceed the overarching commercial agreement rates.
- 6.2.11. 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.

- 6.2.12. When you have completed your Attachment 4 - Price Schedule, you must upload this into the e-Sourcing Suite at question Q6. If you do not upload your Attachment 4 – Price Schedule your bid may be rejected from this competition.
- 6.2.13. Do not alter, amend or change the format or layout of the Attachment 4 – Price Schedule.

6.3. Price 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 price evaluation will be undertaken separately to the quality evaluation process.
- 6.3.5. The Potential Bidder with the lowest total price for each pricing table will be awarded the maximum score available for that pricing table.
- 6.3.6. All other Potential Bidders will get a price score relative to the lowest total price.
- 6.3.7. The calculation we will use to evaluate your total price per element, is as follows:

$$\text{Price Score} = \frac{\text{Lowest total price}}{\text{Potential Bidder's total price}} * \text{maximum score available}$$

- 6.3.8. 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	Score	Weighted Questionnaire Score	Bid Submitted	Lowest Bid Submitted	Score	Weighted Questionnaire Score	Bid Submitted	Lowest Bid Submitted	Score	Weighted Questionnaire 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

6.3.9. The total score for each pricing table will be added together and the potential bidder with the highest total score will be awarded the maximum score available for price.

6.3.10. All other bidders will get a score relative to the total highest score.

6.3.11. The calculation we will use to evaluate the total price score is as follows:

$$\text{Price Score} = \frac{\text{Potential Bidders Total Score}}{\text{Highest Total Score}} * \text{maximum score available}$$

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

Questionnaire	Weighted Questionnaire Score		
	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:

Questionnaire	Questionnaire Weighting %	Weighted Questionnaire Score		
		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.