

**Invitation to Tender**  
**Contract for Advertising in Council Buildings**  
**Information and Instructions for Tenderers**

**1. Introduction**

- 1.1 Purbeck District Council ("the Council") is seeking a share of the income from the advertising space let within the buildings described in the Specification (Schedule 1).
- 1.2 The Service Provider will need to state what income they consider can be generated during years 1, 2 & 3 and will be scored accordingly. The Service Provider will be expected to support this by providing details of their marketing strategy to explain how maximum income will be realised and how you will minimise the risk of advertising space being left unsold.
- 1.3 This document explains some rules you need to follow when preparing your tender, tells you how to submit your tender and alerts you to some things to be aware of if you are awarded the contract. It also gives you some hints and tips to help you submit a successful bid.
- 1.2 If you do not follow the rules set out below, there is a risk your tender will be rejected.

**2. Preparing your tender:**

Rules you must follow:

- 2.1. Make sure your tender is completed legibly (either typed or in ink), in English, with all prices in Sterling (exclusive of VAT), and that it is signed and dated where required. If you need to make any amendments or corrections to your printed tender before you send it, you must initial these.
- 2.2. Your tender must tell us if you are registered for VAT and how this applies to the goods or services you are providing for us - for instance standard, reduced rate, zero, exempt or outside scope.
- 2.3. As part of your tender, you must provide (on headed paper) full contact details for the legal entity we would be contracting with including the name, registered address (and any alternative address for accounts etc.), contact name and numbers, payment and banking details and e-mail and website addresses.
- 2.4. You must not alter any of our Invitation to Tender documents. The conditions of contract are set out in Schedule 2 and will apply to this contract, so please don't include your own with your tender.

- 2.5. We publish details of successful bids as part of the Government's transparency agenda to show how public money is being spent. We may also be required to release details under the Freedom of Information Act 2000 if requested. For these reasons, please do not put general confidentiality clauses in your tender as we can only accept them in very exceptional and narrowly defined circumstances. If you do consider any information to be confidential, please clearly set it out in a separate schedule (along with your reasons). The conditions of contract contain clauses about confidential information - please read these thoroughly before submitting your tender.
- 2.6 Don't tell anyone what your tender price is (even approximately) before the contract is awarded. The only exceptions are when obtaining an insurance quote to include in your tender or when seeking legal advice about the contract - on condition that you give this information in strict confidence.
- 2.7 Don't try to obtain information about anyone else's tender before the date of contract award or discuss with anyone else whether or not they should tender, or about their (or your) tender price. The only exception is where you are considering a joint or team bid - on condition that all suppliers involved in the discussions are named in your tender.
- 2.8 If you decide to join with other suppliers to submit a joint or team bid, be aware that (if successful) the group will need to nominate a lead partner who we can contract with. Alternatively the group will need to form themselves into a single legal entity before the contract is awarded and you **must** provide an undertaking with your tender that the group is prepared to do this.

Important things to be aware of:

- 2.9 If we refer to an International, European or British Standard in our specification, you can offer an equivalent provided that it offers equivalent guarantees of safety, suitability and fitness for purpose to the one we specified.
- 2.10 The expense you incur in preparing this tender is a matter for your own commercial judgement. Be aware that exceptionally we may need to withdraw the tender invitation or re-invite tenders on the same or an alternative basis.
- 2.11 We reserve the right not to accept the lowest (or any) tender, or to accept any part of your tender without accepting the rest.
- 2.12 It is not the Council's policy to reimburse tendering costs.

### Some hints and tips:

- 2.13 Please read the documents carefully and make sure you provide all the information we ask for. If you don't - at best you may lose valuable marks, at worst your tender might be disqualified as "non-compliant".
- 2.14 Pay attention to the evaluation criteria - these tell you what we are looking for. It's helpful if you can use the criteria headings to organise the information in your tender so that the evaluation team can immediately see that you have addressed them.
- 2.15 Please keep tenders brief and to the point - don't send lots of additional information. We don't award extra marks for expensive paper or glossy photographs and would prefer instead that you simply used less paper and printed on both sides of the page.
- 2.16 Make sure you properly explain how you propose to undertake the work. If you spot issues that need to be addressed or particular risks - cover these too (and tell us what you plan to do about them). This gives us confidence that you have understood our requirement and are capable of delivering it.
- 2.17 Consider carefully the skills you need to undertake service contracts to ensure you provide a well-balanced team. Senior team members can be expensive, so make sure their inclusion (and input) is explained so we can consider whether this offers us value for money.
- 2.18 Please provide the price breakdown in the format we have requested.
- 2.19 Don't leave it until the last minute before sending your bid, even if you are using a courier. Unforeseen transport problems can result in your tender missing the deadline and being rejected.

### **3 Submitting your tender:**

- 3.1. The process for submitting tenders is very tightly controlled to make sure everyone is treated equally. Unfortunately this means that we cannot accept e-mailed tenders so you will need to send your tender by post or courier. Two completed sets of Tender Documents are to be returned in a sealed plain envelope clearly marked "TENDER FOR ADVERTISING IN COUNCIL BUILDINGS". Your company's name must not be on the envelope or any other packaging or labelling (please make sure your courier is aware of this too).
- 3.2. The tender return date and time is stated in the attached letter and you **must** make sure it is received by us before then. If the tender is delivered by hand you should ensure that you obtain a receipt from one of our officers. Be aware that late tenders will be rejected even if the reason for the delay is not your fault.

- 3.3. Your tender will remain open for acceptance for 90 calendar days from the Tender Deadline
- 3.4. If you decide not to submit a tender, please let us know as soon as possible by sending an e-mail to the Lead officer. It would be helpful to us to know your reasons but you don't have to tell us if you would prefer not to. Do not transfer these tender documents to anyone else without our prior, written agreement.
- 3.5. So that tenders can be evaluated by comparing each tenderer's response for each section of the tender submission, your tender must be submitted on the tender form. We may reject any tender not submitted using that form or reduce marks during the evaluation procedure.
- 3.6. You must return the following with your tender:
- the Tender Form (Schedule 3)
- the Certificate of Good Standing (Schedule 4);
- the Certificate of Non-Collusion (Schedule 5);
- 3.7. You may include any other information you consider relevant and which demonstrates your ability to provide the Services in their entirety and to the best advantage of the Council.

#### **4. Awarding the contract**

- 4.1. We will take into account the information provided by you in the tender along with pricing information any other information specifically related to the evaluation of tenders that we have requested. The information will be evaluated against the following award criteria:

<b>Criteria Heading</b>	
<b>Grounds for exclusion</b>	
Completed certificate of good standing does not disclose mandatory grounds for exclusion under Regulation 57 of the Public Contracts Regulations 2015. Where the declaration disclosed discretionary grounds for exclusion the tenderer has provided an explanation or mitigation.	Pass or Fail
<b>Economic and financial standing</b>	
Two years audited accounts provided	Pass or Fail
<b>Technical and professional ability</b>	
Three customer references provided	Pass or Fail
	<b>Weighting</b>
<b>Price submission</b>	75%
<b>Quality of submission to include: -</b>	

a) Demonstrated understanding of contract requirements, evidenced in submission	12.5%
b) Compliance with all aspects of Tender Specification	12.5%

4.2 **Score Weighting:** The various criteria and sub-criteria will carry a predetermined weighting. These are shown alongside each criteria heading.

**Scoring:** Each criteria or sub-criteria will be scored from 0 - 5 and then the weighting applied.

**Score of 5:** In respect of Price a score of 5 will indicate that the Service Provider has offered the greatest financial return to the Council. In respect of the remaining criteria a score of 5 will indicate that the Service Provider has addressed all, or the vast majority of, points under each criterion, as well as demonstrating a deep understanding of the project. All solutions offered are linked directly to project requirements and show how they will be delivered and the impact that they will have on other areas and stakeholders. Proposals will contain novel or creative ideas which are realistic and which would enhance the service provision. To be awarded a score of 5, bids would exceed normal expectations and should clearly be seen as offering value added solutions.

**Score of 4:** In respect of Price a score of 4 will indicate that the Service Provider has offered the second best financial return to the Council. In respect of the remaining criteria a score of 4 will reflect that the Service Provider will have addressed in some detail all, or the majority of, the points listed under each criterion. Evidence will have been provided to show not only what will be provided but will give some detail on how this will be achieved. Service Providers should make clear how their proposals relate directly to the aims of the project and be specific, rather than general, in the way proposed solutions will deliver the desired outcomes.

**Score of 3:** In respect of Price a score of 3 will indicate that the Service Provider has offered the third best financial return to the Council. In respect of the remaining criteria a score of 3 will again address the majority of the points under each criterion but will lack some clarity or detail in how the proposed solutions will be achieved. Evidence provided, while giving generic or general statements, is not specifically directed toward the aims and objectives of this project. Any significant omission of key information as identified under each criterion will point towards a score of 3.

**Score between 1 and 2:** In respect of Price a score in this range will indicate that the Service Provider has offered the fourth or fifth best financial return to the council. In respect of the remaining criteria a score in this range will reflect that the Service Provider has not provided evidence to suggest how they will address a number of points under the evaluation criterion. Tenders will in parts be sketchy with little or no detail given on how they will meet project requirements. Evidence provided is considered weak or inappropriate and it is unclear how it relates to desired outcomes.

**Score of 0:** A score of 0 will result if no response is given or if the response is not acceptable and does not cover the required criteria

- 4.5 If on checking the tender, we find arithmetical errors you will be told in writing and given the opportunity to amend your tender to rectify the error so that it is arithmetically correct, to confirm the tender as submitted or to withdraw the offer. The alteration of Tender rates is not permitted.

- 4.6 If you are successful, we will let you know, formally, in writing.
- 4.7 You will be required to execute a formal Contract (Schedule 6) and, until such execution, the successful tender, together with the our written acceptance, shall form a binding agreement in the terms of the Contract Documents and, where there is any discrepancy or difference between the Tender and the (other) Contract Documents, the Contract Documents shall prevail.
- 4.8 A Purchase Order number may either be issued with, or after, the award letter. You shouldn't start work until you have received a Purchase Order number or, as a minimum, been given the number by the Contract Officer.

**5. If you are unhappy with the outcome**

- 5.1. You are entitled to feedback on your tender if you would like it.
- 5.2. If you have a complaint about our tender process please let the Lead officer (who sent you these documents) know as soon as possible and they will do their best to resolve it.

Schedule 1 - Specification

Schedule 2 - Conditions of Contract

Schedule 3 – Tender Form

Schedule 4 – Certificate of Good Standing

Schedule 5 – Certificate of Non-Collusion

Schedule 6 - Form of Agreement