MR0609 MR0611

Market Research Quote Form

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| --- | --- |
|  | Date or reference |

|  |  |
| --- | --- |
|  | 2004 |
| MR0609 Environment Agency Customer Research  MR0611 Environment Agency Stakeholder and Partner Research |  |
| Supplier Name  Type here | |
| Supplier Contact  Type here | |

Evaluation Criteria

Tenders will be scored 40% on quality and 60% on price. Please see the quote form for more information. The quality score is made up of method (17%), programme of work (17%) and experience (6%).

In scoring the tenders we will consider:

Method – options, rationale for the approach; sampling (approach, size, options), ideas for reporting.

Programme of work – understanding of issues at each stage, information on who is involved at each stage, flow of work, fieldwork and reporting.

Skills and experience –staff and supplier experience of the proposed method and similar issues.

All proposals should be submitted using this form and should be no more than 12 sides of A4.

Please be explicit in the proposal about which elements relate to Customers and which to Stakeholders and Partners.

Bids will be evaluated by at least 2 members of the Environment Agency’s Market Research team.

Scoring Guidelines

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| --- | --- |
| Excellent: Addresses all of the requirements and provides a response with relevant supporting information which does not contain any weaknesses, giving the Agency complete confidence that the requirements will be met. | 10 |
| Very Good: Addresses all of the requirements and provides a response with relevant supporting information, which contains very minor weaknesses, giving the Agency high confidence that the requirements will be met. | 8 |
| Good: Addresses all of the requirements and provides a response with relevant supporting information, which contains minor weaknesses, giving the Agency reasonable confidence that the requirements will be met. | 6 |
| Satisfactory: Substantially addresses the requirements and provides a response with relevant supporting information which may contain moderate weaknesses, but gives the Agency some confidence that the requirements will be met. | 4 |
| Weak: Partially addresses the requirements, or provides supporting information that is of limited relevance or contains significant weaknesses, and therefore gives the Agency low confidence that the requirements will be met. | 2 |
| Nil: No response or provides a response that gives the Agency no confidence that the requirements will be met | 0 |

Please complete the following sections

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| --- |
| Methodology (17% of the overall score)  to cover: recommended approach, sampling, sample sizes, reporting |
| Programme of work (17% of the overall score)  to cover: tasks and flow of work, overall timetable, who is involved at each stage |
| Skills and experience (6% of the overall score)  to cover: identify the staff proposed, skills of the project team, examples of similar projects where the experience is relevant for this work |

Project costs

Cost accounts for 60% of the total score.

Please indicate for each stage of the project the staff involved, their job title, their number of days and any other costs (e.g. production of materials, hosting of survey, travel costs). Rates cannot exceed the pricing agreed. Please use day rates, including any applicable discount, as agreed.

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| Task | Who | Framework grade / role | Day rate | No of days | Cost |
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| Total staff costs |  |  |  |  |  |
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| Expenses (please detail type i.e. travel, accommodation etc) | | | | | |
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| Total overall costs |  |  |  |  |  |