**Bidder ITQ Response Questionnaire**

**SECTION 1 - This section is not scored however a response must be provided.**

**Bidder Details**

This section is for information only but must be completed.

|  |  |
| --- | --- |
| Name of Organisation  |  |
| Registered Address |  |
| Organisation’s representative name and title |  |
| Contact telephone number |  |
| Email address |  |
| Company Registration Number |  |

**Subcontractor Details**

This section is for information only but must be completed.

|  |  |
| --- | --- |
| Please confirm whether you intend to use any subcontractors to meet the requirements (Yes/No) |  |

Where Bidders have answered ‘Yes’ to the question above, please complete the details below. For Bidders who have answered ‘No’ to the above question please state ‘N/A’.

|  |  |
| --- | --- |
| Please provide the company names for all the subcontractors you intend on using to meet the requirements |  |
| Please provide the company registration number for all the subcontractors you intend on using to meet the requirements |  |
| Please provide details of which subcontractors will be responsible for delivering which outputs and/outcomes, including the percentage of the requirements that each will deliver |  |
| Please provide details of how the subcontractors will work together to deliver the requirements (if applicable) |  |
| The Contracting Authority reserves the right to ask suppliers to work together, informally or as a subcontractor (if required). Please confirm that you understand and agree to this. |  |

**Capacity**

|  |  |
| --- | --- |
| Would you be available on Tuesday 21st March to present your proposal if invited to second stage?  |  |
| A key requirement is for Bidders to be able to commence work towards the end of March 2023. Please confirm that you understand this and have suitable capacity to meet the Contracting Authority’s requirements.  |  |

**Declarations**

|  |  |
| --- | --- |
| Has your agency or key members of the account team ever worked with, or on behalf of, the tobacco industry or their subsidiary / arm’s-length organisations?  |  |

**SECTION 2 - Scored Questions**

1. **Expertise and Credibility:** To what extent is your organisation considered to have an expert level of understanding and execution of strategic and creative campaigns, specifically for behaviour change?

|  |
| --- |
| Please enter your response in the box below (Maximum 500 words) – Weighting 25% |
|  |

1. **Delivery:** How would your organisation propose to deliver the requirements set out?

|  |
| --- |
| Please enter your response in the box below (Maximum 500 words) – Weighting 25% |
|  |

1. **Awareness and Understanding:** To what extent does your organisation have a good understanding of mass-media campaigns and behaviour change campaigns to support smokers to quit?

|  |
| --- |
| Please enter your response in the box below (Maximum 500 words) – Weighting 20% |
|  |

1. **Social Value:** How would your proposals provide Social Value?

|  |
| --- |
| Please enter your response in the box below (Maximum 300 words) – Weighting 10% |
|  |

1. **Value for Money:** Why should your proposal be considered to be value for money?

|  |
| --- |
| Please enter your response in the box below (Maximum 300 words) – Weighting 20% |
|  |

**SECTION 3 – PRICING**

Insert details about any requirements in relation to the Bid price, including a pricing model / Financial Model Template (FMT) if being used and required payment terms. Please note standard NHS payment terms are 30 days from date of invoice.

|  |
| --- |
| Please detail your pricing in the box below - embedded documents will also be accepted. |
|  |

**SECTION 4 - Declaration**

* I declare that to the best of my knowledge the answers submitted to these questions are complete and accurate.
* I understand that the information will be used in the evaluation process to assess my organisations suitability to meet the Contracting Authority’s requirements.
* I can confirm that I have read and understood all the ITQ documentation.
* I understand that the Contracting Authority may reject my submission if there is a failure to answer all relevant questions fully or if I provide false/misleading information.
* I also declare that there is no conflict of interest in relation to the Contracting Authority’s requirement.
* This declaration and response to the ITQ is being submitted on behalf of the following organisation as Bidder and I have the appropriate authority to do so:

|  |  |
| --- | --- |
| Name: |  |
| Role in organisation: |  |
| Bidder organisation: |  |
| Date: |  |
| Signature: |  |