**Teach First Media Agency**

**Pre-Qualification Questionnaire (PQQ)**

1. **INTRODUCTION**
   1. Teach First, registered charity No. 1098294, seeks to secure a provider to deliver specialist media agency services.
   2. Teach First believes education is the most powerful tool to help a child fulfil their potential. We are a community of leaders, working within the classroom and beyond, to give children facing the biggest barriers the chance to fulfil their potential.
   3. As part of this work, we engage funders, and run a number of programmes to both recruit and develop high potential teachers and leaders.
   4. We are looking for a specialist media agency to join us at an exciting time in Teach First’s journey. We are celebrating our 20th year, and in September we will be launching a renewed strategy to take us through to 2030. This will bring with it the opportunity to support us in communicating the charity’s work and purpose to our audiences, building brand salience and driving action.
   5. It is expected that the number of bids for this procurement will be significant and therefore Teach First has decided to use a Restricted Procurement Procedure.
   6. The Restricted Procurement Procedure will be a two-stage process whereby interested providers complete a Pre-Qualification Questionnaire (PQQ) which, if they are successful, will lead to them being invited to proceed to the next stage of the Invitation to Tender (ITT). It will lead to a minimum of 3 organisations being invited to the next stage.
   7. This PQQ has been designed to identify those providers who can best meet the specifics, timelines, objectives and outcomes that have been set for the services as reflected by the service specific questions.
   8. The criteria to be used for evaluating the completed pre-qualification questionnaires are set out in clause 3 below.
2. **GENERAL REQUIREMENTS**
   1. **Instructions for completion**
      1. Providers should answer all questions as accurately and concisely as possible. Where a question is not relevant to the responder’s organisation this should be indicated with an explanation.
      2. Although your response to this questionnaire will be treated confidentially it may become subject to the requirements of the Freedom of Information Act 2000, and information provided may be subject to disclosure in response to a request.
      3. The completed questionnaire should be returned to [ProviderContracts@TeachFirst.org.uk](mailto:ProviderContracts@TeachFirst.org.uk) by no later than **17.00 hours on Monday 26 June 2023.** Anything which is returned after this time will be disregarded without exception.
   2. **Communications**
      1. Any questions about this PQQ should be sent to [ProviderContracts@TeachFirst.org.uk](mailto:ProviderContracts@TeachFirst.org.uk)
   3. **Disclaimer**

2.3.1 No information contained within this PQQ, or in any future or past communication made between Teach First and any Provider in connection with this PQQ, shall be relied upon as:

* Constituting a contract, agreement or representation that any contract shall be offered in accordance with this PQQ; and/ or
* a promise or representation as to the future.

2.3.2 Whilst all reasonable measures have been taken to ensure that the information made available to interested parties has been prepared in good faith, it does not purport to be comprehensive or to have been independently verified. Teach First accepts no liability or responsibility for the adequacy, accuracy or completeness of, or makes any representation or warranty, express or implied, with respect to, such information contained in this document and PQQ or on which such documents are based or with respect to any written or oral information made available to any interested recipient or its professional advisers, and any liability therefore is hereby disclaimed.

2.3.3 Each prospective Provider to whom this PQQ is made available must make its own independent assessment of this requirement and all matters relevant to this requirement after making such investigation and taking such professional advice as it deems necessary to determine its interest in this requirement.

**2.4 Right to Cancel**

2.4.1 Teach First reserves the right, without prior notice and at their absolute discretion, to terminate the procurement for this requirement at any time before the signing of any contract.

2.4.2 Teach First reserves the right not to award a contract and is not bound to accept the lowest price or any tender/ PQQ response.

**2.5 Variation and Acceptance**

2.5.1 Teach First may, at its discretion, vary the process and timetables outlined in this PQQ and waive or relax the application of any requirements in relation to any prospective Provider. By participating in the process initiated by this document each prospective Provider accepts the rights and discretions reserved to Teach First in this document.

**2.6 Costs**

2.6.1 Teach First will not be liable for any costs incurred by Providers in preparing their PQQ response or tenders for this project.

**2.7 Confidentiality**

2.7.1 Any information shared in connection with this PQQ is strictly private and confidential to Teach First and is being provided to you in confidence. It may not be used by you for any purpose other than the submission of a PQQ and must not be copied, reproduced or shared any further (either externally with a third party or internally within your organisation, save as strictly required for the above purposes). We make no representations or guarantees about the accuracy or completeness of this information; and we accept no liability for it. The copyright in it is owned by Teach First.

2.7.2 Teach First will treat all information received from Providers as private and confidential.

2.7.3 Providers must highlight within their PQQ response any potential conflict of interests. Any interests not declared may lead to the Bidder’s elimination from the process.

**3. Criteria for Qualification**

**3.1 Scored Questions – Weighting**

3.1.1 The scored section evaluates the provider’s experience and capability and general capacity to deliver, attributing an overall score of 100%.

|  |  |
| --- | --- |
| Question | **Weighting** |
| 2.3 | 30% |
| 2.4 | 30% |
| 2.5 | 20% |
| 2.6 | 20% |

3.1.2 Each question will be scored between 0 and 4 in accordance with the scoring principles set out below before being adjusted to a percentage to reflect the above weightings:

|  |  |
| --- | --- |
| **Score** | **Scoring Principles** |
| **0** | Response is unacceptable or non-existent, or there is a failure to properly address aspects of the question posed. |
| **1** | Poor – The evidence is deficient in certain areas where the details of relevant evidence require the reviewer to make assumptions. |
| **2** | Satisfactory – The evidence is acceptable and addresses each element of the question. |
| **3** | Good – The standard of response addresses each element of the question providing comprehensive detail in some but not all areas. |
| **4** | Outstanding – The standard of response exceeds expectations.  The response addresses each element of the question in comprehensive detail. |

3.1.3 Providers must score a minimum of 2 (unweighted) for the scored questions. If the Provider’s response to one of those questions fails to meet the minimum pass mark, that Provider may be excluded from further consideration.

|  |  |
| --- | --- |
| **Section 1: Contact details** | |
| Full legal name of the Provider |  |
| Company registration number (if applicable) |  |
| Registered Office address |  |
| Registered website address |  |
| Individual contact details:   * Name * Job title * Email address |  |
| Are you a Small, Medium or Micro Enterprise (SME)? | Yes  No |

|  |  |  |  |
| --- | --- | --- | --- |
| **Section 2: Service Specific Questions** | | **Criteria** | **Response** |
| 2.1 | Co Confirm that your organisation has the capacity and capability to deliver the services required commencing in August 2023 with the first campaign launching in September 2023. | Pass/Fail | Yes  No |
| 2.2 | C Confirm whether your organisation has a minimum fee spend threshold and if so, what this is. | Pass/Fail | Yes  No  Amount: £ |
| 2.3 | I Illustrate your previous experience of working with charities, particularly to boost brand awareness and appeal with specific audience segments. | Scored  *0-4 marks*  *(Scoring in accordance with the principles as outlined above)* |  |
| 2.4 | Illustrate your previous experience of running recruitment campaigns with high targets and the need to be agile in response to audience behaviour. | Scored  *0-4 marks*  *(Scoring in accordance with the principles as outlined above)* |  |
| 2.5 | Explain how you will demonstrate value for money when booking media on behalf of Teach First. | Scored  *0-4 marks*  *(Scoring in accordance with the principles as outlined above)* |  |
| 2.6 | Please provide a list of your top 5 clients using the table below: | Scored  *0-4 marks*  *(Scoring in accordance with the principles as outlined above)* | |  |  |  |  | | --- | --- | --- | --- | | Client Name | Contract Spend | Nature of Contract | Duration of Contract | | 1. |  |  |  | | 2. |  |  |  | | 3. |  |  |  | | 4. |  |  |  | | 5. |  |  |  | |