**Evaluation Guidance – Quality and Price**

**1. Evaluation Methodology**

1.1 The ratio that will be used to evaluate the tenders received is as follows:

* Price – 30%
* Quality: Method Statement – 60%
* Quality: Interviews – 10%

**2.** **Evaluation of Quality – Method Statement**

2.1 Bidders are asked to submit their Method Statement (no more than 20 A4 pages of content in total, font size 11 or larger (excluding appended team CVs)) in the form of a written submission that responds to the following questions/requirements:

1. **Appreciation of the brief – 10%**

Demonstrate an appreciation of the local context, issues and opportunities facing the area, particularly from a connectivity, public realm and movement perspective. You must also demonstrate your understanding of the project context and aims, objectives and scope.

1. **Methodology – 35%**

Provide a realistic and achievable project methodology which addresses the aims, outputs and proposed stages of work set out in the project specification, demonstrating creativity and innovation throughout. A proposed approach to engagement and co-design, which considers the diverse breadth of community in Waterloo and South Bank- with a particular focus on children and young people – should also be outlined

1. **Relevant experience & expertise - 30%**

Demonstrate your team’s experience of delivering similar commissions, including experience of delivering engagement/co-design processes. The structure of your project team and their ability to successfully cover all specialisms should also be detailed. Use two to three case study examples of recent projects to show how the team is suitably experienced and fully capable of delivering the outputs including:

* + Developing a creative placemaking strategy, including core elements of wayfinding and place branding
	+ Delivering innovative designs for wayfinding and place branding projects
	+ Bringing together multiple stakeholders to build consensus and deliverable projects of similar scope and scale
	+ Undertaking a meaningful engagement and co-design process as part of similar projects
1. **Project Management and assurance – 10%**

Demonstrate how the overall project and each stage of work will be delivered and managed. Your response should indicate the estimated timescales for your proposed methodology and overall project delivery. A completed Resource Schedule should also be provided showing the estimated number of days allocated to each project team member throughout each stage of the project, aligned with your proposed methodology tasks (using the template provided).

1. **Achieving Social Value, Equality, Diversity and Inclusion – 15%**

Demonstrate your understanding of equality, diversity and inclusion issues and opportunities in the Waterloo and South Bank area in relation to the project’s aims. Set out your approach to designing for the needs of the different area users, including existing local and future community need, with specific regard to promoting physical, social and economic accessibility. Explain how your proposed methodology and resulting proposals will deliver against the Council’s social value priorities and how you will promote training and skills opportunities through the project whilst responding to the Councils’ declaration of a climate emergency.

2.2 The responses to the above questions/requirements within submitted Method Statements will be evaluated using the following criteria:

|  |  |  |  |
| --- | --- | --- | --- |
| **ITEM** | **QUESTIONS/REQUIREMENTS** | **Weighting %** | **Maximum Score per Question** |
| 1 | **Appreciation of the brief*** Strong understanding of the Waterloo Station Masterplan and other relevant local strategies and policies
* Clear grasp of the Council’s and key stakeholders’ aspirations for the area
* Appreciation of the local context, issues and opportunities facing the area - particularly with reference to connectivity and public realm
* Understanding of the project context and aims
* Appreciation of the Project Objectives
* Appreciation of the benefits this piece of work could unlock for the area
 | **10** | **5** |
| 2 | **Methodology** * Robust and achievable project methodology that fully responds to the tasks set out in the project specification and the aspirations for the project
* Approach to local engagement, participation and co-design outlined
* A clear, focused and concise submission that effectively articulates detailed methods with defined outputs and deliverables
* Creativity and innovation evident throughout the proposed approach
 | **35** | **5** |
| **3** | **Relevant experience and expertise*** Proposed team demonstrates required skills and expertise as set out in the project specification
* Evidence of team members’ relevant skills and experience is provided, and their role within the project team is made explicit
* Solid demonstratable experience of meaningful engagement and co-design process as part of similar projects with innovative solutions welcomed
* Two to three case study of relevant projects in comparable locations including creative placemaking, wayfinding and place branding
* Experience of consortium working together previously on similar projects (where applicable)
 | **30** | **5** |
| **4** | **Project management and assurance*** Effectiveness of quality assurance and project management techniques to deliver high quality project outputs on time and on budget
* Clear project programme with suitable proposed resource and personnel allocation for each method task
* Demonstrate how the team will effectively work together and the role and responsibilities of the lead consultant to manage this
* Indication of how project ‘success’ will be defined, continually monitored and evaluated throughout the course of the project
* Demonstrate actions that would be taken to identify and address any potential risks and slippages within the project programme
 | **10** | **5** |
| **5** | **Achieving social value, equality, diversity and inclusion*** Commits to paying London Living Wage (to contract and sub-contract employees)
* Understanding of local equality, diversity and inclusion issues and opportunities based on interpretation of the project aims, ambition and vision for the area
* Approach to collaborating with groups (with protected characteristics) within the existing community who are historically under-represented in the authorship of the shared, local built environment
* Demonstrate a commitment towards supporting local workforces and promoting training, up-skilling and work experience opportunities for the local community (particularly but not exclusively to young residents)
* Outline your approach to designing for the various needs of the project users, existing local communities and future community needs, with specific regard to promoting physical, social and economic accessibility
* Responds to the Councils’ declaration of a climate emergency as part of the project approach and proposals, including but not limited to addressing waste reduction, sustainable transport, elimination of the use of single-use plastic, carbon footprint reduction, and air quality concerns
 | **15** | **5** |
| **Quality (Method Statement) Evaluation Mark** | **100** |  |
| **Quality (Method Statement) Score (60% weighting applied)** | **60** |  |

2.3 The Council reserves the right to challenge any information provided in response to the tender and request further information in support of any statements made therein.

2.4 Where only one (1) submission is received, the Council reserves the right to enter into dialogue and seek assurances regarding the delivery of the requirements.

2.5 The Method Statement is designed to test tenderers’ ability to deliver the requirements. Potential Providers must answer all questions in full and to the best of their knowledge.

2.6 Tenderers’ responses must clearly demonstrate how they propose to meet the requirements set out in the question and address each element in the order they are asked.

2.7 Tenderers’ responses should be limited to and focused on each of the component parts of the question posed. They should refrain from making generalised statements and providing information not relevant to the topic.

2.8 Whilst there will be no marks given to layout, spelling, punctuation and grammar; it will assist evaluators if attention is paid to these areas including identifying key sections within responses.

2.9 Tenderers will be marked in accordance with the marking scheme set out in Section 4 – Marking Scheme.

2.10 A preferred minimum score of 3 will be set for each Method Statement question and only tenderers who meet this minimum threshold will be eligible for progression to the interview stage of the Quality Evaluation.

**3. Evaluation of Quality - Interviews**

3.1 The three highest scoring tenderers, who have all achieved a minimum score of 3 for each Method Statement question, will be invited to interview. An interview date of 28th November has provisionally been set; interviews will take place via Microsoft Teams and will last for approximately 1 hour.

3.2 The interview panel will include Lambeth Council officers and one Lambeth ELEVATOR ([ELEVATE youth advisory board](https://elevatelambeth.london/joinelevators/)).

3.3 Interviews will be scored by the panel against the questions in the table below. A single score for each question or competence will be agreed collectively by the panel.

| **Item** | **Interview Questions** | **Weighting %**  | **Maximum Score per Question** |
| --- | --- | --- | --- |
| **1** | *Waterloo and South Bank is a key destination in London that attracts 30 million visitors every year. We want to improve the journeys and experiences**of residents, workers, commuters and visitors moving through the area. How do you feel that this could be achieved and what factors will need to be considered as part of the project approach?*  | 25 | 5 |
| **2** | *Can you talk about your experience delivering projects in a high-profile location, or on projects which required a strategic approach?* | 25 | 5 |
| **3** | *Engagement is a key component of this project. Bringing stakeholders on-board and ensuring the project is made relevant to existing communities is key – what engagement experience do you bring?* | 25 | 5 |
| **4** | *Waterloo is a central London district as well as a much-loved local neighbourhood - what approach would you take to ensure this project improves connectivity whilst maintaining the authenticity of the different neighbourhoods across the area?* | 25 | 5 |
| **Quality (Interview) Evaluation mark**  | **100** |  |
| **Quality (Interview) Score (10% weighting applied)** | **10** |  |

3.4 The questions/requirements (Method Statement and Interview) are indicated with appropriate weightings and will be evaluated by the panel, whereby an appropriate score will be agreed and added, to form the Quality Evaluation Mark. The score achieved for this section, Quality Evaluation Mark, will be weighted at 70% to give the final score for quality (Quality Score).

**4. Marking Scheme**

4.1 The following scoring matrix will be used:

|  |  |  |
| --- | --- | --- |
| **Score** | **Rating** | **Description** |
| 0 | No Response | No proposal has been received. |
| 1 | Unacceptable | A proposal at this rating:* Builds very little or no confidence that the Tenderer can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures;
* Builds very little or no confidence that the Tenderer’s approach/solution will deliver the requirements due to insufficient evidence or an inappropriate approach/solution.
 |
| 2 | Poor | A proposal at this rating:* Raises reservations that the Tenderer can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures;
* Raises reservations that the Tenderer’s approach/solution will deliver the requirements due to insufficient evidence or an inappropriate approach/solution.

Note: a response at this rating includes reservations which cannot be easily resolved with the Tenderer pre-contract award (i.e. changes which would distort the competition) or during the contract term without impacting time, quality or cost. |
| 3 | Acceptable | A proposal at this rating:* Confirms that the Tenderer can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures;
* Provides an acceptable approach/solution to delivering the requirements utilising standard strategies, plans, tools, methods or technologies.

Note: an acceptable response may include minor reservations that can easily be resolved with the Tenderer pre-contract award (i.e. changes which would not distort the competition) or during the contract term without impacting time, quality or cost. |
| 4 | Good | A proposal at this rating:* Builds confidence that the Tenderer can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures;
* Provides a good approach/solution to delivering the requirements utilising appropriately tailored strategies, plans, tools, methods or technologies.

Note: a good response may include a small number of minor reservations that can easily be resolved with the Tenderer pre-contract award (i.e. changes which would not distort the competition) or during the contract term without impacting time, quality or cost. |
| 5 | Excellent | A proposal at this rating:* Builds a high level of confidence that the Tenderer can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures;
* Provides an exceptional approach/solution to delivering the requirements utilising appropriately tailored and at times innovative strategies, plans, tools, methods or technologies.

Note: an excellent response should not include any reservations. |

**5. Price Evaluation**

5.1 Bidders are asked to price against a Pricing Schedule to give a fixed price that will be evaluated.

5.2 Only the three bidders with the highest quality scores, who are then invited to interview, will have their submitted price evaluated and combined with their Quality Score to give a Final Score.

5.3 For price, each submission will be assessed on the total cost of delivering the programme, using the following equation:



As an example (not related to expected pricing for this commission):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Price 30%:** |  |  |  |  |  |
|  |   |   |   |  |  |
| A= Tendered price |   |   |   |  |  |
| B= lowest price = |   | £80,000.00 |   |  |  |
|   |   |   |   |  |  |
| **Price Score = (100% -(A-B)/B)\*30 - Lambeth Standard Pricing mechanism** |  |   |   |  |  |
| Bidder name |   | Tendered Price | Price score |  |  |
| Bidder 1 |   | £80,000 | 30.00 |  |  |
| Bidder 2 |   | £100,000 | 22.50 |  |  |
| Bidder 3 |   | £120,000 | 15.00 |  |  |
| Bidder 4  |   | £170,000 | 0.00 |  |  |

5.4 Any tenders which are over twice the price of the lowest tender will be awarded 0 for price.

5.5 Where the Council deems a price submission to be abnormally low, they shall require the tenderer to explain the price or costs proposed in the request for quote. The tenderer will be given one working day (by 17:00 hours on the working day following the requirement) to respond. A decision to reject the quote will be made if the evidence supplied does not satisfactorily account for the low level of price or cost proposed.

5.6 The Council reserve the right to undertake a normalisation exercise if it deems items to have been missed or incorrectly priced.

5.7 The contract will be awarded to the tenderer with the highest Final Score. Feedback will be provided to unsuccessful bidders on request.

**6. Clarification Questions and Submission**

6.1 Clarification questions can be submitted via email to both Lou Abbotts, Neighbourhood Regeneration Manager at LAbbotts1@lambeth.gov.uk and Almaz Davis, Neighbourhood Regeneration Officer at ADavis4@lambeth.gov.uk

6.2 All questions will receive a response within two working days. An updated clarification log will also be available to all potential bidders as an attachment to the Contracts Finder notice.

 Key Dates for Clarification Questions

|  |  |
| --- | --- |
|  5th November 2024 | Cut-off for clarification questions – last date that questions can be submitted and provided with a response. |
|  7th November 2024 | Collated questions and responses shared with bidders as outlined in section 6.2. |

6.3 Submissions should be sent to the following individuals by the submission deadline of 12.00pm (midday) on Monday 11th November 2024:

* Lou Abbotts, Neighbourhood Regeneration Manager at LAbbotts1@lambeth.gov.uk.
* Almaz Davis, Neighbourhood Regeneration Officer at ADavis4@lambeth.gov.uk
* Laura Cheyne, Head of Neighbourhood Regeneration (Waterloo & South Bank) at lcheyne@lambeth.gov.uk

Confirmation of receipt of submissions will be sent out so please contact the individuals above if you have not received this by midday on Tuesday 12th November.

6.4 Submissions should comprise completed:

1. Supplier Self Certification Form
2. Method Statement
3. Resource Schedule
4. Pricing Schedule