



Crown  
Commercial  
Service

## Your Offer

Behavioural Insights Framework Agreement

RM6004



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# How to use this document

## 1) Guidance

- a. Your Offer is split into the following parts:
  - Part A – Selection
  - Part B – Award
  - Part C – Quality evaluation
  - Part D – Price evaluation
  - Part E – Final Decision to Award
  - Annex 1 – The Armed Forces Covenant
- b. **Your bid must be entered into the eSourcing suite.** We can only accept bids that we receive through the eSourcing suite.
- c. Make sure you have read the document 'eSourcing suite Supplier Guidance Part B – Tendering and Further Competitions'  
<https://www.gov.uk/government/publications/esourcing-tool-guidance-for-suppliers> (select the eSourcing Suite guidance: how to respond to Tendering and Further Competitions) or can be found at Attachment 5 – Supplier Guidance.
- d. Your bid must be completed by the organisation that will be responsible for providing the services, if your bid is successful.
- e. In the case of a consortium, the bid must be completed by one of the members, on behalf of all the members.
- f. Section(s) 2 and 3 of the selection questionnaire must be completed for each organisation that you intend to rely on to meet the selection requirements.
- g. Do not upload any attachments we haven't asked for.
- h. Make sure you answer every question.
- i. You must submit your bid before the Bid Submission Deadline, take a look at paragraph 3 "Timelines for the competition" in [Framework Needs](#)).
- j. Don't forget to press the **Submit all Draft Bids** button otherwise we will not be able to see your bid.
- k. It will be our decision if we accept bids submitted after the Bid Submission Deadline.

- l.** Don't forget if you are **sending a message to us or replying to a message** sent to you from us, you must make sure that the name of the procurement is in the context field and 'ALL HOSTS' is selected in the 'TO' box.
- m.** If anything is unclear, or you are unsure how to complete your bid submission, you can raise a question before the Clarification Question Deadline, via the eSourcing Suite. Take a look at paragraph 3 "Timelines for the competition" and paragraph 4 "When and how to ask questions" in **Framework Needs**.

## Part A – Selection Stage

### 2) Selection process

- a. You need to complete all 8 sections of the selection questionnaire in the eSourcing suite.
- b. After the Bid Submission Deadline we will begin with compliance checks.
- c. We check all bids to make sure we have received everything we have asked for and they are compliant with our instructions in this bid pack.
- d. We may seek clarification of any information you provide. Don't forget to check for messages in the eSourcing system throughout the competition. You must log on to the eSourcing system and access your message inbox for this competition to check for messages.
- e. If your bid is not compliant we will reject your bid and you will be excluded from the competition. We will tell you why your bid is not compliant.
- f. Not all selection questions need guidance as the questions are self-evident. However other questions, such as the financial question, require a process to be undertaken before we can assess your response. In those instances we have told you what we will do in the green boxes.
- g. We will evaluate your responses using the guidance given in the green boxes.

### 3) Selection criteria

- a. We may reject your bid or exclude you from the competition at the selection stage for any of the following reasons:
  - i) If you receive a "Fail" for any of the selection questions.
  - ii) Where any of the information you have provided proves to be false or misleading.
  - iii) Where you have broken any of the competition rules in Part B of [Framework Needs](#), or not followed the instructions given.
- b. We will tell you if your bid has been rejected or you have excluded at the selection stage.
- c. If your bid is successful, section(s) 2 and 3 of the selection questionnaire must be completed for each company that you intend to rely on to meet the selection requirements. This is all the companies you name in your answer to question 2.15. If this information cannot be provided, or one of the companies fails a

question in section 3, our offer of a Framework Agreement may be withdrawn.

- d. You need to complete all eight sections of the selection questionnaire in the eSourcing suite.

The sections you need to complete are as follows:

Section 1 – Starter Questions

Section 2 – Company Details

Section 3 – Exclusion Grounds

Section 4 – Financial Risk

Section 5 – Technical and Professional Ability

Section 6 – Additional Questions

Section 7 – Framework Population Template

Section 8 – Declaration

## Section 1 – Starter Questions

### Evaluation guidance

The following questions will be evaluated PASS/FAIL. Your bid will FAIL, if you do not answer 'Yes' to all the questions in this section.

Question number	Question	Your Response
1.0	Do you agree to the competition rules, set out in Part B of the <a href="#">Framework Needs</a> document?	<input type="checkbox"/> Yes <input type="checkbox"/> No
1.1	Do you accept the draft Terms and Conditions as set out in Attachment 1 - Framework Agreement Terms and Conditions.	<input type="checkbox"/> Yes <input type="checkbox"/> No
1.2	Do you confirm you have the skills, resources and experience to carry out all of the requirements in the <a href="#">Customer Needs</a> document? This may be through the use of Key Sub-Contractors <sup>1</sup> or a consortium.	<input type="checkbox"/> Yes <input type="checkbox"/> No
1.3	We understand that we must press the red <b>Submit all Draft Bids</b> button in the eSourcing suite to correctly submit our completed Offer.	<input type="checkbox"/> Yes <input type="checkbox"/> No
1.4	<p>We understand that to send a message to the Crown Commercial Service (CCS) procurement team we must ensure that the name of the procurement is in the context field and <b>'ALL HOSTS'</b> is selected in the <b>'TO'</b> box.</p> <p>We understand that to reply to a message sent to us from Crown Commercial Service (CCS) procurement team we must change the <b>'TO'</b> box to <b>'ALL HOSTS'</b>.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
1.5	We have read the document 'eSourcing Suite Supplier Guidance Part B – Tendering and Further Competitions' <a href="https://www.gov.uk/government/publications/esourcing-tool-guidance-for-suppliers">https://www.gov.uk/government/publications/esourcing-tool-guidance-for-suppliers</a> (select the eSourcing Suite guidance: how to respond to Tendering and Further Competitions).	<input type="checkbox"/> Yes <input type="checkbox"/> No

<sup>1</sup>Key Sub-Contractor means any Sub-Contractor that you will rely to perform a critical role in the provision of all or any part of the Services.

## Section 2 – Company Details

### **Guidance**

This is essential information which we will use to verify who you are and what your approach is. Please comply by answering all questions in this section.

This section 2 is not evaluated.

Question number	Question	Your response
2.0	Tell us your company details: a) Name b) Registered office address c) Date of company registration d) Company registration number e) DUNS number f) VAT number	Enter in table
2.1	Tell us your trading status: a) public limited company b) limited company c) limited liability d) other partnership e) sole trader f) OTHER	Use pick list
2.1(a)	If you chose "OTHER" for question 2.1 please give details or enter N/A	Text box
2.2	Tell us if you are registered with any professional or trade register in your member state:  Yes  No  N/A	<input type="checkbox"/> Yes  <input type="checkbox"/> No  <input type="checkbox"/> N/A
2.2(a)	If yes to question 2.2, please give details, or enter N/A	Text box



2.3	Tell us if you need to be legally authorised, or be a member of an organisation, in order to provide the customers' needs:  Yes  No  N/A	<input type="checkbox"/> Yes  <input type="checkbox"/> No  <input type="checkbox"/> N/A
2.3(a)	If yes, to 2.3 please give details, or enter N/A	Text box
2.4	Trading name that will be used, if successful in this competition	Text box
2.5	Tell us if you have any relevant classifications:  a) Voluntary Community Social Enterprise (VCSE)  b) Sheltered Workshop  c) Public service mutual  d) OTHER  e) N/A	Use pick list
2.5(a)	If you chose "OTHER" to question 2.5 please give details, or enter N/A	Text box
2.6	Tell us if you are a Small Medium Enterprise (SME) <sup>2</sup> :  Yes  No	<input type="checkbox"/> Yes  <input type="checkbox"/> No

### **Guidance**

UK companies, Societates European (SEs) and limited liability partnerships (LLPs) will be required to identify and record the people who own or control their company. Companies, SEs and LLPs will need to keep a PSC register, and must file the PSC information with the central public register at Companies House. See [PSC guidance](#).

Please note a Disclosure and Barring Service (DBS) check for relevant convictions may be undertaken on the People of Significant in Control (PSC) of the successful bidders.

<sup>2</sup>The definition of small and medium sized enterprises (SMEs) is a business having less than 250 employees, and having an annual turnover of less than £40M (€50M) OR a balance sheet of less than £35M(€43M), and not significantly being controlled by, or in control of, other enterprises.

2.7	Have you Persons of Significant Control (PSC)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.7(a)	<p>If you answer yes to question 2.7 you must also provide the following information for each Person of Significant Control</p> <ul style="list-style-type: none"> <li>a) Name</li> <li>b) Date of birth;</li> <li>c) Nationality;</li> <li>d) Country, state or part of the UK where the PSC usually lives;</li> <li>e) Service address;</li> <li>f) The date they became a PSC in relation to the company (for existing companies the 6 April 2016 should be used);</li> </ul> <p>Which conditions for being a PSC are met;</p> <ul style="list-style-type: none"> <li>g) Over 25% up to (and including) 50%,</li> <li>h) More than 50% and less than 75%,</li> <li>i) 75% or more.</li> </ul>	Enter in table
2.8	<p>Tell us if you have an Immediate parent company?</p> <p>Yes, you have an Immediate parent company</p> <p>No, you don't have an Immediate parent company</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.8a	<p>If Yes, to question 2.8 give details of your Immediate parent company</p> <ul style="list-style-type: none"> <li>a) Name</li> <li>b) Registered Office address</li> <li>c) Registration number</li> <li>d) Head office DUNS number</li> <li>e) Head office VAT number</li> </ul>	Enter in Table
2.9	<p>Tell us if you have a parent company?</p> <p>Yes, you have a parent company</p> <p>No, you don't have a parent company</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No

2.9(a)	If Yes, to question 2.9 give details of your parent company, or enter N/A	Text box
2.10	Tell us if you have an ultimate parent company? Yes, you have an ultimate parent company No, you don't have an ultimate parent company	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.10 (a)	If Yes, to question 2.10 give details of your ultimate parent company. If No, to question 2.10 enter N/A	Text box
2.11	Tell us if you are bidding as a consortium or as a single provider? Yes, we are bidding as a consortium No, I am bidding as a single provider	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.11(a)	If yes to question 2.11, give details of each member: a) Company name b) Company registration number c) Registered office address d) DUNS number If No, to question 2.11 enter N/A	Enter in table
2.12	Tell us the name of the consortium. Please enter N/A if not applicable.	Text box
2.13	Tell us the proposed legal structure for the consortium (e.g. single legal entity). Please enter N/A if not applicable.	Text box
2.14	Tell us if you, as a single provider or consortium, intend to use Key Sub-Contractors to help you deliver the requirements?  Yes  No	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.14(a)	If Yes, to question 2.14 give details of each Key Sub-Contractor:  a) Name  b) Registered address	Enter in table

	c) Trading status d) Company registration number e) Head office DUNS number f) VAT number g) SME? h) The role each Key Sub-Contractor will take i) The approximate % of contractual obligations Please enter N/A if not applicable.	
2.15	Confirm all the names of the Key Sub-Contractors, members of your consortia and any other companies you are relying on to pass these selection criteria. Please enter N/A if not applicable.	Enter in table

### Section 3 - Exclusion Grounds

#### **Evaluation guidance**

You must provide an answer to the following questions on behalf of all organisations you are relying on to pass the selection criteria (as listed in question 2.15).

This means:

- a) you;
- b) any of your consortium members; and,
- c) any other organisations that you rely on to meet the selection criteria, (these could be parent companies, affiliates, associates, or Key Sub-Contractors).

**Question 3.0** will be evaluated PASS/FAIL. Your bid will FAIL if you do not answer 'No' to question 3.0 and you FAIL the self-cleaning evaluation.

**Question 3.4** will be evaluated PASS/FAIL. Your bid may FAIL if you answer 'Yes' and you FAIL the self-cleaning evaluation.

#### **Self-cleaning evaluation guidance**

If you have declared any convictions related to any of the '**Mandatory**', '**Discretionary**' or **Tax related offences listed** under the [Public Contracts Regulations 2015](#) (See PCR Regulations 57(1), 57(2), 57(3) and 57(8)) you will be contacted to provide evidence of your self-cleaning.

For evidence of self-cleaning you should provide the following:

- a) If you were required to pay any financial compensation, evidence that you have paid or made arrangements to pay this compensation.

- b) The facts and circumstances relating to each conviction. This may include details of the investigation carried out by the relevant authorities; and
- c) Evidence that you have taken measures to prevent any reoccurrence.

Your bid will **FAIL** the self-cleaning evaluation if any of the following occurs:

- i. You fail to provide evidence of self-cleaning by the date we ask you to submit it;
- ii. The self-cleaning evidence you provide is not sufficient; or
- iii. The seriousness of the offence is unacceptable.

If you fail the self-cleaning evaluation and it is for a MANDATORY exclusion offence, then your bid will be rejected.

If you fail the self-cleaning evaluation and it is for a DISCRETIONARY or TAX RELATED offence, we may reject your bid.

**This process will be applied to all instances where self-cleaning is required.**

Question number	Question	Your response
3.0	<p>Do you have any convictions to declare within the last 5 years (see guidance above)?</p> <p>If Yes, refer to self-cleaning guidance above.</p> <p>If No, you can submit N/A to questions 3.1, 3.2 and 3.3</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
3.1	<p>If you answered Yes to question 3.0, tells us about your conviction(s), specifically:</p> <p>Who does the conviction belong to?</p> <p>What was the conviction for?</p> <p>When was the conviction received?</p> <p>Date of conviction; specify which of the grounds listed the conviction was for and the reasons for conviction.</p> <p>If the relevant documentation is available electronically please provide the web address, issuing authority and precise reference of the documents.</p> <p>Please enter N/A if not applicable.</p>	Text box
3.2	<p>Do you have the necessary 'self-cleaning' evidence available upon request?</p> <p>Yes</p> <p>No</p> <p>N/A</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A

3.3	<p>If you have answered Yes to question 3.0 and question 3.2 have measures been taken to demonstrate the reliability of the organisation despite the existence of a relevant ground for exclusion? (self- cleaning):</p> <p>Yes</p> <p>No</p> <p>N/A</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
3.4	<p><b>Regulation 57(3)</b></p> <p>Has it been established, for your organisation by a judicial or administrative decision having final and binding effect in accordance with the legal provisions of any part of the United Kingdom or the legal provisions of the country in which the organisation is established (if outside the UK), that the organisation is in breach of obligations related to the payment of tax or social security contributions?</p> <p>Yes</p> <p>No</p> <p>N/A</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
3.5	<p>If you have answered yes to question 3.4, please provide further details (self- cleaning):</p> <p>Please also confirm you have paid, or have entered into a binding arrangement with a view to paying, the outstanding sum including where applicable any accrued interest and/or fines;</p> <p>Date of conviction, specify which of the grounds listed the conviction was for, and the reasons for conviction; and</p> <p>Identity of who has been convicted.</p> <p>Please enter N/A if not applicable.</p>	Text box

Section 4 – Financial Risk		
Question number	Question	Your response
4.0	<p>Would you, or any of the members of the consortium, prefer us to carry out the financial risk score and financial risk assessment on a guarantor?</p> <p>Yes</p> <p>No</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>
4.1	<p>If you have answered yes to question 4.0, give details of your guarantor, specifically:</p> <p>a) Company Name;</p> <p>b) Company Registration number; and</p> <p>c) Company Registered Address</p> <p>Enter N/A if not applicable.</p>	Enter in table
4.2	<p>Please confirm that your nominated guarantor has agreed to complete the framework guarantee, prior to any award being made and comply with clause 8 of Attachment 1 - Framework Agreement Terms and Conditions.</p> <p>Yes - my nominated guarantor has agreed</p> <p>No - my nominated guarantor has not agreed</p> <p>N/A</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> N/A</p>

**Evaluation guidance**

Your financial risk will be evaluated PASS/FAIL.

**What we will do to assess your financial risk**

1

We will use a credit reference agency to get a **financial risk score** for you and any members of your consortium or any nominated guarantor(s).

If the financial risk score is 51 or more, or there is an equivalent international score, you will receive a PASS for this question.

2

If the score is less than 51 or no financial risk score is available then we will ask for copy of **audited accounts** for the two most recent years.

If there are no audited accounts available, we will ask for other information including:

- a statement of turnover, profit and loss account/income statement, balance sheet/statement of financial position and statement of cash flow for the most recent year of trading;
- a statement of cash flow forecast for the current year and a bank letter outlining the current cash and credit position; and/or
- an alternative means of demonstrating financial status.

If the information we ask for is not provided you will 'FAIL' this question and your bid may be rejected.

3

We will then use the information provided at stage 2 above to assess the level of financial risk using our **financial assessment template** (Attachment 4). If the level of financial risk is not acceptable, and you have not already nominated a guarantor we will ask you to name a guarantor.

If you have nominated a guarantor and your nominated guarantors level of financial risk is not acceptable you will FAIL this question and your bid may be rejected.

4

If you name a guarantor, stages 1, 2 and 3 above will be repeated on the guarantor. If you cannot provide a guarantor whose level of financial risk is acceptable, or you cannot provide a guarantor you will FAIL this question and your bid may be rejected.

If any member of a consortium has a level of financial risk which is not acceptable, and you cannot provide a guarantor whose level of financial risk is acceptable, then you will FAIL this question and the consortium bid may be rejected.



## Section 5 – Technical and Professional Ability

### Evaluation Guidance

The following questions will be evaluated with PASS/FAIL.

All bidders must complete this section.

You must populate the table (question 5.0) and text boxes (questions 5.1a and 5.1b) within the eSourcing suite, with the information requested for the contract examples you are submitting.

The contract examples you submit must demonstrate your track record and in-house expertise on the drivers of human behaviour and how this can increase the effectiveness of policies and/or services.

Please note two (2) contract examples are required.

Contract examples will be evaluated PASS/FAIL

- The examples must demonstrate your track record and in-house expertise on the use of insights from human behaviour and how this has increased the effectiveness of policies and/or services;
- Examples can be public or private sector;
- Examples can be from any sector of the economy, UK or international work;
- Examples provided must relate to contracts performed during the past 3 years, prior to publication of the OJEU Contract Notice to be valid;
- The customer contact provided must be notified by you that they may be contacted by the us, the Authority, as we reserve the right to verify the accuracy of contract details provided;
- Examples must clearly and unambiguously fall within the scope of the requirement;
- Examples of contracts awarded under Framework Agreements via Call Off Contracts will be considered valid, but Framework Agreements themselves will NOT be considered valid;
- The customer contact provided must not have been employed or appointed by your organisation, or from within your associated group of companies, within the past 3 years prior to the publication of the OJEU Contract Notice; and
- Examples must cover situations where your organisation was acting as prime contractor.

If you do not provide the contract examples we have asked for your bid will be excluded from this procurement.

What we will do with your responses:

#### Quality Evaluation

1

We will give your two (2) examples to our evaluation panel. Each evaluator will independently assess your examples using the response guidance, marking scheme and evaluation criteria below. They will give a mark (PASS/FAIL) and a reason for their mark for the examples they are assessing. The evaluators will enter the marks and reasons into the eSourcing suite.

#### Consensus

2

Once the evaluators have independently assessed your examples we will arrange for the evaluators to meet. We will facilitate the discussion. At this meeting, the evaluators will discuss the quality of your answers and review their marks and

reasons for that mark. The discussion will continue until they reach a consensus regarding the mark and reason for that mark.

If you do not achieve a PASS for the examples, your bid will be excluded. We will tell you that your bid has been excluded from the competition and why.

Question number	Question
5.0	<p>We want you to provide the following information for each contract example in the table:</p> <ul style="list-style-type: none"> <li>a) name of customer organisation;</li> <li>b) customer contact name;</li> <li>c) customer telephone number;</li> <li>d) customer email;</li> <li>e) contract start date;</li> <li>f) contract completion date; and</li> <li>g) estimated contract value.</li> </ul>
5.1a	<p><b>Contract example 1</b></p> <p>Please provide in the <b>text box</b> the following information for your first contract example.</p> <p><b>Response guidance</b></p> <p><b>Your response must include:</b></p> <ul style="list-style-type: none"> <li>a) a summary of the contract, detailing your technical capability and in-house expertise to provide applied <b>behavioural insights</b> including; <ul style="list-style-type: none"> <li>○ the breadth and depth of the knowledge you provided;</li> <li>○ the methodological approach adopted;</li> <li>○ the in-house expertise you provided; and</li> <li>○ how this increased the effectiveness of policies and/or services.</li> </ul> </li> </ul> <p>Please refer to the contract examples guidance above.</p> <p>Maximum character count – 4096 characters including spaces and punctuation.</p>
5.1b	<p><b>Contract example 2</b></p> <p>Please provide in the <b>text box</b> the following information for your second contract example.</p> <p><b>Response guidance</b></p> <p><b>Your response must include:</b></p> <ul style="list-style-type: none"> <li>a) a summary of the contract, detailing your technical capability and in-house expertise to provide applied <b>behavioural insights</b> including; <ul style="list-style-type: none"> <li>○ the breadth and depth of the knowledge you provided;</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ the methodological approach adopted;</li> <li>○ the in-house expertise you provided; and</li> <li>○ how this increased the effectiveness of policies and/or services.</li> </ul> <p>Please refer to the contract examples guidance above.</p> <p>Maximum character count – 4096 characters including spaces and punctuation.</p>
The marking scheme and evaluation criteria below will be used for your examples:	
Marking Scheme	Evaluation Criteria
Pass	You have provided two contract examples which fully address the response guidance.
Fail	<p>You have not provided two contract examples.</p> <p>OR</p> <p>One of the contract examples you have provided has not fully addressed the response guidance.</p> <p>OR</p> <p>This question has not been answered.</p>

## Section 6 – Additional Questions

### Modern Slavery Act 2015: Requirements under Modern Slavery Act 2015

#### Evaluation guidance

This question 6.0 will be evaluated PASS/ FAIL.

Your bid will FAIL, if you answer 'Yes' to question 6.0 and do not provide a url at question 6.2 to your organisation website, were your slavery and human trafficking statement appears in a prominent place on the website homepage.

Your bid will FAIL, if you answer 'Yes' to question 6.0 and do not provide a satisfactory explanation at question 6.3 as to why you are not compliant with the annual reporting requirements contained within Section 54 of the Act 2015.

Question Number	Question	Response
6.0	Are you a relevant commercial organisation as defined by section 54 ("Transparency in supply chains etc.") of the Modern Slavery Act 2015 ("the Act") this means do you have a total turnover of £36m or more?	<input type="checkbox"/> Yes <input type="checkbox"/> No

6.1	<p>If you have answered 'Yes' to question 6.0 are you compliant with the annual reporting requirements contained within Section 54 of the Act 2015</p> <p><a href="http://www.legislation.gov.uk/ukpga/2015/30/section/54/enacted">www.legislation.gov.uk/ukpga/2015/30/section/54/enacted</a></p> <p>Please enter N/A if not applicable.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
6.2	<p>If you have answered 'Yes' to question 6.0 and your organisation has a website, please provide the relevant link to the slavery and human trafficking statement that appears in a prominent place on the website homepage.</p> <p>Please enter N/A if not applicable.</p>	Text box
6.3	<p>If you have answered 'No' to question 6.1 please provide an explanation.</p> <p>Please enter N/A if not applicable.</p>	Text box

## Section 6 – Additional questions

### Cyber Essentials Scheme and CESG CHECK Penetration Testing

#### **Evaluation guidance**

The following questions are evaluated PASS/FAIL.

Your bid will FAIL, if you do not answer 'Yes' to all questions in this section.

Question Number	Question	Response
6.4	<p>In relation to the Services, please tell us if you comply with <u>one</u> of the following criteria:</p> <p>(i) You have a current and valid Cyber Essentials certificate which has been awarded by one of the government approved Cyber Essentials accreditation bodies within the most recent 12 months and where your organisation proposes to use Key Sub-Contractors to carry out the Services and these Key Sub-Contractors shall be involved in handling sensitive and personal information with regard to the Services, such Key Sub-Contractors will have in place a valid Cyber Essentials certificate by the Framework commencement where your organisation proposes to use the Sub-Contractor;</p>	<p>Please select an option from the drop down list.</p> <p><input type="checkbox"/> (i) Yes  <input type="checkbox"/> (ii) Yes  <input type="checkbox"/> (iii) Yes  <input type="checkbox"/> No</p>

	<p><b>OR</b></p> <p>(ii) You do not have a current and valid Cyber Essentials certificate which has been awarded by one of the government approved Cyber Essentials accreditation bodies but you are working towards gaining it, and will be in a position to confirm that you have been awarded a current and valid Cyber Essentials certificate by one of the government approved accreditation bodies, by the Framework commencement date and where your organisation proposes to use Key Sub-Contractors to carry out the Services and these Key Sub-Contractors shall be involved in handling sensitive and personal information with regard to the Services, such Key Sub-Contractors will have in place a valid Cyber Essentials certificate by the Framework commencement date where your organisation proposes to use the Key Sub-Contractor;</p> <p><b>OR</b></p> <p>(iii) You do not have a current and valid Cyber Essentials certificate which has been awarded by one of the government approved Cyber Essentials accreditation bodies, but you can demonstrate (or, will be able to demonstrate) by the Framework commencement date that your organisation meets the technical requirements prescribed by the Cyber Essentials Scheme as detailed in the following link:  <a href="http://www.cyberaware.gov.uk/cyberessentials/docs.html">www.cyberaware.gov.uk/cyberessentials/docs.html</a>  AND that you can provide evidence of verification by a technically competent and independent third party (which has taken place within the most recent 12 months) that your organisation demonstrates compliance with Cyber Essentials technical requirements. Also where your organisation proposes to use Key Sub-Contractors to carry out the Services and these Key Sub-Contractors shall be involved in handling sensitive and personal information with regard to the Services, such Key Sub-Contractors will have in place a valid Cyber Essentials certificate by the Framework commencement date where your organisation proposes to use the Key Sub-Contractor.</p>	
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6.5	<p>In relation to the Services, please confirm that you comply with all of the following criteria and you agree to undertake CHECK compliant CESG Penetration Testing, with a CESG approved provider, prior to 'Go Live' and annually thereafter.</p> <p>Further information can be found at ;</p> <p><a href="https://www.cesg.gov.uk/articles/using-check-provider">https://www.cesg.gov.uk/articles/using-check-provider</a></p> <p><a href="https://www.cesg.gov.uk/scheme/penetration-testing">https://www.cesg.gov.uk/scheme/penetration-testing</a></p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
6.6	Have you downloaded and read Attachment 6 – Security Guidance.	<input type="checkbox"/> Yes <input type="checkbox"/> No

## Section 6 – Additional questions

### Insurance

#### **Evaluation guidance**

Question 6.7 is evaluated PASS/FAIL.

Your bid will FAIL, if you do not answer 'Yes' to this question.

Question Number	Question	Response
6.7	<p>Tell us if you have, or agree to get before the contract begins, the following levels of insurance cover:</p> <p>Employer's (Compulsory) Liability Insurance* = £5,000,000</p> <p>Public Liability Insurance = £1,000,000</p> <p>Professional Indemnity Insurance = £1,000,000</p> <p>*It is a legal requirement that all companies hold Employer's (Compulsory) Liability Insurance of £5 million as a minimum. Please note this requirement is not applicable to sole traders.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No

## Section 7 – Framework Population Template – this section is not evaluated

Have you downloaded and completed Attachment 3 – Framework Population Template?	<input type="checkbox"/> Yes
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<p>You can upload your completed Framework Population Template to this eSourcing suite by using the paperclip icon aligned to this question.</p> <p>Please name the attachment:</p> <p>insertyourorganisationname attachment 3</p>	<input type="checkbox"/> No
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## Section 8 – Declaration

I declare that to the best of my knowledge the answers submitted and information provided in response to this selection questionnaire is correct and accurate.

I declare that, upon request and without delay, I will provide the certificates or documentary evidence referred to in this selection questionnaire.

I understand that the information will be used in the selection process to assess my organisation's suitability to be invited to participate further in this procurement.

I understand that the authority may reject this submission in its entirety if there is a failure to answer all the relevant questions fully, or if false/misleading information or content is provided in any section.

I am aware of the consequences of serious misrepresentation.

Declaration	
<p>Contact name</p> <p>Name of organisation</p> <p>Role in organisation</p> <p>E-mail address</p> <p>Signature (electronic is acceptable)</p> <p>Date</p>	<p>Enter in table</p>

**END OF SELECTION QUESTIONNAIRE**

## Part B - Award

### 4) Award Stage

- a. If you have successfully passed Part A - Selection Stage above, you will proceed to this Award Stage.
- b. We have tried to make our Award Stage as simple as possible, whilst achieving the best possible commercial outcomes.
- c. Your offer must deliver what our customers need, at the best possible price you can give us.
- d. Tips for completing your bid:
  - Read through the **Customer Needs** carefully, and read it more than once;
  - Know the question, response guidance, marking scheme and evaluation criteria;
  - Read the Framework Agreement Terms and Conditions and Schedules (Attachment 1);
  - If you are unsure, ask questions. Take a look at paragraph 3 “Timelines for the competition” and paragraph 4 “When and how to ask questions” in **Framework Needs**;
  - Allow plenty of time to complete your responses; it always takes longer than you think to submit; and
  - Your prices should be in line with the service level you offer, in response to the quality questions.
- e. The award stage consists of a quality evaluation (Part C of this document) and a price evaluation (Part D of this document).
- f. The award of this Framework Agreement will be on the basis of the ‘Most Economically Advantageous Tender’ (MEAT).
- g. The weighting for the quality evaluation is 80 marks; and, the price evaluation is worth 20 marks.

### 5) What YOU need to do

- a. You need to answer the quality questions (Section A and Section B of the Quality Questionnaire) in the eSourcing suite and complete the pricing matrix (Attachment 2). You must upload your completed pricing matrix into the eSourcing suite at question PQ1.



## 6) What WE will do at this award stage

1

### Compliance Check

First, we will do a check to make sure that you have answered all quality questions and have completed the pricing matrix, in line with our instructions.

2

### Quality Evaluation

We will give your responses to our evaluation panel. Each evaluator will independently assess your responses to the quality questions using the response guidance and the evaluation criteria. They will give a mark and a reason for their mark for each question they are assessing. The evaluators will enter the marks and reasons into the eSourcing suite.

3

### Consensus

Once the evaluators have independently assessed your answers to the questions we will arrange for the evaluators to meet. We will facilitate the discussion. At this meeting, the evaluators will discuss the quality of your answers and review their marks and reasons for that mark. The discussion will continue until they reach a consensus regarding the mark, and reason for that mark, for each question. These final marks will be used to calculate your quality score.

4

### Quality Threshold

If you have scored a 0 (zero) on any of the quality questions (QB1/QB2/QB3/QB4) we will reject your bid and you will be excluded from the competition.

If you have scored less than 50 on question QB1 we will reject your bid and you will be excluded from the competition.

If you have scored less than 25 on questions QB2 or QB3 or QB4 we will reject your bid and you will be excluded from the competition.

We will tell you that you have been excluded from the procurement and why.

5

### Evaluate Pricing

We will then give your pricing to the price evaluation panel, who are different evaluators from those who assessed your quality responses.

They will calculate your price score using the evaluation criteria in Part D – Price Evaluation.

6

### Final Score

Your quality score will be added to your price score, to create your final score (see Part E - Final Decision to Award).

7

### Award

Awards will be made to the successful bidders following the Standstill Period, subject to contract.

## Part C – Quality Evaluation

### 7) Quality Evaluation

- a. Questions QA1, QA2, QA3 and QA4 are mandatory questions and will be evaluated PASS / FAIL. If you answer no to any of these questions you will fail, we will reject your bid and you will be excluded from the competition. We will tell you that your bid has been excluded.
- b. Questions QB1, QB2, QB3 and QB4 will be evaluated by our evaluation panel.
- c. Each question must be answered in its own right. You must not answer any of the questions by cross referencing other questions or other materials e.g. reports located on your website.
- d. When the consensus meeting has taken place, and the final mark for each question has been agreed by the evaluators, your final mark for each question will be multiplied by that question's weighting to calculate your weighted mark for that question.
- e. Each weighted mark, for each question, will then be added together to calculate your quality score.
- f. Please see table A below for an example of how your quality score will be calculated:

Table A

Question		Question Weighting	Maximum Mark Available	Your Final Mark	Your Weighted Mark
QB1	Policy	35%	100	100.00	35.00
QB2	Service Insights and Improvement	20%	100	50.00	10.00
QB3	Trialling	15%	100	100.00	15.00
QB4	Capability Building	10%	100	50.00	5.00
Quality Score					65.00

### 8) Quality Questionnaire Response Guidance, Evaluation and Marking Scheme

- a. The quality questionnaire is split into two sections:

## Section A – Mandatory requirements

## Section B – Evaluated questions

- b. A summary of all the questions in the quality questionnaire, along with the marking scheme, and weightings for each question is set out below:

Question		Marking Scheme	Weighting
QA1	Board Level Account Lead	Pass/Fail	N/A
QA2	Management Information	Pass/Fail	N/A
QA3	Relationship Management	Pass/Fail	N/A
QA4	Conflicts of Interest	Pass/Fail	N/A
QB1	Policy	100/75/50/25/0	35%
QB2	Service Insights and Improvement	100/75/50/25/0	20%
QB3	Trialling	100/75/50/25/0	15%
QB4	Capability Building	100/75/50/25/0	10%

		Marking Scheme
<b>SECTION A – MANDATORY REQUIREMENTS</b>		
QA1	Board Level Account Lead	PASS / FAIL
QA2	Management Information	PASS / FAIL
QA3	Relationship Management	PASS / FAIL
QA4	Conflicts of Interest	PASS / FAIL

		Marking Scheme	Weighting
<b>SECTION B – EVALUATED QUESTIONS</b>			
QB1	Policy	100/75/50/25/0	35%
QB2	Service Insights and Improvement	100/75/50/25/0	20%
QB3	Trialling	100/75/50/25/0	15%
QB4	Capability Building	100/75/50/25/0	10%

<b>SECTION A – MANDATORY REQUIREMENTS</b>	
<b>QA1 – Board Level Account Lead</b>	
If you are successful in being awarded a place on the Behavioural Insights Framework, please confirm that you will provide Contracting Authorities with a named account lead, at your Board level, who will take overall responsibility for Government business, as outlined in the Framework Agreement?	

<p><b>YES</b> - You will, provide Contracting Authorities with a named account lead at Board level who will take overall responsibility for Government business, as outlined in the Framework Agreement.</p> <p><b>NO</b> - You will not, or cannot, provide Contracting Authorities with a named account lead at Board level who will take overall responsibility for Government business, as outlined in the Framework Agreement.</p>	
<p><b>QA1 – Response Guidance</b></p> <p><b>All Bidders must answer this PASS/FAIL question.</b></p> <p>If you are unable to agree to this requirement i.e. you select No, you will be unable to continue in this process.</p> <p>As outlined in the Specification (Bid Pack 2 – Customer Needs), Bidders are required to provide a Board level account lead who will be responsible for the overall delivery of work contracted through the Framework Agreement and Call Off Contracts. They will, be responsible for overall team effectiveness and be accountable for all Suppliers’ deliverables.</p> <p>Confirmation must be made by selecting option <b>YES</b> or <b>NO</b> from the drop down list associated with this question.</p>	
<b>Marking Scheme</b>	<b>Evaluation Guidance</b>
<b>PASS</b>	The Bidder has selected <b>YES</b> and confirms they will provide Contracting Authorities with a named account lead at Board level at their Agency who will take overall responsibility for Government business when the Framework Agreement goes live.
<b>FAIL</b>	<p>The Bidder has selected <b>NO</b> and confirms they will not, or cannot provide Contracting Authorities with a named account lead at Board level at their Agency who will take overall responsibility for Government business when the Framework Agreement goes live.</p> <p>OR</p> <p>The Bidder has not selected <b>YES</b> or <b>NO</b>.</p>

## QA2 - Management Information

If you are successful in being awarded a place on the Behavioural Insights Framework, please confirm you will have the systems in place that will deliver the Management Information (MI) requirements as set out in Framework Schedule 9 of the Framework Agreement when the Framework Agreement goes live?

**YES** - You will, have the systems in place that will deliver MI requirements as set out in Framework Schedule 9 of the Framework Agreement when the Framework Agreement goes live.

**NO** - You will not, or cannot, have the systems in place that will deliver the MI requirements as set out in Framework Schedule 9 of the Framework Agreement when the Framework Agreement goes live.

### QA2 Response Guidance

**All Bidders must answer this PASS/FAIL question.**

If you are unable to agree to this requirement i.e. you select No, you will be unable to continue in this process.

As outlined in the Framework Agreement, Suppliers are required to have systems in place to be able to deliver the Management Information (MI) requirements when the Framework Agreement goes live.

Confirmation must be made by selecting option **YES** or **NO** from the drop down list associated with this question.

Marking Scheme	Evaluation Guidance
<b>PASS</b>	The Bidder has selected <b>YES</b> and confirms they will have systems in place to be able to deliver the Management Information (MI) requirements as set out in Framework Schedule 9 of the Framework Agreement when the Framework Agreement goes live.
<b>FAIL</b>	The Bidder has selected <b>NO</b> and confirms they will not, or cannot, have systems in place to be able to deliver the Management Information (MI) requirements as set out in Framework Schedule 9 of the Framework Agreement when the Framework Agreement goes live.  OR The Bidder has not selected <b>YES</b> or <b>NO</b> .

## QA3 – Relationship Management

If you are successful in being awarded a place on the Behavioural Insights Framework, please confirm that you will have designated practices and protocols to manage relationships with Key Sub-Contractors and other Agencies, and make these practices and protocols available to the Contracting Authority(s) on request, as outlined in clause 25 (Supply Chain Rights and Protection) of the Framework Agreement?

**QA3 Response Guidance**

**All Bidders must answer this PASS/FAIL question.**

If you are unable to agree to this requirement i.e. you select No, you will be unable to continue in this process.

As outlined in the Framework Agreement, Bidders are required to have specific practices and protocols to manage relationships with Key Sub-Contractors and other agencies on Contracting Authority(s) business, and make these practices and protocols available to the Contracting Authority on request.

Confirmation must should be made by selecting option **YES** or **NO** from the drop down list associated with this question.

<b>Marking Scheme</b>	<b>Evaluation Guidance</b>
<b>PASS</b>	The Bidder has selected <b>YES</b> and confirms they will have specific practices and protocols to manage relationships with Key Sub-Contractors and other agencies on Contracting Authority(s) business, and make these practices and protocols available to the Contracting Authority(s) on request when the Framework Agreement goes live.
<b>FAIL</b>	The Bidder has selected <b>NO</b> and confirms they will not have specific practices and protocols to manage relationships with Key Sub-Contractors and other agencies on Contracting Authority(s), and make these practices and protocols available to the Contracting Authority(s) on request when the Framework Agreement goes live.  OR  The Bidder has not selected <b>YES</b> or <b>NO</b> .

**QA4 – Conflicts of Interest**

If you are successful in being awarded a place on the Behavioural Insights Framework, please confirm that you will develop and submit for approval designated practices and protocols for how you will demonstrate high ethical standards and prevent any conflict of interest with HM Government's policy objectives, before Bidding for or taking on any conflicting work under this Framework Agreement.

**QA4 Response Guidance**

**All Bidders must answer this PASS/FAIL question.**

If you are unable to agree to this requirement i.e. you select No, you will be unable to continue in this process.

As outlined in the Framework Agreement, before Bidding for or taking on any work under this Framework Agreement, Suppliers are required to develop and submit for approval designated practices and protocols for how you will demonstrate high ethical standards and prevent any conflict of interest with HM Government's policy objectives.

Confirmation must should be made by selecting option **YES** or **NO** from the drop down list associated with this question.

Marking Scheme	Evaluation Guidance
<b>PASS</b>	The Bidder has selected <b>YES</b> and confirms they will develop and submit for approval designated practices and protocols for how you will demonstrate high ethical standards and prevent any conflict of interest with HM Government's policy objectives before Bidding for or taking on any work under this Framework Agreement.
<b>FAIL</b>	The Bidder has selected <b>NO</b> and confirms they will not develop and submit for approval designated practices and protocols for how you will demonstrate high ethical standards and prevent any conflict of interest with HM Government's policy objectives before Bidding for or taking on any work under this Framework Agreement.  OR  The Bidder has not selected <b>YES</b> or <b>NO</b> .

### Section B Guidance

The questions in this Section B are designed to test the key capabilities of Bidders, drawing on key skills which relate to the service requirements set out in the Specification (Bid Pack 2 – Customer Needs).

Bidders are advised to use examples of how you will deliver the Services and may use examples of previous work to help illustrate their responses. However, please note that the marking scheme assesses their ability to deliver the requirements, not past experience.

Note that it is not assumed or required that Bidders must be able to deliver every single service requirement set out in the Specification (Bid Pack 2 – Customer Needs). However, these questions seek to test the key competencies all Bidders are required to demonstrate.

### SECTION B – EVALUATED QUESTIONS

#### Response Guidance and Marking Scheme for Question QB1

#### QB1 - Policy

**Requirement** - The Authority requires the Bidder to be able to provide policy analysis, development and advice.

#### Response Guidance

Your answer should take the form of an outline proposal for an untapped policy opportunity that has been commissioned from a government department.

It is your decision on which policy challenge you would like you to provide; it can be one you have delivered or a suggested policy challenge of your choosing. You may use examples of previous work, however, please note that the marking scheme assesses your ability to deliver the requirements, not past experience.

Your outline proposal must include:

- a) How you will respond to a commission in a specific policy area to identify specific behavioural insights which public policy should target or take account of in order to achieve a government objective;
- b) An explanation of how you will use approaches, including behavioural frameworks, to identify gaps or opportunities for intervention and develop a recommendation of policy options to achieve this; and
- c) An explanation on how you will work with policy makers in the relevant government department.

## EVALUATION CRITERIA

We will be assessing your:

- knowledge of in how public policy is made and applied in the UK (particularly at central government level);
- ability to develop policy options and initiatives which are alert to the political landscape, and to provide close and constructive input to the policy making process that is responsive to feedback from policy owners, and learns from earlier policy successes and pitfalls;
- understanding of when behavioural approaches can suitably add value to the policy-making process;
- ability to develop approaches to engaging policy makers in behavioural work (from written reports to more interactive and innovative approaches);
- ability to identify relevant behaviours to influence (to change, maintain, introduce or stop);
- knowledge of behavioural frameworks and theories to identify gaps or opportunities for the intervention;
- approach to exploring options to influence behaviours and recommend policy options to achieve behaviour change; and
- strategic view of areas of untapped opportunity for behavioural insights in government.

Responses should be limited to, and focused on the requirement, the response guidance and the evaluation criteria. Bidders should refrain from making generalised statements and providing information not relevant to the topic. Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these.

Maximum character count – 8192 characters including spaces and punctuation. This character count cannot be exceeded within the eSourcing Suite. Responses must include spaces between words.

No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation.

Marking Scheme	Evaluation Guidance
100	<p><b>A VERY GOOD ANSWER</b></p> <p>The response is relevant and fully satisfies the requirement.</p> <p>The response <b>is comprehensive, unambiguous</b>, and fully demonstrates your ability to provide policy analysis, development and advice.</p> <p>Full and relevant evidence has been provided.</p>



	The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services.
<b>75</b>	<p><b>A GOOD ANSWER</b></p> <p>The response is relevant and satisfies most of the requirement.</p> <p>The response is sufficiently detailed to demonstrate your ability to provide policy analysis, development and advice.</p> <p>Sufficient evidence has been provided.</p> <p>The approach will meet the requirements for the delivery of the Services.</p>
<b>50</b>	<p><b>A SATISFACTORY ANSWER</b></p> <p>The response is relevant and satisfies some of the requirement in the question.</p> <p>Whilst the response addresses all elements of the question, it is not sufficiently detailed and/or does not include sufficient explanation in some elements of the response to fully demonstrate your ability to provide policy analysis, development and advice.</p> <p>The approach has the potential to meet the material requirement for the delivery of the Services.</p>
<b>25</b>	<p><b>A BELOW STANDARD ANSWER</b></p> <p>The response is not fully relevant or only partially satisfies the requirement in the question. The response either:</p> <p>Addresses all elements of the question, but there is a significant lack of detail and/or it does not include sufficient explanation in many elements of the response to fully demonstrate your ability to provide policy analysis, development and advice.</p> <p>This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the Bidder's ability to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of the Services.</p> <p>or</p> <p>Addresses some elements of the requirements of the question but not all. As not all elements are addressed, the response does not fully demonstrate your ability to provide policy analysis, development and advice.</p> <p>The elements that have not been addressed are considered to be material to the Bidder's ability to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of the Services.</p>
<b>0</b>	<p><b>A POOR ANSWER</b></p> <p>The response is not relevant to the question and/or the response has not answered the question that was asked and/or the response has satisfied very few to none of the question requirements.</p> <p>The approach cannot meet the requirement for the delivery of the Services.</p> <p>or</p> <p>No response provided.</p>

## Response Guidance and Marking Scheme for Question QB2

### QB2 – Service Insights and Improvement

**Requirement** - The Authority requires the Bidder to respond to a commission to investigate and develop recommendations to improve the effectiveness of a public service, drawing on behavioural insights.

#### Response Guidance

**Please note:** Your response should set out how you will go about responding to a commission to investigate and develop recommendations to improve the effectiveness of a public service, drawing on behavioural insights. You are advised to use examples in your response to illustrate how you will respond to a commission. You may use examples of previous work, however, please note that the marking scheme assesses your ability to deliver the requirements, not past experience.

Your response must:

- a) Demonstrate how you will respond to a commission to investigate and develop recommendations to improve the effectiveness of a public service, drawing on behavioural insights; and
- b) Explain how you will gain insights into the behaviours of those involved i.e. users / staff / other people involved in a service, and systematically develop options to achieve behaviour change / improvements to service delivery.

#### EVALUATION CRITERIA

We will be assessing your ability to:

- review and identify insights and opportunities for reform in delivery systems or organisations based on understanding the behaviours of those involved in the service, through research or behavioural frameworks;
- use these insights to identify opportunities to re-design or change service design / service delivery / organisational strategies, policies and procedures; and
- develop interventions and implementation options to achieve behaviour change.

Responses should be limited to, and focused on the requirement, the response guidance and the evaluation criteria. Bidders should refrain from making generalised statements and providing information not relevant to the topic. Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these.

Maximum character count – 8192 characters including spaces and punctuation. This character count cannot be exceeded within the eSourcing Suite. Responses must include spaces between words.

No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation.

Marking Scheme	Evaluation Guidance
100	A VERY GOOD ANSWER

	<p>The response is relevant and fully satisfies the requirement.</p> <p>The response <b>is comprehensive, unambiguous</b>, and fully demonstrates your ability to provide service insights and improvements.</p> <p>Full and relevant evidence has been provided.</p> <p>The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services.</p>
<b>75</b>	<p><b>A GOOD ANSWER</b></p> <p>The response is relevant and satisfies most of the requirement.</p> <p>The response is sufficiently detailed to demonstrate your ability to provide service insights and improvements.</p> <p>Sufficient evidence has been provided.</p> <p>The approach will meet the requirements for the delivery of the Services.</p>
<b>50</b>	<p><b>A SATISFACTORY ANSWER</b></p> <p>The response is relevant and satisfies some of the requirement in the question.</p> <p>Whilst the response addresses all elements of the question, it is not sufficiently detailed and/or does not include sufficient explanation in some elements of the response to fully demonstrate your ability to provide service insights and improvements.</p> <p>The approach has the potential to meet the material requirement for the delivery of the Services.</p>
<b>25</b>	<p><b>A BELOW STANDARD ANSWER</b></p> <p>The response is not fully relevant or only partially satisfies the requirement in the question. The response either:</p> <p>Addresses all elements of the question, but there is a significant lack of detail and/or it does not include sufficient explanation in many elements of the response to fully demonstrate your ability to provide service insights and improvements.</p> <p>This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the Bidder's ability to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of the Services.</p> <p>or</p> <p>Addresses some elements of the requirements of the question but not all. As not all elements are addressed, the response does not fully demonstrate your ability to provide service insights and improvements.</p> <p>The elements that have not been addressed are considered to be material to the Bidder's ability to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of the Services.</p>
<b>0</b>	<p><b>A POOR ANSWER</b></p> <p>The response is not relevant to the question and/or the response has not answered the question that was asked and/or the response has satisfied very few to none of the question requirements.</p>

	<p>The approach cannot meet the requirement for the delivery of the Services.</p> <p>or</p> <p>No response provided.</p>
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### Response Guidance and Marking Scheme for Question QB3

#### QB3 – Trialling

**Requirement** - The Authority requires the Bidder to be able to design a trial which can be delivered in a front line public service.

#### Response Guidance

Your response must:

- a) Demonstrate how you will go about turning a behaviour change intervention concept into a practical trial which can be delivered in a front line public service.
- b) Explain how you will develop a suitable methodology, oversee project and stakeholder management, and develop intervention materials.
- c) Explain how you will ensure the trial is suitable for effective evaluation.

#### EVALUATION CRITERIA

We will be assessing your ability:

- to develop a robust trial protocol / methodology, including:
  - sampling approach;
  - managing the development and distribution of intervention materials;
  - implementation of the intervention;
  - designing appropriate data collection;
  - managing the project and managing stakeholders; and
  - your consideration of ethics.

Responses should be limited to, and focused on the requirement, the response guidance and the evaluation criteria. Bidders should refrain from making generalised statements and providing information not relevant to the topic. Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these.

Maximum character count – 4096 characters including spaces and punctuation. This character count cannot be exceeded within the eSourcing Suite. Responses must include spaces between words.

No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation.

Marking Scheme	Evaluation Guidance
<b>100</b>	<p><b>A VERY GOOD ANSWER</b></p> <p>The response is relevant and fully satisfies the requirement.</p> <p>The response <b>is comprehensive, unambiguous</b>, and fully demonstrates your ability to provide an effective trial.</p>

	<p>Full and relevant evidence has been provided.</p> <p>The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services.</p>
<b>75</b>	<p><b>A GOOD ANSWER</b></p> <p>The response is relevant and satisfies most of the requirement.</p> <p>The response is sufficiently detailed to demonstrate your ability to provide an effective trial.</p> <p>Sufficient evidence has been provided.</p> <p>The approach will meet the requirements for the delivery of the Services.</p>
<b>50</b>	<p><b>A SATISFACTORY ANSWER</b></p> <p>The response is relevant and satisfies some of the requirement in the question.</p> <p>Whilst the response addresses all elements of the question, it is not sufficiently detailed and/or does not include sufficient explanation in some elements of the response to fully demonstrate your ability to provide an effective trial.</p> <p>The approach has the potential to meet the material requirement for the delivery of the Services.</p>
<b>25</b>	<p><b>A BELOW STANDARD ANSWER</b></p> <p>The response is not fully relevant or only partially satisfies the requirement in the question. The response either:</p> <p>Addresses all elements of the question, but there is a significant lack of detail and/or it does not include sufficient explanation in many elements of the response to fully demonstrate your ability to provide an effective trial.</p> <p>This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the Bidder's ability to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of the Services.</p> <p>or</p> <p>Addresses some elements of the requirements of the question but not all. As not all elements are addressed, the response does not fully demonstrate your ability to provide an effective trial.</p> <p>The elements that have not been addressed are considered to be material to the Bidder's ability to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of the Services.</p>
<b>0</b>	<p><b>A POOR ANSWER</b></p> <p>The response is not relevant to the question and/or the response has not answered the question that was asked and/or the response has satisfied very few to none of the question requirements.</p> <p>The approach cannot meet the requirement for the delivery of the Services.</p> <p>or</p> <p>No response provided.</p>

## Response Guidance and Marking Scheme for Question QB4

### QB4 – Capability Building

**Requirement** - The Authority requires the Supplier to be able to work with Contracting Authorities to develop behavioural insights capability among government policy makers, analysts and service delivery professionals.

### Response Guidance

Your response must:

- a) Demonstrate the range of approaches you will have in place to support the Contracting Authorities, to assess their needs and design and deliver an effective capability building; and
- b) Detail what subject expertise you will make available to support government departments.

### EVALUATION CRITERIA

We will be assessing your ability to:

- design and deliver a high quality and engaging capability building intervention that allows individuals to develop and refine their knowledge;
- assess and account for the needs of stakeholders, and how you will involve them in developing, delivering and evaluating the capability building intervention(s);
- be flexible in delivery to allow maximum access and support for participants;
- evaluate and assess the capability building intervention(s) to understand impact and to continuously improve the offer; and
- provide staff / advisors who possess the skills and/or qualifications to develop and deliver the capability building intervention(s).

Responses should be limited to, and focused on the requirement, the response guidance and the evaluation criteria. Bidders should refrain from making generalised statements and providing information not relevant to the topic. Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these.

Maximum character count – 4096 characters including spaces and punctuation. This character count cannot be exceeded within the eSourcing Suite. Responses must include spaces between words.

No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation.

Marking Scheme	Evaluation Guidance
100	<p><b>A VERY GOOD ANSWER</b></p> <p>The response is relevant and fully satisfies the requirement.</p> <p>The response <b>is comprehensive, unambiguous</b>, and fully demonstrates your ability to design and deliver an effective programme of capability building.</p>

	<p>Full and relevant evidence has been provided.</p> <p>The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the services.</p>
<b>75</b>	<p><b>A GOOD ANSWER</b></p> <p>The response is relevant and satisfies most of the requirement.</p> <p>The response is sufficiently detailed to demonstrate your ability to design and deliver an effective programme of capability building.</p> <p>Sufficient evidence has been provided.</p> <p>The approach will meet the requirements for the delivery of the services.</p>
<b>50</b>	<p><b>A SATISFACTORY ANSWER</b></p> <p>The response is relevant and satisfies some of the requirement in the question.</p> <p>Whilst the response addresses all elements of the question, it is not sufficiently detailed and/or does not include sufficient explanation in some elements of the response to fully demonstrate your ability to design and deliver an effective programme of capability building.</p> <p>The approach has the potential to meet the material requirement for the delivery of the Services.</p>
<b>25</b>	<p><b>A BELOW STANDARD ANSWER</b></p> <p>The response is not fully relevant or only partially satisfies the requirement in the question. The response either:</p> <p>Addresses all elements of the question, but there is a significant lack of detail and/or it does not include sufficient explanation in many elements of the response to fully demonstrate your ability to design and deliver an effective programme of capability building.</p> <p>This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the Bidder's ability to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of the Services.</p> <p>or</p> <p>Addresses some elements of the requirements of the question but not all. As not all elements are addressed, the response does not fully demonstrate your ability to design and deliver an effective programme of capability building.</p> <p>The elements that have not been addressed are considered to be material to the Bidder's ability to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of the Services.</p>
<b>0</b>	<p><b>A POOR ANSWER</b></p> <p>The response is not relevant to the question and/or the response has not answered the question that was asked and/or the response has satisfied very few to none of the question requirements.</p> <p>The approach cannot meet the requirement for the delivery of the Services.</p> <p>or</p>

	No response provided.
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## Part D – Price Evaluation

This section contains:

9. How to complete your pricing matrix; and
10. Price evaluation process.

### 9) How to complete your pricing matrix:

- a. Read and understand the instructions in the Attachment 2 - Pricing Matrix, and in this section Part D – Price Evaluation, before submitting your prices.
- b. Your prices should compare with the quality of your offer.
- c. Your prices must be sustainable and include your profit, all labour costs and overheads.
- d. You should also take into account our management charge of 1% which shall be paid by the Supplier to the Authority as set out clause 20 of Attachment 1 – Framework Agreement Terms and Conditions.
- e. Your prices are to exclude VAT.
- f. Pricing is to be inclusive of travel, subsistence, lodging and related expenses. Any additional charges shall be agreed at Call-Off stage.
- g. The currency is British pounds sterling, up to two decimal places.
- h. Pricing will be based on and eight (8) hour Working Day exclusive of breaks. You cannot charge for any more than 8 working hours in one day.
- i. Here are our grade definitions:



Staff Grades	Description
Category A	Senior member of personnel, having assumed responsibilities in his/her profession through the performance of management and supervision roles. They must have at least 10 years professional experience of which at least 4 must be relevant to the sectors concerned and the type of tasks to be performed under the contract.
Category B	Certified member of personnel having received a high-level training in his/her profession and recruited for his/her appreciated skills as regards professional practice. He/she must have at least 5 years professional experience of which at least 2 must be relevant with the professional sectors concerned and the type of tasks to be performed under the contract.
Category C	Junior member of personnel such as a junior researcher. A newcomer to the profession but with training related to the professional sectors concerned and the type of tasks to be performed under the contract.
Category D	Administrative or general junior personnel (e.g. those involved in ensuring the logistics of the tasks are undertaken).

- j. You must download and complete the Attachment 2 – Pricing Matrix.
- k. Cells highlighted in blue require a price to be submitted and will be used for the price evaluation.
- l. Zero bids will not be allowed. We will investigate where we consider your bid to be abnormally low.
- m. A price must be provided for all options. You must ensure that the value for each grade is in ascending order i.e. the price for the next grade exceeds the price of the previous grade.
- n. Prices must include profit, management charge, all labour costs and overheads.
- o. The prices submitted will be the maximum payable under this Framework Agreement. Prices may be lowered at the Call Off stage.
- p. When you have completed your pricing matrix, you must upload this into the eSourcing Suite at question PQ1. If you do not upload your pricing matrix your bid may be rejected from this competition.
- q. Do not alter, amend or change the format or layout of Attachment 2 – Pricing Matrix.

#### 10) Price evaluation process

This is how we will evaluate your pricing:

- a. We will check you have completed all the blue cells.
- b. Failure to insert an applicable price may result in your bid being deemed non-compliant and may be rejected from this competition.
- c. The price evaluation will be undertaken separately to the quality evaluation process.

- d. The bidder with the lowest total basket price will be awarded the maximum mark available (a price score of 20).
- e. All other bidders will get a price score relative to the lowest total basket price.
- f. The calculation we will use to evaluate your total basket price, is as follows:

$$\text{Price Score} = \frac{\text{Lowest total basket price} \times 20 \text{ (maximum mark)}}{\text{Bidders total basket price}}$$

Example:

Bidder A	Bidder B	Bidder C
Total basket price	Total basket price	Total basket price
£ 217,000.00	£ 432,000.00	£ 542,000.00

- Bidder A has the lowest basket price of £217,000.00. Bidder A is awarded the maximum mark available for price, e.g. 20;
  - Bidder B submits a total basket price of £432,000.00. Bidder B is awarded a price score of 10.
  - Bidder C submits a total basket price of £542,000.00 and is awarded a price score of 8.
- g. Where we consider the total basket price you have submitted to be **abnormally low** we will ask you to explain the price(s) you have submitted (as required in regulation 69 of the Public Contracts Regulations 2015).
  - h. If your total basket price is 20% below the median of the total basket prices submitted, we will consider your price abnormally low.
  - i. If we consider the price(s) you have provided are (i) abnormally low, or (ii) have no correlation with the quality of your offer, your bid may be rejected from this competition.
  - j. We will inform you if your bid has been excluded and why.



## Part E – Final Decision to Award

### 11) Final decision to award

- a. We will add your quality score to your price score to calculate your final score.

Example:

Bidder	Quality evaluation score	Price evaluation score	Final score
	(Maximum score available 80)	(Maximum score available 20)	(Maximum score available 100)
Bidder A	80.00	20.00	100.00
Bidder B	60.00	10.00	70.00
Bidder C	56.00	8.00	64.00

- b. We will then rank all final scores from highest to lowest results.
- c. We will then appoint the number of suppliers a Framework Agreement as set out in paragraph 1.3 of Bid Pack 2 - Customer Needs.
- d. The maximum number of suppliers of this Framework Agreement may increase where two (2) or more bidders have tied scores in last position only.
- e. We also reserve the right to award a Framework Agreement to any bidders whose final score is within 1% of the last position, the last position is 5<sup>th</sup> position.

**Example:**

If the bidder in 5<sup>th</sup> place (last position) has a final score of 60.00

The calculation we will use is:

5<sup>th</sup> place bidders final score is 60.00

1% of 60.00 = 0.60

60.00 - 0.60 = 59.40

So any bidder whose final score is 59.40 or above will be awarded a place on the Framework Agreement.

- f. The calculation will be rounded to two decimal places in Excel.
- g. We will tell you if you have been successful or unsuccessful via the eSourcing Suite. We will send 'intention to award' letters to all Bidders.

- h. At this stage, a Standstill Period of ten (10) calendar days will start, the term Standstill Period is set out in Regulation 87(2) of the Regulations. During this time, you can ask questions that relate to our decision to award. We cannot provide advice to unsuccessful bidders on the steps they should take and they should seek independent legal advice, if required.
- i. Following the standstill period, and if there are no challenges to our decision, successful Bidders will be formally awarded a Framework Agreement subject to contract.
- j. The conclusion of a Framework Agreement is subject to the provision of due 'certificates, statements and other means of proof' where Bidders have, to this point, relied on self-certification.

## Annex 1 – The Armed Forces Covenant

1. The Armed Forces Covenant (“the Covenant”) is a public sector pledge from Government, businesses, charities and organisations to demonstrate their support for the armed forces community. The Covenant was brought in under the Armed Forces Act 2011 to recognise that the whole nation has a moral obligation to redress the disadvantages the armed forces community face in comparison to other citizens, and recognise sacrifices made.
- 1.1 The Covenant’s 2 principles are that:
  - 1.1.1 the armed forces community should not face disadvantages when compared to other citizens in the provision of public and commercial services; and
  - 1.1.2 special consideration is appropriate in some cases, especially for those who have given most, such as the injured and the bereaved.
- 1.2 The Authority encourages all Potential Provider, and their Key Sub-Contractors, to sign the Corporate Covenant, declaring their support for the Armed Forces community by displaying the values and behaviours set out therein.
- 1.3 Guidance on the various ways you can demonstrate your support through the Corporate Covenant is at The Corporate Covenant.
- 1.4 If you wish to register your support you can provide a point of contact for your organisation on this issue to the Armed Forces Covenant Team at the address below, so that the MOD can alert you to any events or initiatives in which you may wish to participate. The Covenant Team can also provide any information you require in addition to that included on the website.  
 Email address: [covenant-mailbox@mod.uk](mailto:covenant-mailbox@mod.uk)  
 Address: Armed Forces Covenant Team, Zone D, 6th Floor, Ministry of Defence, Main Building, Whitehall, London SW1A 2HB.
- 1.5 Paragraphs 1.1 to 1.4 above are not a condition of working with the Authority now or in the future, nor will this issue form any part of the tender evaluation, contract award procedure or any resulting contract. However, the Authority very much hopes you will want to provide your support.