



# Mini Competition

**Mini Competition against an existing Framework Agreement (MC) on behalf of Department for Business, Energy and Industrial Strategy (BEIS)**

**Subject UK SBS A survey to understand consumer attitudes to product safety**

**Sourcing reference number CR18108 Lot 1**

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# Section 1 – About UK Shared Business Services

## Putting the business into shared services

UK Shared Business Services Ltd (UK SBS) brings a commercial attitude to the public sector; helping our customers improve efficiency, generate savings and modernise.

It is our vision to become the leading provider for our customers of shared business services in the UK public sector, continuously reducing cost and improving quality of business services for Government and the public sector.

Our broad range of expert services is shared by our customers. This allows our customers the freedom to focus resources on core activities; innovating and transforming their own organisations.

Core services include Procurement, Finance, Grants Admissions, Human Resources, Payroll, ISS, and Property Asset Management all underpinned by our Service Delivery and Contact Centre teams.

UK SBS is a people rather than task focused business. It's what makes us different to the traditional transactional shared services centre. What is more, being a not-for-profit organisation owned by its customers, UK SBS' goals are aligned with the public sector and delivering best value for the UK taxpayer.

UK Shared Business Services Ltd changed its name from RCUK Shared Services Centre Ltd in March 2013.

## Our Customers

Growing from a foundation of supporting the Research Councils, 2012/13 saw Business Innovation and Skills (BIS) transition their procurement to UK SBS and Crown Commercial Service (CCS – previously Government Procurement Service) agree a Memorandum of Understanding with UK SBS to deliver two major procurement categories (construction and research) across Government.

UK SBS currently manages £700m expenditure for its Customers.

Our Customers who have access to our services and Contracts are detailed [here](#).

## Section 2 – About Our Customer

### Department for Business, Energy & Industrial Strategy (BEIS)

The Department for Business, Energy and Industrial Strategy (BEIS) was created as a result of a merger between the Department of Energy and Climate Change (DECC) and the Department for Business, Innovation and Skills (BIS), as part of the Machinery of Government (MoG) changes in July 2016.

The Department is responsible for:

- developing and delivering a comprehensive industrial strategy and leading the government's relationship with business;
- ensuring that the country has secure energy supplies that are reliable, affordable and clean;
- ensuring the UK remains at the leading edge of science, research and innovation; and
- tackling climate change.

BEIS is a ministerial department, supported by 46 agencies and public bodies.

We have around 2,500 staff working for BEIS. Our partner organisations include 9 executive agencies employing around 14,500 staff.

<http://www.beis.gov.uk>

## Section 3 - Working with UK Shared Business Services Ltd.

In this section you will find details of your Procurement contact point and the timescales relating to this opportunity.

Section 3 – Contact details		
3.1	Customer Name and address	Department for Business, Energy and Industrial Strategy 1 Victoria Street London SW1H 0ET
3.2	Buyer name	Victoria Clewer
3.3	Buyer contact details	Research@uksbs.co.uk
3.4	Estimated value of the Opportunity	£300,000.00 (excluding VAT)
3.5	Process for the submission of clarifications and Bids	<p><b>All correspondence shall be submitted within the Emptoris e-sourcing tool. Guidance Notes to support the use of Emptoris is available <a href="#">here</a>.</b></p> <p><b>Please note submission of a Bid to any email address including the Buyer <u>will</u> result in the Bid <u>not</u> being considered.</b></p>

Section 3 - Timescales		
3.6	Date of Issue of Mini Competition to all Bidders	Monday, 20 <sup>th</sup> August 2018
3.7	Latest date/time Mini Competition clarification questions should be received through Emptoris messaging system	Friday 31 <sup>st</sup> August 2018 11:00 (BST)
3.8	Latest date/time Mini Competition clarification answers should be sent to all potential Bidders by the Buyer through Emptoris	Monday 3 <sup>rd</sup> September 2018
3.9	Latest date/time Mini Competition Bid shall be submitted through Emptoris	Monday, 10 <sup>th</sup> September 2018 11:00 (BST)
3.10	Anticipated rejection of unsuccessful Bids date	Thursday, 20 <sup>th</sup> September 2018

3.12	Anticipated Award Date	Thursday, 20 <sup>th</sup> September 2018
3.13	Anticipated Call Off Contract Start Date	Monday, 24 <sup>th</sup> September 2018
3.14	Anticipated Call Off Contract End Date	Friday, 19 <sup>th</sup> April 2019
3.15	Bid Validity Period	60 Working Days
3.16	Framework and Lot the procurement should be based on	<b>BIS Research &amp; Evaluation Framework CR150025 LOT 1</b>

## Section 4 – Specification

### BACKGROUND

**The Office for Product Safety & Standards** (“the Office”) was established by BEIS in January 2018 in order to enhance protections for individuals, families and communities while driving forward increased productivity, growth and business confidence.

Deepening our understanding of consumer attitudes towards product safety is a key priority for the Office and is central to our strategic vision.

#### Background

The Government’s limited knowledge of consumer attitudes to product safety was noted in the February 2016 Lynn Faulds Wood review of the product recall system.

In August 2016 a fire caused by a faulty tumble dryer in West London led to a large-scale consumer safety notification process which further highlighted the need to understand consumer behaviours and attitudes to product safety.

In response, BEIS commissioned a report on “Product Recall Effectiveness, based on Experimental Evidence” (June 2017) This included:

- A literature review of relevant scientific studies
- Testing product recall messages with a consumer panel
- An analysis of information provided by Whirlpool following the West London fire and subsequent public safety notifications

This research focussed on recall notices specifically and did not address wider underlying factors that underpin consumer engagement/lack of engagement in product safety.

Given the breadth and volume of product safety incidents – many of which are unreported or are ‘near misses’ – it is useful to understand the overarching attitudes and decision-making processes of consumers with respect to product safety, beyond making improvements to the recall system.

Further work is therefore required in the form of a consumer survey to address the evidence gaps on consumer attitudes to product safety. This will give Government a clearer understanding of the current situation, and hence be able to design any interventions for best impact.

#### Strategic Context

This project is commissioned through the governance framework of the Strategic Research Programme (SRP). The SRP was launched by the Office in May 2018 to commission high-quality science-based research, strengthening the evidence base for the development of product safety policy, delivery and enforcement.

It forms part of a wider programme of behavioural insights research which includes:

- A literature review on consumer/retailer/manufacturer/importer engagement in product safety
- A Behavioural Insights trial exploring low rates of consumer product registration
- A Behavioural Insights trial exploring low consumer response rates to product recalls
- 

## AIMS AND OBJECTIVES

The aim of this project is to develop a comprehensive data set illustrating UK consumer attitudes to the product safety regime (non-food products only).

The objectives are:

- To understand consumer **awareness** of the product safety system
- To understand factors that affect **perceptions of safety** and risk
- To consider consumer assumptions regarding the **role of different actors** in the product safety system, including the role of Government

The tenderer is invited to carry out qualitative interviews and subsequently design/conduct a quantitative survey in response to the above objectives.

Below is a list of suggested lines of enquiry although it is acknowledged that only some of these questions can be fully addressed within the indicative budget. The tender response should explain the basis for prioritisation.

## CONSUMER AWARENESS

- How aware are consumers of the product safety system and product safety enforcement? Are consumers able to think of recent examples of product safety enforcement?
- What do consumers believe the system does?
- Do consumers feel the product safety system benefits them?

## PERCEPTIONS OF SAFETY AND INFLUENCING FACTORS

- How do consumers perceive 'safe' and how does this differ from legal definitions of 'safe'?
- Do perceptions of safety affect purchasing decisions?
- Are certain types of products considered safer than others? If so, which?
- Are certain types of products considered to present a higher risk of being unsafe? If so, which?
- What factors influence perceptions about safety: branding, price, appearance, new/second-hand, country of origin, certification, seasonal variations, mode of purchasing (i.e. online, physical outlets) etc.
- How do different types of communication affect perceptions of product safety?
- Do perceptions of product safety differ according to **socio-economic background, age, ethnic groups**, region, gender, digital skills, family situation, and living arrangements (the categories in the bold should be the principle demographic variables tested)

## THE ROLE OF DIFFERENT ACTORS IN THE PRODUCT SAFETY SYSTEM

- Who do consumers trust in the product safety system?
- How do consumers perceive the role of consumer bodies and charities in the product safety system?
- How do consumers perceive the role of business in product safety (and how this differs depending on business type, e.g. domestic vs. international, small vs. large business, etc)
- Do consumers believe the government is doing enough, too much, or too little to enforce product safety?
- What potential improvements would consumers like to see in the product safety system?

## METHODOLOGY

We anticipate conducting qualitative interviews (phase 1) which will help shape survey questions (phase 2).

We expect phase 2 to yield quantitative data that is representative of the UK population (4,000 sample size indicative) with sufficient variation in **socio-economic background, age, ethnicity**, region, gender, digital skills, family situation, and living arrangements to allow for analysis of these variables.

We are open to either telephone or face-to-face interviews providing contractors are able to demonstrate the efficacy of chosen option and the associated risks (i.e. role of the interviewer, engagement of the participant etc.)

Costings (supplied with detailed breakdown) should reflect the chosen approach.

**Data needs to be processed and handled legally, ethically, and transparently. This includes earmarking, data minimisation, and accountability. Contractors must clearly inform participants about the purpose of the survey and how their data. Participants must then be given the choice whether or not to consent to the survey. Contractors are obliged to review the GDPR for more details.**

## DELIVERABLES

The detailed Deliverables should be specified as part of the Tender response and will be agreed with the Project Manager before commencement of work. As a minimum, we would expect to see:

- Inception report, capturing the agreed programme of work, the questionnaire to be distributed, and measures to avoid selection bias and achieve required demographic spread
- A comprehensive risk register
- Interim report capturing the outputs of in-depth interviews
- Dataset of survey results
- Draft final report. This shall be reviewed and returned to the contractor (there shall be

no restriction on the number of iterations required to finalise the report to a sufficiently high standard).

- Final accepted report and a separate summary report of key findings. (Quality Assurance must be given and signed by a senior manager within the contracted organisation).
- A creative and engaging slide pack summarising the findings

There shall be a formal kick off meeting at BEIS London office and short, regular project meetings

## Section 5 – Evaluation of Bids

The evaluation model below shall be used for this Mini Competition, which will be determined to two decimal places.

Where a question is ‘for information only’ it will not be scored.

To maintain a high degree of rigour in the evaluation of your bid, a process of moderation will be undertaken to ensure consistency by all evaluators.

After moderation the scores will be finalised by performing a calculation to identify (at question level) the mean average of all evaluators (Example – a question is scored by three evaluators and judged as scoring 5, 5 and 6. These scores will be added together and divided by the number of evaluators to produce the final score of 5.33 ( $5+5+6 = 16 \div 3 = 5.33$ ))

Pass / fail criteria		
Questionnaire	Q No.	Question subject
Commercial	SEL3.12	Cyber Essentials
Commercial	SEL3.13	General Data Protection Regulations (GDPR)
Commercial	FOI1.1	Freedom of Information Exemptions
Commercial	AW1.1	Form of Bid
Commercial	AW1.3	Certificate of Bona Fide Bid
Commercial	AW4.1	Contract Terms
Price	AW5.1	Maximum Budget
Price	AW5.5	E Invoicing
Price	AW5.6	Implementation of E-Invoicing
Quality	AW6.1	Compliance to the Specification
-	-	Invitation to Quote – received on time within e-sourcing tool

## Scoring criteria

### Evaluation Justification Statement

In consideration of this particular requirement UK SBS has decided to evaluate Potential Providers by adopting the weightings/scoring mechanism detailed within this Mini Competition. UK SBS considers these weightings to be in line with existing best practice for a requirement of this type.

Questionnaire	Q No.	Question subject	Maximum Marks
Price	AW5.2	Price	20%
Quality	PROJ1.1	Approach	40%
Quality	PROJ1.2	Staff to Deliver	10%
Quality	PROJ1.3	Understanding the Environment	15%
Quality	PROJ1.4	Project Plan and Timescales	15%

## Evaluation of criteria

### Non-Price elements

Each question will be judged on a score from 0 to 100, which shall be subjected to a multiplier to reflect the percentage of the evaluation criteria allocated to that question.

Where an evaluation criterion is worth 20% then the 0-100 score achieved will be multiplied by 20.

**Example** if a Bidder scores 60 from the available 100 points this will equate to 12% by using the following calculation: Score/Total Points available multiplied by 20 ( $60/100 \times 20 = 12$ )

Where an evaluation criterion is worth 10% then the 0-100 score achieved will be multiplied by 10.

**Example** if a Bidder scores 60 from the available 100 points this will equate to 6% by using the following calculation: Score/Total Points available multiplied by 10 ( $60/100 \times 10 = 6$ )

The same logic will be applied to groups of questions which equate to a single evaluation criterion.

The 0-100 score shall be based on (unless otherwise stated within the question):

0	The Question is not answered or the response is completely unacceptable.
10	Extremely poor response – they have completely missed the point of the question.
20	Very poor response and not wholly acceptable. Requires major revision to the response to make it acceptable. Only partially answers the requirement, with major deficiencies and little relevant detail proposed.
40	Poor response only partially satisfying the selection question requirements with deficiencies apparent. Some useful evidence provided but response falls well short of expectations. Low probability of being a capable supplier.
60	Response is acceptable but remains basic and could have been expanded upon. Response is sufficient but does not inspire.
80	Good response which describes their capabilities in detail which provides high levels of assurance consistent with a quality provider. The response includes a full description of techniques and measurements currently employed.
100	Response is exceptional and clearly demonstrates they are capable of meeting the requirement. No significant weaknesses noted. The response is compelling in its description of techniques and measurements currently employed, providing full assurance consistent with a quality provider.

All questions will be scored based on the above mechanism. Please be aware that the final score returned may be different as there will be multiple evaluators and their individual scores after a moderation process will be averaged (mean) to determine your final score.

**Example**

Evaluator 1 scored your bid as 60

Evaluator 2 scored your bid as 60

Evaluator 3 scored your bid as 50

Evaluator 4 scored your bid as 50

Your final score will  $(60+60+50+50) \div 4 = 55$

**Price elements** will be judged on the following criteria.

The lowest price for a response which meets the pass criteria shall score 100. All other bids shall be scored on a pro rata basis in relation to the lowest price. The score is then subject to a multiplier to reflect the percentage value of the price criterion.

For example - Bid 1 £100,000 scores 100,  
Bid 2 £120,000 differential of £20,000 or 20% remove 20% from price scores 80  
Bid 3 £150,000 differential £50,000 remove 50% from price scores 50.  
Bid 4 £175,000 differential £75,000 remove 75% from price scores 25.  
Bid 5 £200,000 differential £100,000 remove 100% from price scores 0.  
Bid 6 £300,000 differential £200,000 remove 100% from price scores 0.

Where the scoring criterion is worth 50% then the 0-100 score achieved will be multiplied by 50

In the example if a supplier scores 80 from the available 100 points this will equate to 40% by using the following calculation: Score/Total Points multiplied by 50 ( $80/100 \times 50 = 40$ )

The lowest score possible is 0 even if the price submitted is more than 100% greater than the lowest price.

## Section 6 – Evaluation questionnaire

Bidders should note that the evaluation questionnaire is located within the **e-sourcing questionnaire**.

Guidance on completion of the questionnaire is available at <http://www.uksbs.co.uk/services/procure/Pages/supplier.aspx>

**PLEASE NOTE THE QUESTIONS ARE NOT NUMBERED SEQUENTIALLY**

## Section 7 – General Information

### What makes a good bid – some simple do's 😊

#### DO:

- 7.1 Do comply with Procurement document instructions. Failure to do so may lead to disqualification.
- 7.2 Do provide the Bid on time, and in the required format. Remember that the date/time given for a response is the last date that it can be accepted; we are legally bound to disqualify late submissions.
- 7.3 Do ensure you have read all the training materials to utilise e-sourcing tool prior to responding to this Bid. If you send your Bid by email or post it will be rejected.
- 7.4 Do use Microsoft Word, PowerPoint Excel 97-03 or compatible formats, or PDF unless agreed in writing by the Buyer. If you use another file format without our written permission we may reject your Bid.
- 7.5 Do ensure you utilise the Emptoris messaging system to raise any clarifications to our Mini Competition. You should note that typically we will release the answer to the question to all bidders and where we suspect the question contains confidential information we may modify the content of the question to protect the anonymity of the Bidder or their proposed solution
- 7.6 Do answer the question, it is not enough simply to cross-reference to a 'policy', web page or another part of your Bid, the evaluation team have limited time to assess bids and if they can't find the answer, they can't score it.
- 7.7 Do consider who your customer is and what they want – a generic answer does not necessarily meet every customer's needs.
- 7.8 Do reference your documents correctly, specifically where supporting documentation is requested e.g. referencing the question/s they apply to.
- 7.9 Do provide clear and concise contact details; telephone numbers, e-mails and fax details.
- 7.10 Do complete all questions in the questionnaire or we may reject your Bid.
- 7.11 Do check and recheck your Bid before dispatch.

## What makes a good bid – some simple do not's ☹

### DO NOT

- 7.12 Do not cut and paste from a previous document and forget to change the previous details such as the previous buyer's name.
- 7.13 Do not attach 'glossy' brochures that have not been requested, they will not be read unless we have asked for them. Only send what has been requested and only send supplementary information if we have offered the opportunity so to do.
- 7.14 Do not share the Procurement documents, they are confidential and should not be shared with anyone without the Buyers written permission.
- 7.15 Do not seek to influence the procurement process by requesting meetings or contacting UK SBS or the Customer to discuss your Bid. If your Bid requires clarification the Buyer will contact you.
- 7.16 Do not contact any UK SBS staff or Customer staff without the Buyers written permission or we may reject your Bid.
- 7.17 Do not collude to fix or adjust the price or withdraw your Bid with another Party as we will reject your Bid.
- 7.18 Do not offer UK SBS or Customer staff any inducement or we will reject your Bid.
- 7.19 Do not seek changes to the Bid after responses have been submitted and the deadline for Bids to be submitted has passed.
- 7.20 Do not cross reference answers to external websites or other parts of your Bid, the cross references and website links will not be considered.
- 7.21 Do not exceed word counts, the additional words will not be considered.
- 7.22 Do not make your Bid conditional on acceptance of your own Terms of Contract, as your Bid will be rejected.

## Some additional guidance notes

- 7.23 All enquiries with respect to access to the e-sourcing tool and problems with functionality within the tool may be submitted to Crown Commercial Service (CCS – previously Government Procurement Service), Telephone 0345 010 3503.
- 7.24 Bidders will be specifically advised where attachments are permissible to support a question response within the e-sourcing tool. Where they are not permissible any attachments submitted will not be considered.
- 7.25 Question numbering is not sequential and all questions which require submission are included in the Section 6 Evaluation Questionnaire.
- 7.26 Any Contract offered may not guarantee any volume of work or any exclusivity of supply.
- 7.27 We do not guarantee to award any Contract as a result of this procurement
- 7.28 All documents issued or received in relation to this procurement shall be the property of UK SBS.
- 7.29 We can amend any part of the procurement documents at any time prior to the latest date / time Bids shall be submitted through Emptoris.
- 7.30 If you are a Consortium you must provide details of the Consortiums structure.
- 7.31 Bidders will be expected to comply with the Freedom of Information Act 2000 or your Bid will be rejected.
- 7.32 Bidders should note the Government's transparency agenda requires your Bid and any Contract entered into to be published on a designated, publicly searchable web site. By submitting a response to this Mini Competition Bidders are agreeing that their Bid and Contract may be made public
- 7.33 Your bid will be valid for 60 days or your Bid will be rejected.
- 7.34 Bidders may only amend the Special terms if you can demonstrate there is a legal or statutory reason why you cannot accept them. If you request changes to the Contract and UK SBS fail to accept your legal or statutory reason is reasonably justified we may reject your Bid.
- 7.35 We will let you know the outcome of your Bid evaluation and where requested will provide a written debrief of the relative strengths and weaknesses of your Bid.
- 7.36 If you fail mandatory pass / fail criteria we will reject your Bid.
- 7.37 Bidders are required to use IE8, IE9, Chrome or Firefox in order to access the functionality of the Emptoris e-sourcing tool.

- 7.38 Bidders should note that if they are successful with their proposal UK SBS reserves the right to ask additional compliancy checks prior to the award of any Call Off Contract. In the event of a Bidder failing to meet one of the compliancy checks UK SBS may decline to proceed with the award of the Call Off Contract to the successful Bidder.
- 7.39 All timescales are set using a 24 hour clock and are based on British Summer Time or Greenwich Mean Time, depending on which applies at the point when Date and Time Bids shall be submitted through Emptoris
- 7.40 All Central Government Departments and their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further, the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement - including ensuring value for money and related aspects of good procurement practice.

For these purposes, UK SBS may disclose within Government any of the Bidders documentation/information (including any that the Bidder considers to be confidential and/or commercially sensitive such as specific bid information) submitted by the Bidder to UK SBS during this Procurement. The information will not be disclosed outside Government. Bidders taking part in this Mini Competition consent to these terms as part of the competition process.

- 7.41 From 2nd April 2014 the Government is introducing its new Government Security Classifications (GSC) classification scheme to replace the current Government Protective Marking System (GPMS). A key aspect of this is the reduction in the number of security classifications used. All Bidders are encouraged to make themselves aware of the changes and identify any potential impacts in their Bid, as the protective marking and applicable protection of any material passed to, or generated by, you during the procurement process or pursuant to any Contract awarded to you as a result of this tender process will be subject to the new GSC from 2nd April 2014. The link below to the Gov.uk website provides information on the new GSC:

<https://www.gov.uk/government/publications/government-security-classifications>

UK SBS reserves the right to amend any security related term or condition of the draft contract accompanying this Mini Competition to reflect any changes introduced by the GSC. In particular where this Mini Competition is accompanied by any instructions on safeguarding classified information (e.g. a Security Aspects Letter) as a result of any changes stemming from the new GSC, whether in respect of the applicable protective marking scheme, specific protective markings given, the aspects to which any protective marking applies or otherwise. This may relate to the instructions on safeguarding classified information (e.g. a Security Aspects Letter) as they apply to the procurement as they apply to the procurement process and/or any contracts awarded to you as a result of the procurement process.

## USEFUL INFORMATION LINKS

- [Emptoris Training Guide](#)
- [Emptoris e-sourcing tool](#)
- [Equalities Act introduction](#)
- [Bribery Act introduction](#)

- [Freedom of information Act](#)