**The University of London**

Tender for Digital Advertising Services for the University of London

**Prequalification Questionnaire**

Contents

1. Instructions For Completing The Prequalification Questionnaire
2. The Prequalification Questionnaire

1.0 Supplier Details

2.0 Mandatory & Discretionary Exclusions

3.0 Financial Sustainability

4.0 Professional References

5.0 Supplier Case Study

6.0 Declaration

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1.0 Instructions for Completing the Prequalification Questionnaire

**1.1 General Instructions**

1. Suppliers shall ensure that they are familiar with the content of and the extent and nature of the obligations as outlined in the tender documents and shall in any event be deemed to have done so before submitting a tender.
2. Suppliers should read these instructions carefully before completing the documents in this tender pack. Failure to complete all sections of the documents may result in the rejection of the tender.
3. Suppliers are solely responsible for any costs and expenses incurred in connection with the preparation and submission of their Prequalification Questionnaire (PQQ) and tender response.
4. The PQQ and accompanying tender documents must be in the English language. All financial values within any of the submitted documentation must be provided in or converted into pounds sterling. Where official documents include financial data in a foreign currency, a sterling equivalent must be provided. All prices submitted must include VAT.
5. **PQQ queries will be taken up to 4 March 2020 at 12:00pm and must be submitted to** [**procurement@london.ac.uk**](mailto:procurement@london.ac.uk)**. Queries received by telephone will not receive a response.**
6. For audit purposes, all queries regarding the PQQ and tender must be submitted to [procurement@london.ac.uk](mailto:procurement@london.ac.uk).
7. **Completed PQQs and Supplier accounts must be converted to PDF and returned to** [**procurement@london.ac.uk**](mailto:procurement@london.ac.uk)**. Before 12:00pm on 11 March 2020. No late PQQs will be considered for this procurement exercise.**
8. Suppliers shall nominate a lead staff member to submit the PQQ and tender documents and serve as the single point of contact. Where the responding business is a partnership or consortia, responses should include contributions from all partners, consolidated into the PQQ and tender response.

**2.2 Instructions for Completing the Prequalification Questionnaire**

1. In addition to the above guidance suppliers should read these instructions carefully before completing the PQQ. Failure to comply with these requirements for completion and submission of the PQQ response may result in the rejection of the PQQ.
2. These instructions are designed to ensure that all suppliers are given equal and fair consideration. It is important therefore that you provide all the information asked for in the format and order specified. The PQQ comprises of 6 sections:
3. Supplier Details
4. Mandatory & Discretionary Exclusions
5. Financial Sustainability
6. Professional References
7. Supplier Case Study
8. Declaration
9. Suppliers need to submit 2 years of financial records at the same time as they submit their PQQ. Suppliers will also have a credit check carried out for their firm by [Creditsafe](http://www2.creditsafeuk.com) and they should achieve a 60% and greater score to be considered as a financially sustainable business.
10. Health and Safety, Equalities and Sustainability Policy documents will not be reviewed at the PQQ stage. However the successful supplier must submit these for review before contract award. If any submitted information is unclear suppliers may be asked to clarify their responses or provide additional information.
11. The University of London reserves the right to amend, add to or withdraw all or any part of this tendering exercise at any time during the procurement exercise. Notification of such an event will be provided to all suppliers.

**2.2.1 PQQ Debriefing**

At the conclusion of PQQ evaluations suppliers who have not been shortlisted will be offered debriefing to learn where their PQQ responses could have been better. Unsuccessful suppliers should notify the University of London in writing if they wish debriefing information; requests must be made within 15 days of the announcement of the winning tender. The University of London will debrief unsuccessful suppliers within 15 days of receiving the request.

**2.4 Evaluation of Prequalification Questionnaires**

1. This section of guidance explains how PQQs will be scored. This tender is a “two stage” tender, where suppliers are required to complete the PQQ first and return for evaluation; this is stage one. The University of London will evaluate and score the PQQs and select the highest scoring 5-8 PQQs to invite to tender. In stage two these shortlisted suppliers are invited to tender. The pack of tender documents, including the full specification, tender response document, terms and conditions and pricing spreadsheet will be sent to shortlisted suppliers to complete. The highest scoring tender submitted by the shortlisted suppliers will be awarded the contract.
2. Suppliers are strongly advised to read the following section thoroughly so they will understand the evaluation methodology employed. At the end of this section is a worked example of how a tender could be scored in this procurement exercise.

**2.4.1 Weighting & Scoring Matrices for PQQs**

1. PQQs will be scored on a pass or fail system and a numerically weighted and scored system. All numerically scored sections will have criteria weighted in importance using a 1-5 matrix; 1 being of low importance and 5 being highest in importance:

|  |  |
| --- | --- |
| **1** | Low Importance |
| **2** | Not Very Important |
| **3** | Important |
| **4** | Very Important |
| **5** | Extremely Important |

1. PQQ scoring will be based on a 0-5 scoring scale; 0 is the lowest possible score and 5 is the highest. Each criterion will be scored based upon the descriptions in the table below:

|  |  |  |
| --- | --- | --- |
| **Score** | **Description** | **Definition** |
| **0** | Failure | Failed to provide a response to the question. |
| **1** | Unacceptable | An unacceptable response. There is poor evidence of the skill and experience sought; a high risk that relevant skills will not be available. |
| **2** | Less Than Acceptable | The response lacks convincing evidence of the skill and experience sought and a lack of real understanding of the requirement or evidence of ability to deliver. A medium risk that relevant skills or requirement will not be available. |
| **3** | Acceptable | 3 is an acceptable response and information presented by the supplier provides evidence that they have the required level of skill and experience sought. |
| **4** | Above Acceptable | The response demonstrates real understanding of the requirement and evidence of ability to meet it. Good experience of the specific provision required or relevant experience of comparable service or supply provision is shown. |
| **5** | Excellent | The response provides real confidence based on experience of the service or supply provision required. Response indicates that the supplier will add real value to the organisation with excellent skills and a deep understanding of the service or supply requested. |

1. Criteria will be scored as **Weight X Score = Final Score**. All scores will be added together to create a final score.

**2.4.2 PQQ Evaluation**

1. All PQQs submitted before the return deadline will be evaluated and scored. The table below shows the PQQ elements that are scored as pass or fail and those that are numerically weighted and scored:

|  |  |  |  |
| --- | --- | --- | --- |
| **Section Name** | **Weighting** | **Scoring** | **Notes** |
| Supplier Details | Pass or Fail | Pass or Fail | * This section must be completed in full. |
| Mandatory & Discretionary Exclusions | Pass or Fail | Pass or Fail | * All questions must be answered as required. * Mandatory Exclusions must be answered as “no” * Discretionary Exclusions should be answered as “no” |
| Financial Sustainability | Pass or Fail  Credit Check Minimum 60% | Pass or Fail | * 2 years of the supplier’s audited accounts must be submitted with the PQQ before the deadline and the insurance section must be completed * A credit check will be carried out using the [Creditsafe](http://www2.creditsafeuk.com/) system and the supplier should achieve a minimum score of 60 out of 100 |
| Professional References | 4 | Scored on a 0-5 Basis | * 3 positive, relevant references must be provided in order to pass this section * References should be for work of a similar nature, value and complexity |
| Supplier Case Study | 5 | Scored on a 0-5 Basis | * Case studies will be reviewed based upon the quality, relevance and skill that is demonstrated, as a reflection of the supplier’s knowledge and experience |
| Declaration | Pass or Fail | Pass or Fail | * This section must be completed and signed |

1. The top scoring 3-5 suppliers in the PQQ will be invited to tender. Suppliers who do not pass the PQQ or do not score high enough to be shortlisted will not be considered for further competition.

**2.5 Prequalification Evaluation: Worked Example**

This section provides suppliers with worked examples of how a PQQ could be scored in this tendering exercise. For the purposes of this example the subject will be supplier ABC Digital Advertising Services Company. ABC have responded to the advertised tender, completed their PQQ and uploaded it to the website before the return date.

**2.5.1 PQQ Evaluation**

1. The PQQ for ABC’s tender is reviewed and scored. The score sheet for their PQQ is below:

|  |  |  |  |
| --- | --- | --- | --- |
| **Section Name** | **Weight** | **Score** | **Notes** |
| Supplier Details | Pass or Fail | Pass | This section was completed in full |
| Mandatory & Discretionary Exclusions | Pass or Fail | Pass | All questions were answered positively and there were no grounds to exclude the supplier from the competition |
| Financial Sustainability | Pass or Fail  Credit Check Minimum 60% | Pass | * 2 years of the supplier’s audited accounts were submitted and they appear to be financially stable * A credit check was carried out and ABC’s score was 87 out of 100 * ABC does not have all the required insurances in place but have stated that they are prepared to purchase the insurance if they are awarded a contract |
| Professional References | 4 | Reference 1: 5  Reference 2: 3  Reference 3: 4  Subtotal: 12  **Total: 48**  **(weight X score)** | 3 positive, relevant references were returned; all were for similar work with similar values and complexity. Referees returned the following scores |
| Supplier Case Study | 5 | 5  **Total: 25**  **(weight X score)** | The case study ABC returned was relevant and for a similar contract for a similar value. The case study information showed ABC’s knowledge and experience in dealing with the quality, efficiency and customer service aspects of the project |
| Declaration | Pass or Fail | Pass | This section was completed and signed |

**ABC Digital Advertising Services Company passed all the pass or fail sections of the PQQ and had a final score of 73 out of a possible maximum score of 85. ABC was subsequently shortlisted and they were invited to tender.**

2.0 The Prequalification Questionnaire

Contents

1. Supplier Details
2. Mandatory & Discretionary Exclusions
3. Financial Sustainability
4. Professional References
5. Supplier Case Study
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|  |
| --- |
| 1. Supplier Details |

|  |  |  |  |
| --- | --- | --- | --- |
| **a.** | Full name of your business or organisation - or of the business or organisation acting as lead contact where a consortium bid is being submitted |  | |
| **b.** | Contact name: |  | |
| **c.** | Address: |  | |
| **d.** | Post code: |  | |
| **e.** | Country: |  | |
| **f.** | Phone: |  | |
| **g.** | Mobile: |  | |
| **h.** | Email: |  | |
| **i.** | Registered office address (if different from above) |  | |
| **j.** | Company or charity registration number |  | |
| **k.** | VAT registration number |  | |
| **l.** | Name of immediate parent company |  | |
| **m.** | Name of ultimate parent company |  | |
| **n.** | Please indicate if your business is a: |  | Sole trader  Private company  Public limited company  Partnership  Voluntary sector business  Social enterprise  Charity  Other |
| **o.** | If “Other” please provide details: |  | |

|  |
| --- |
| 1. Mandatory & Discretionary Exclusions |

1. Mandatory Exclusions

Please state ‘Yes’ or ‘No’ to each question. It is mandatory in the PQQ that the questions below are answered negatively; if a supplier cannot answer ‘No’ to every question in this section the PQQ will not be approved. For questions regarding the completion of this form, suppliers should contact the relevant staff member or the project’s first point of contact at the University.

**Has your organisation or any directors or partner or any other person who has powers of representation, decision or control been convicted of any of the following offences?**

|  |  |  |
| --- | --- | --- |
| **i** | Conspiracy within the meaning of section 1 of the [Criminal Law Act 1977](http://www.legislation.gov.uk/ukpga/1977/45) where that conspiracy relates to participation in a criminal organisation as defined in [Article 2(1) of Council Joint Action 98/733/JHA (as amended)](http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A31998F0733) | Yes  No |
| **ii** | Corruption within the meaning of section 1 of the [Bribery Act 2010](http://www.legislation.gov.uk/ukpga/2010/23/contents) | Yes  No |
| **iii** | The offence of bribery, where the offence relates to active corruption | Yes  No |
| **iv** | Bribery within the meaning of section 1 or 6 of the [Bribery Act 2010](http://www.legislation.gov.uk/ukpga/2010/23/contents) | Yes  No |
| **v** | The offence of cheating the Revenue | Yes  No |
| **vi** | The offence of conspiracy to defraud | Yes  No |
| **vii** | Fraud or theft within the meaning of the [Theft Act 1968](http://www.legislation.gov.uk/ukpga/1968/60/contents) and the [Theft Act 1978](http://www.legislation.gov.uk/ukpga/1978/31) | Yes  No |
| **viii** | Fraudulent trading within the meaning of section 458 of [the Companies Act 1985](http://www.legislation.gov.uk/ukpga/1985/6/contents) or section 993 of the [Companies Act 2006](http://www.legislation.gov.uk/ukpga/2006/46/contents) | Yes  No |
| **ix** | Fraudulent evasion within the meaning of section 170 of the [Customs and Excise Management Act 1979](http://www.legislation.gov.uk/ukpga/1979/2/section/139) or section 72 of the [Value Added Tax Act 1994](http://www.legislation.gov.uk/ukpga/1994/23/contents) | Yes  No |
| **x** | Defrauding the Customs within the meaning of the [Customs and Excise Management Act 1979](http://www.legislation.gov.uk/ukpga/1979/2/contents) and the [Value Added Tax Act 1994](http://www.legislation.gov.uk/ukpga/1994/23/contents) | Yes  No |
| **xi** | Destroying, defacing or concealing of documents or procuring the extension of a valuable security within the meaning of section 20 of the [Theft Act 1968](http://www.legislation.gov.uk/ukpga/1968/60/contents) | Yes  No |
| **xii** | Fraud within the meaning of section 2, 3, 4 or 7 of the [Fraud Act 2006](http://www.legislation.gov.uk/ukpga/2006/35/contents) | Yes  No |
| **xiii** | Money laundering within the meaning of section 340(11) of the [Proceeds of Crime Act 2002](http://www.legislation.gov.uk/ukpga/2002/29/contents) | Yes  No |
| **xiv** | An offence in connection with the proceeds of criminal conduct within the meaning of section 93A, 93B or 93C of the [Criminal Justice Act 1988](http://www.legislation.gov.uk/ukpga/1988/33/contents) or article 45, 46 or 47 of the [Proceeds of Crime (Northern Ireland) Order 1996](http://www.legislation.gov.uk/nisr/2016/33/made) | Yes  No |
| **xv** | An offence in connection with the proceeds of drug trafficking within the meaning of section 49, 50 or 51 of the [Drug Trafficking Act 1994](http://www.legislation.gov.uk/ukpga/1994/37/part/I) | Yes  No |
| **xvi** | Any offence that includes non-compliance with the [Immigration, Asylum and Nationality Act 2006](http://www.legislation.gov.uk/ukpga/2006/13/contents), ensuring that your staff are eligible to work in the UK | Yes  No |
| **xvii** | An offence under section 2 or section 4 of the [Modern Slavery Act 2015](http://www.legislation.gov.uk/ukpga/2015/30/contents/enacted) | Yes  No |

1. Discretionary Exclusions: General

Please state ‘Yes’ or ‘No’ to each question below. Suppliers may be excluded from consideration if they answer ‘Yes’ to any of the following questions. However the University may decide to allow suppliers to proceed further, upon receipt of further information. For questions that suppliers answered with a ‘Yes’, suppliers should set out (in a separate document) full details of the relevant incident and any remedial action that was taken. The information provided will be taken into account by the University in considering whether or not a supplier will be able to proceed any further in this procurement exercise.

**Is any of the following true of your business or organisation?**

|  |  |  |
| --- | --- | --- |
| **i** | Being an individual, is bankrupt or has had a receiving order or administration order or bankruptcy restrictions order made against him or has made any composition or arrangement with or for the benefit of his creditors or has not made any conveyance or assignment for the benefit of his creditors or appears unable to pay or to have no reasonable prospect of being able to pay, a debt within the meaning of section 268 of the Insolvency Act 1986, or article 242 of the Insolvency (Northern Ireland) Order 1989, or in Scotland has granted a trust deed for creditors or become otherwise apparently insolvent, or is the subject of a petition presented for sequestration of his estate, or is the subject of any similar procedure under the law of any other state | Yes  No |
| **ii** | Being a partnership constituted under Scots law, has granted a trust deed or become otherwise apparently insolvent, or is the subject of a petition presented for sequestration of its estate | Yes  No |
| **iii** | Being a company or any other entity within the meaning of section 255 of the [Enterprise Act 200](http://www.legislation.gov.uk/ukpga/2002/40/contents)2 has passed a resolution or is the subject of an order by the court for the company’s winding up otherwise than for the purpose of bona fide reconstruction or amalgamation, or had a receiver, manager or administrator on behalf of a creditor appointed in respect of the company’s business or any part thereof or is the subject of similar procedures under the law of any other state | Yes  No |
| **iv** | Has your organisation been convicted of a criminal offence relating to the conduct of your business or profession? | Yes  No |
| **v** | Has your organisation committed an act of grave misconduct in the course of your business or profession? | Yes  No |
| **vi** | Has your organisation failed to fulfil obligations relating to the payment of social security contributions under the law of any part of the United Kingdom or of the relevant State in which you are established? | Yes  No |
| **vii** | Has your organisation failed to fulfil obligations relating to the payment of taxes under the law of any part of the United Kingdom or of the relevant State in which you are established? | Yes  No |
| **viii** | Does your firm have a poor credit rating? All suppliers will be credit checked using the Credit Safe system. A supplier’s credit rating should be scored at a minimum of 60% to be considered a financially sustainable business | Yes  No |
| **ix** | [Credit Safe](http://www2.creditsafeuk.com/) Report Score: |  |

1. Discretionary Exclusion: Conflict of Interest

The University of London is governed by the University of London Act 2018 and by the Statutes made under it. The governing body of the University is the Board of Trustees and the principal officer is the Vice-Chancellor. Suppliers who work for the University of London must be aware of the corporate governance structures of the University and observe the rules set out in the governance document [Ordinance 8 Registration and Declaration of Interests](http://www.london.ac.uk/977.html). Please answer ‘Yes’ or ‘No’ to the question below:

|  |  |  |
| --- | --- | --- |
| **i** | Do you agree to observe the rules set out in the governance document Ordinance 8 Registration and Declaration of Interests? | Yes  No |

Please answer ‘Yes’ or ‘No’ to questions ii-v below. If you answered ‘Yes’ to any of these questions, please identify the pertinent individual(s) and their relationship to your company and any other relevant information in the space vi, below. If suppliers cannot answer ‘No’ to every question it is possible that the application might not be accepted. In the event that any of the following do apply, please provide full details in space vi, including any remedial action that was taken. The information provided will be taken into account by the University in considering whether or not a supplier will be able to proceed any further in respect of this procurement exercise.

|  |  |  |
| --- | --- | --- |
| **ii** | Does any member of the University Of London Board Of Trustees (a “Trustee”) serve as an officer or director of your company? | Yes  No |
| **iii** | Does any immediate family member (spouse or dependent child) of a Trustee have an ownership interest in your company? | Yes  No |
| **iv** | Does any University of London employee or their immediate family member serve as an officer, director, partner or sole proprietor of your company? | Yes  No |
| **v** | Are you aware of any other circumstances that could constitute a conflict of interest with the University? | Yes  No |
| **vi** | In the space below please provide information on the above questions, if required: | |
|  |  | |

|  |
| --- |
| 1. Financial Sustainability |

Supplier responses to this section will be used to undertake an assessment of your firm’s economic and financial standing. Suppliers will be contacted by the University if this assessment identifies that a parent or other type of guarantee is required.

1. Financial Information

|  |  |
| --- | --- |
| Please submit 1 set of copies of your firm’s audited accounts for the most recent 2 years | |
| Have you submitted your audited accounts along with your completed PQQ? | Yes  No |

1. Insurance

|  |  |  |
| --- | --- | --- |
| **i** | Public liability insurance is required and the minimum amount the supplier must hold is £10 million. Please confirm that you have this in place: | Yes  No |
| **ii** | Employer’s liability insurance is required and the minimum amount the supplier must hold is £10 million. Please confirm that you have this in place: | Yes  No |
| **iii** | Professional Indemnity insurance is required and the minimum amount the supplier must hold is £2 million. Please confirm that you have this in place: | Yes  No |
| **iv** | If you do not have the above insurances in place, confirm here that you will obtain them if you are awarded the contract: | Yes  No |

|  |
| --- |
| 1. Professional References |

1. Professional References

Please provide details of 3 commercial contracts that are relevant to the requirements in this tender. These will be used to undertake an assessment of the supplier’s technical and professional ability to provide the services required in this tender. **Each reference will be scored; the weighting for this capability is set at 4.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **Referee 1** | **Referee 2** | **Referee 3** |
| **i** | Customer business or organisation (name): |  |  |  |
| **ii** | Customer contact name, phone number and email: |  |  |  |
| **iii** | Contract start date: |  |  |  |
| **iv** | Contract completion date: |  |  |  |
| **v** | Total contract value: |  |  |  |
| **vi** | Brief description of the contract (max 150 words) including evidence as to your capability in this market: |  |  |  |
| **vii** | If you cannot provide three references, please briefly explain why (100 words max) | | | |
|  | | | | |

|  |
| --- |
| 1. Supplier Case Study |

Suppliers must prepare a case study for this PQQ that demonstrates their past experience, skills and expertise in planning, implementing and evaluating effective digital marketing campaigns. The case study must be written directly into this Word document using the headings below; case studies submitted as separate documents will not be reviewed. Please limit the text to no more than 3000 words. **Case studies will be scored; the weighting for this capability is set at 5.**

|  |
| --- |
| 1. Project Summary   *(Include the name of contract or project, the customer business name, phone number and email. Include the contract start and completion dates and the final or estimated contract value)*   1. Strategy and Planning (including details of research) 2. Project Implementation (include details of testing, tracking, optimisation and technology used) 3. Campaign performance including conversion metrics and ROI   **5.0 Any learnings or ideas for what could be improved** |

|  |
| --- |
|  |
| 1. Declaration |

I declare that to the best of my knowledge the answers submitted in this Prequalification Questionnaire are correct. I understand that the information will be used in the process to assess my firm’s suitability to be invited to tender for the University’s requirement and I am signing on behalf of my business. I understand that the University will review and score this PQQ and may reject it there is a failure to answer all relevant questions fully and as required or if I provide false or misleading information.

Form Completed By

Name:

Date:

Signature: