



Mini Competition

questions

**Mini Competition against an existing Framework Agreement (MC)
on behalf of **UK Research and Innovation (UKRI)****

**Subject: **ISCF Ageing Society: Campaigns and Communications
challenges****

Sourcing reference number **CS18071**

COMMERCIAL QUESTIONNAIRE

SEL1.1	Please state the full legal name and address and contact details of the organisation tendering (or organisation acting as lead contact where a consortium bid is being submitted).																								
Bidder guidance	<p>The information should be based on the details of the organisation bidding (or organisation acting as lead contact where a consortium bid is being submitted).</p> <p>This is the legal entity with whom we will Contract if successful.</p>																								
Scoring criteria	For information only																								
Bidder response	<table border="1"> <thead> <tr> <th colspan="2" data-bbox="424 680 1386 714">Table</th> </tr> </thead> <tbody> <tr> <td data-bbox="424 721 908 777">Bidders full legal name</td> <td data-bbox="916 721 1386 777"></td> </tr> <tr> <td data-bbox="424 784 908 840">Address line 1</td> <td data-bbox="916 784 1386 840"></td> </tr> <tr> <td data-bbox="424 846 908 902">Address line 2</td> <td data-bbox="916 846 1386 902"></td> </tr> <tr> <td data-bbox="424 909 908 965">Address line 3</td> <td data-bbox="916 909 1386 965"></td> </tr> <tr> <td data-bbox="424 972 908 1028">Address line 4</td> <td data-bbox="916 972 1386 1028"></td> </tr> <tr> <td data-bbox="424 1034 908 1090">Town / City</td> <td data-bbox="916 1034 1386 1090"></td> </tr> <tr> <td data-bbox="424 1097 908 1153">Country</td> <td data-bbox="916 1097 1386 1153"></td> </tr> <tr> <td data-bbox="424 1160 908 1216">Post code (or equivalent)</td> <td data-bbox="916 1160 1386 1216"></td> </tr> <tr> <td data-bbox="424 1223 908 1279">Bidder contact</td> <td data-bbox="916 1223 1386 1279"></td> </tr> <tr> <td data-bbox="424 1285 908 1341">Telephone No.</td> <td data-bbox="916 1285 1386 1341"></td> </tr> <tr> <td data-bbox="424 1348 908 1404">Email</td> <td data-bbox="916 1348 1386 1404"></td> </tr> </tbody> </table>	Table		Bidders full legal name		Address line 1		Address line 2		Address line 3		Address line 4		Town / City		Country		Post code (or equivalent)		Bidder contact		Telephone No.		Email	
Table																									
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SEL3.12	<p>Cyber Essentials is mandatory for central government contracts advertised after 1 October 2014 which involve handling personal information and providing certain ICT products and services. It is mandatory for bidders to demonstrate that they meet the technical requirements prescribed by Cyber Essentials for those contracts featuring any of the characteristics set out below in bidders' guidance.</p> <p>Cyber Essentials is for all organisations, of all sizes, and in all sectors. This is not limited to companies in the private sector, but is also applicable to universities, charities, and public sector organisations.</p> <p>Further details are available at:</p> <p>https://www.cyberstreetwise.com/cyberessentials/</p>
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Bidder guidance	<p>Any of the following characteristics will necessitate the mandatory requirement for bidders to have an up to date Cyber Essentials Certificate:</p> <ul style="list-style-type: none"> i) Where personal information of citizens, such as home addresses, bank details, or payment information is handled by a supplier. ii) Where personal information of Government employees, Ministers and Special Advisors such as payroll, travel booking or expenses information is handled by a supplier. iii) Where ICT systems and services are supplied which are designed to store, or process, data at the OFFICIAL level of the Government Protective Marking scheme. <p>Bidders can answer</p> <p>Yes – the Cyber Essential Certificate is currently in place</p> <p>No – the Cyber Essential Certificate is not in place and we have no intention of having it in place for commencement of the contract</p> <p>Intend – the Cyber Essential Certificate is not in place and we intend to have it in place for commencement of the contract.</p> <p>A response of ‘Yes’ or ‘Intend’ will result in a pass and a response of ‘No’ will result in a fail against this question.</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Drop down menu – Yes / No/Intend

SEL3.13	<p>General Data Protection Regulations (GDPR)</p> <p>The GDPR is mandatory requirement for all contracts or agreements both in the contracting authority and the private sectors that involves the transfer and processing of personal data and comes into force on the 25th May 2018.</p> <p>It is mandatory for bidders to demonstrate that they will be able to meet the technical requirements and obligations prescribed by the GDPR, even if the contract or agreement is concluded prior to it coming into force, so as the contract is future proofed and complies with all aspects with the GDPR, this is mutually beneficial to both parties and saves the Contracting Authority and the bidder the additional burden of amending the contract or agreement once the GDPR comes into force. All contracts or agreements that are awarded by the Contracting Authority (the data controller) shall contain terms and conditions that oblige the successful bidder and any bidder supply chain (data processor) to comply with the GDPR and indemnify the Contracting Authority (data controller).</p>
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	<p>Further information and guidance relating to the GDPR is available from the Information Commissioners Office (ICO) at:</p> <p>https://ico.org.uk/</p>
Bidder guidance	<p>Bidders can answer</p> <p>Yes – We will be able to demonstrate compliance as is required by the GDPR now</p> <p>No – We will not be compliant prior to any award and we have no intention of being compliant</p> <p>Intend – We are not compliant with the GDPR but we confirm that we will be compliant prior to commencement of the contract.</p> <p>A response of ‘Yes’ or ‘Intend’ will result in a pass and a response of ‘No’ will result in a fail against this question.</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Drop down menu – Yes / No / Intend

FOI1.1	<p>FREEDOM OF INFORMATION ACT 2000 (FOI) AND / OR ENVIRONMENTAL INFORMATION REGULATIONS 2004 (EIR)</p> <p>Information provided in the course of the procurement process may be disclosed under Freedom of Information Act 2000 or Environmental Information Regulations 2004 if requested under an FOI request or EIR request.</p> <p>Please note that some of the information provided may be protected under the FOI Act exemptions and EIR Exceptions. More information on applying the exemptions or exceptions can be found under the Information Commissioners Office (ICO) website http://ico.org.uk</p> <p>Please confirm you have been informed that information provided under this Bid may be disclosed under the FOI Act 2000 and Environmental Information Regulations 2004 and agree to it being published irrespective of submitting a successful or unsuccessful Bid.</p>
Bidder guidance	<p>The Bidder shall answer Yes or No</p> <p>Yes – Pass</p> <p>No – Fail</p>

Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

FOI1.2	<p>FREEDOM OF INFORMATION ACT 2000 (FOI) AND / OR ENVIRONMENTAL INFORMATION REGULATIONS 2004 (EIR) EXEMPTIONS</p> <p>Please complete this section <u>only</u> if you have agreed for your information to be disclosed under the FOI Act or EIR in Question FOI1.1.</p> <p>If you have not agreed to your information to be disclosed under the FOI Act or EIR in Question FOI1.1 please complete a field 'N/A' (Not applicable)</p> <p>If you have agreed for your information to be disclosed under the FOI Act or EIR in Question FOI1.1 please tell us what exemptions or exceptions may apply to your information and why? If you are not relying on any exemptions or exceptions please complete each field 'N/A' (Not applicable)</p>	
Bidder guidance	<p>The Bidder shall provide details of their proposed exemptions/exception in the table below.</p> <p>The Bidder (irrespective of submitting a successful or unsuccessful Bid) shall note that if the Contracting Authority believes that the suggested Exemptions or Exceptions have not been applied properly as per the Act or Regulation, the Contracting Authority will disclose the requested information unless another exemption or exception can be applied by the Contracting Authority.</p> <p>Be aware that by completing FOI1.1 and answering 'Yes' you have agreed for the Contracting Authority to disclose the provided information under the Freedom of Information Act 2000 or Environmental Information Regulation 2004, therefore you will not be approached for consent.</p>	
Scoring criteria	For information only	
Bidder response	Confidential Information	Justification for exemption/exception under FOI Act

	Commercially sensitive information	Justification for exemption/exception under FOI Act

AW1.1	<p>FORM OF BID</p> <p>I declare that to the best of my knowledge the answers submitted in this Mini Competition are correct. I understand that the information will be used in the process to assess my organisation's suitability to be invited to bid for the Contracting Authority's requirement and I am signing on behalf of my organisation. I understand that the Contracting Authority may reject this Mini Competition if there is a failure to answer all relevant questions fully or if I provide false/misleading information.</p> <p>I understand that the Government's transparency agenda requires that sourcing documents, including Mini Competition templates such as this, are published on a designated, publicly searchable web site, and, that the same applies to other sourcing documents issued by the Contracting Authority, including the Request for Quotation, and any contract entered into by the Contracting Authority with its preferred supplier once the procurement is complete.</p> <p>By submitting a response to this Mini Competition I agree that our participation may be made public.</p> <p>I understand that the answers given in this response will not be published on the web site (but may fall to be disclosed under Freedom of Information Act 2000 or Environmental Information Regulations 2004).</p> <p>By submitting a response to this Mini Competition I agree and accept the justification for the Contracting Authority's evaluation criteria.</p> <p>By submitting a response to this Mini Competition I agreed and accept that the Contracting Authority reserves the right to change without notice the procedure for awarding the Contract, to reject any or all bids for the Contract, to stop the process and not award the Contract (in whole or in part) at any time without any liability on its part.</p> <p>By submitting a response to this Mini Competition I agree and accept that nothing in this process is intended to form any express</p>
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	<p>or implied contractual relationship between the Parties unless and until a Contract is awarded. The Contracting Authority is not liable for any costs resulting from cancellation of this process nor any costs incurred by Bidders taking part in this procurement process.</p> <p>I understand that where sourcing documents issued by the Contracting Authority or contracts with its suppliers fail to be disclosed the Contracting Authority will redact them as it thinks necessary, having regard (inter alia) to the exemptions/exceptions in the FOIA or EIR.</p>
Bidder guidance	<p>The Bidder shall answer Yes or No</p> <p>Yes – Pass</p> <p>No – Fail</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

AW1.3	<p>CERTIFICATE OF BONA FIDE BID</p> <p>The essence of procurement is that the customer shall receive bona fide competitive Bids, from all those Bidding. In recognition of this principle, we certify that this is a bona fide bid, intended to be competitive and that we have not fixed or adjusted the amount of bid by or under or in accordance with any agreement with any other person.</p> <p>We also certify that we have not done and we undertake that we will not do at any time before the hour and date specified for the return of this bid any of the following:</p> <ul style="list-style-type: none"> (a) Communicate to a person other than the person calling for these bids the amount or approximate amount of the proposed bid, except where the disclosure, in confidence, of the approximate amount of the bid was necessary to obtain insurance premium quotations for the preparation of the bid; (b) Enter into any agreement or arrangement with any other person that he shall refrain from bidding or as to the amount of any bid to be submitted; (c) Offer to pay or agree to pay or give any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or have caused to be done in relation to any other bid or proposed bid for the said supply / service any act or thing of the sort described above. <p>In this certificate, the word "person" includes any persons and any body or association, corporate or unincorporated, and any "agreement or arrangement" includes any such transaction, formal or informal, and whether legally binding or not.</p>
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	<p>We acknowledge that the Contracting Authority will be entitled to cancel the contract and to recover from us the amount of any loss resulting from such cancellation if we or our representatives (whether with our without our knowledge) shall have practiced collusion in Bidding for this contract or any other contract with the Contracting Authority or shall employ any corrupt or illegal practices either in the obtaining or execution of this contract or any other contract with the Contracting Authority.</p> <p>We agree that the Contracting Authority may disclose the Bidders information/documentation (submitted to the Contracting Authority during this Procurement) more widely within Government for the purpose of ensuring effective cross-Government procurement processes, including value for money and related purposes.</p>
Bidder guidance	<p>The Bidder shall answer Yes or No</p> <p>Yes – Pass</p> <p>No – Fail</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

AW4.1	<p>Special Term</p> <p>Please confirm your acceptance of the attached Special Terms in addition and / or replacement of specific Framework Agreement Terms.</p> <p> GDPR Clause - CS18071.docx</p>
Bidder guidance	<p>The Bidder shall answer Yes, No with justification or No</p> <p>Yes – Pass</p> <p>No with justification – In this situation where the Bidder must demonstrate to the Contracting Authority’s satisfaction there is a legal requirement or statutory regulation where a specific Special Term clause or series of clauses cannot be accepted shall propose alternative drafting to the relevant clause which demonstrates the justification for change and is does not expose the Contracting Authority to risk it deems unreasonable to achieve a Pass. When responding ‘No with justification’ the Bidder must support their response with an attachment detailing where there is a legal requirement or statutory regulation which demonstrates a clause or series of clauses cannot be accepted.</p>

	<p>Where the Contracting Authority does not accept the justification then the bidder response will be considered as non-compliant and after clarification will seek a “Yes” or “No” response from the bidder and evaluate the bid accordingly.</p> <p>No – Fail</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

AW6.4	<p>Non-Disclosure Agreement</p> <p>In the event of a Bidder successfully providing the most advantageous offer to UK SBS against a procurement requirement, the Bidder is expected to agree to the Non-Disclosure Agreement attached prior to the award of any Contract.</p> <p> NDA5 -NON-DISCLOSURE (</p> <p>If the Bidder fails to agree to this UK SBS reserve the right to not award the Contract to the relevant Bidder and either award to the Bidder with the second most advantageous response or run a new procurement.</p>
Bidder guidance	<p>Bidder guidance - The Bidder is not required to complete the non-disclosure agreement at this stage but will be required to respond to the question in the event of providing the most advantageous offer to UK SBS against a procurement requirement.</p> <p>The Bidder shall answer Yes or No</p> <p>Yes – Pass</p> <p>No – Fail</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

PRICE QUESTIONNAIRE

AW5.1	<p><u>Maximum Budget</u></p> <p>As stated within the tender documents, the maximum budget for this requirement will be £240,000 ex VAT. This should include all costs relating to the projects as well as Travel, Subsistence and Overhead costs.</p> <p>Please confirm that your final price submitted within AW5.2 will fall within this budget.</p>
Bidder guidance	<p>The Bidder shall answer Yes or No</p> <p>Yes – Pass No – Fail</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

AW5.2	<p>Bidders are required to complete the Excel Pricing Schedule attached in the Bidder Response section.</p> <p>All prices shall be exclusive of VAT.</p> <p>All costs appearing elsewhere in the Bid but not mentioned in this Pricing Schedule shall be presumed waived.</p> <div style="text-align: center;">  <p>AW5.2 Price Schedule - CS18071.</p> </div>
Bidder guidance	<p>Bidders shall confirm they have completed the Pricing Schedule.</p> <p>The scoring methodology for this question shall be:</p> <p>The lowest price for a response which meets the pass criteria shall score 100.</p> <p>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.</p>

	<p>Where the scoring criterion is worth 50% then the 0-100 score achieved will be multiplied by 50</p> <p>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 x 50 = 40)</p> <p>The lowest score possible is 0 even if the price submitted is more than 100% greater than the lowest price.</p> <p>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 lowest score possible is 0.</p> <p>For example, assuming the lowest bid is £100,000.</p> <table border="1"> <thead> <tr> <th>Bid Price</th> <th>Differential to the lowest price which meets the mandatory pass criteria at Award stage</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>£100,000</td> <td>0</td> <td>100</td> </tr> <tr> <td>£120,000</td> <td>20%</td> <td>80</td> </tr> <tr> <td>£140,000</td> <td>40%</td> <td>60</td> </tr> <tr> <td>£150,000</td> <td>50%</td> <td>50</td> </tr> <tr> <td>£175,000</td> <td>75%</td> <td>25</td> </tr> <tr> <td>£200,000</td> <td>100%</td> <td>0</td> </tr> <tr> <td>£300,000</td> <td>200%</td> <td>0</td> </tr> </tbody> </table>	Bid Price	Differential to the lowest price which meets the mandatory pass criteria at Award stage	Score	£100,000	0	100	£120,000	20%	80	£140,000	40%	60	£150,000	50%	50	£175,000	75%	25	£200,000	100%	0	£300,000	200%	0
Bid Price	Differential to the lowest price which meets the mandatory pass criteria at Award stage	Score																							
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£200,000	100%	0																							
£300,000	200%	0																							
Scoring criteria	Maximum Marks 15%																								
Bidder response	Yes																								

QUALITY QUESTIONNAIRE

AW6.1	Please confirm your compliance to the requirements of Section 4 Specification
Bidder guidance	The Bidder shall answer Yes or No Yes – Pass No – Fail
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

AW6.2	Variable Bids
Bidder guidance	<p>The Contracting Authority shall not accept variable bids as part of this Procurement. The criteria in regard to variable bids for this Procurement is outlined below.</p> <p>The Bidder shall answer Yes or No</p> <p>Yes - We have provided a variable bid only – Fail No - We have chosen to only offer a main bid and have not chosen to provide an alternative bid submission – Pass</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

PROJ1.1	<u>Understanding</u>
	<p>Please demonstrate that you have a clear and thorough understanding of the requirements and environment detailing outputs of this specification including the broader context for meeting these. Ensure you detail key considerations for government-led campaigns including partnerships with the commercial and 3rd sector.</p>
Bidder guidance	<p>Bidders are asked to demonstrate that you have a clear and thorough understanding of the requirements and environment detailing outputs of this specification including the broader context for meeting these. Ensure you detail key considerations for government-led campaigns including partnerships with the commercial and 3rd sector.</p> <p>An attachment is allowed for this question.</p> <p>Please attach your answer as a pdf document limited to one side of A4 – Any additional content provided beyond this will not be considered or scored during the evaluation process. Responses should be submitted in Font Arial 11pt using single line spacing. Please use the Normal margin setting 2.54cm.</p>
Scoring criteria	<p>Scoring shall be based on 0-100 scoring methodology.</p> <p>Maximum Mark: 5%</p>
Bidder response	[Selection] I confirm I have uploaded my response as a pdf document.

PROJ1.2	Methodology Please clearly explain your proposed methodology and approach to developing campaigns.
Bidder guidance	<p>Bidders are asked to clearly explain your proposed methodology and approach to developing campaigns.</p> <p>Please consider the following areas:</p> <ul style="list-style-type: none"> • Insight – how you achieve a deep understanding of the issues, identify audience needs and partners. • Ideas – how you develop strategy, develop messages, content, and channels. • Implementation – how you develop effective plans, and work with clients, stakeholders and partners. • Impact – how you assess the impact and effectiveness of communication. How you share this clients and partners to continuously improve. <p>An attachment is allowed for this question.</p> <p>Please attach your answer as a pdf document limited to two sides of A4 – Any additional content provided beyond this will not be considered or scored during the evaluation process. Responses should be submitted in Font Arial 11pt using single line spacing. Please use the Normal margin setting 2.54cm.</p>
Scoring criteria	<p>Scoring shall be based on 0-100 scoring methodology.</p> <p>Maximum Mark: 5%</p>
Bidder response	[Selection] I confirm I have uploaded my response as a pdf document.

PROJ1.3	<u>Project and Risk Management</u> Please demonstrate how you intend to manage UKRI-Innovate UK's campaign projects from end to end.
Bidder guidance	<p>Bidders are asked to demonstrate how you intend to manage UKRI-Innovate UK's campaign projects from end to end. Your response should include, but not be limited to, the following;</p> <ul style="list-style-type: none"> • How you would ensure quality across all parts of the process • Foreseen risks and mitigation elements including any potential conflicts of interest and how would these be addressed • A typical project plan with timeframes.

	<ul style="list-style-type: none"> Your recommendation for keeping UKRI-Innovate UK and its stakeholders up to date on the status of multiple campaigns <p>An attachment is allowed for this question</p> <p>Please attach your answer as a pdf document limited to two sides of A4 – Any additional content provided beyond this will not be considered or scored during the evaluation process. Responses should be submitted in Font Arial 11pt using single line spacing. Please use the Normal margin setting 2.54cm.</p>
Scoring criteria	<p>Scoring shall be based on 0-100 scoring methodology.</p> <p>Maximum Mark: 10%</p>
Bidder response	[Selection] I confirm I have uploaded my response as a pdf document.

PROJ1.4	<p><u>Project Team</u></p> <p>Please set out the structure of the team you expect to deploy in supporting UKRI-Innovate UK in meeting its campaign objectives described in the specification.</p>
Bidder guidance	<p>Bidders are asked to set out the structure of the team you expect to deploy in supporting UKRI-Innovate UK in meeting its campaign objectives described in the specification.</p> <p>This structure should be in the form of an organogram. Please provide a list of roles and responsibilities for all team members that would be involved and how their expertise will be used in the delivery of the project.</p> <p>An attachment is allowed for this question</p> <p>Please attach your answer as a pdf document limited to two sides of A4 – Any additional content provided beyond this will not be considered or scored during the evaluation process. Responses should be submitted in Font Arial 11pt using single line spacing. Please use the Normal margin setting 2.54cm.</p>
Scoring criteria	<p>Scoring shall be based on 0-100 scoring methodology.</p> <p>Maximum Mark: 5%</p>
Bidder response	[Selection] I confirm I have uploaded my response as a pdf document.

PROJ1.5	CV's Please provide CVs for all agency employed staff you intend to work on delivering this requirement.
Bidder guidance	Please provide CVs for all agency employed staff you intend to work on delivering this requirement.
Scoring criteria	Please upload your response as an attachment. PDF and Microsoft Word For information only
Bidder response	I have attached my response

PROJ1.6	Case Examples Please provide no more than 3 relevant case studies.
Bidder guidance	An attachment is allowed for this question Please provide no more than 3 relevant case studies, relevant to this particular activity, which are still running or have been completed within the last three years, attach a PDF with embedded web url's limited to six sides of A4 in total – Please advise how these projects effectively communicated organisational aims and delivered results on time and to budget.
Scoring criteria	Please upload your response as an attachment. PDF and Microsoft Word For information only
Bidder response	I have attached my response

PROJ1.7	Proposed Campaign Based on your understanding of the current Ageing Society communications objectives, please propose a strategic approach to creating a consumer-focused Healthy Ageing campaign, designed to resonate with our broadest audience base. This should be a single, high-level, campaign theme around which various activations could then be delivered.
Bidder guidance	Please consider the following: <ul style="list-style-type: none"> • Insight: make recommendations on what additional insight would be beneficial and which partners you'd chose to work with • Ideas: make recommendations on how to articulate the core campaign idea • Audiences: how would your campaign 'cut through' to the 'informed outsider' audience as one of our main targets? • Implementation: Recommend tactics with a bias towards earned

	<p>media and social media</p> <ul style="list-style-type: none"> • Impact: outline what a good result for the campaign could look like and make recommendations for KPIs • Risks/Mitigations/Assumptions: please identify key risks to the project and how these risks will be mitigated. Be clear on any assumptions you are making. <p>An attachment is allowed for this question</p> <p>Please attach your answer as a pdf document limited to four sides of A4 – Any additional content provided beyond this will not be considered or scored during the evaluation process. Responses should be submitted in Font Arial 11pt using single line spacing. Please use the Normal margin setting 2.54cm.</p>
Scoring criteria	<p>Scoring shall be based on 0-100 scoring methodology.</p> <p>Maximum Mark: 30%</p>
Bidder response	<p>[Selection] I confirm I have uploaded my response as a pdf document.</p>

PROJ1.8	<p>Interview</p> <p>An interview will make up part of the evaluation process of this tender. This interview will be worth 30% of the final score.</p> <p>Suppliers will be invited to an interview on 30th January 2019 to be held in London. Suppliers will be provided with further detail regarding the time etc. after the 25th January 2019.</p> <p>Please address in this interview on interim communications measures that would target business influencers and stakeholders in the lead-up period to a high level consumer campaign.</p> <p>This should be based around the notion of thought leadership, as well as creating legitimacy for Innovate UK in promoting innovative design as part of the solution to the Healthy Ageing challenge.</p> <p>We don't see this as a campaign, rather a period of more traditional PR and communications activity using owned and earned media. The activity would take place in Q4 18/19 and Q1 19/20.</p> <p>Bidders proposals will be assessed against the following criteria:</p> <ul style="list-style-type: none"> • Creative approach to thought leadership • Channel analysis – how to gain maximum exposure to target audience • Success measures – what is reasonable yet ambitious to achieve in a six-month period, and how best to measure. <p>The interview will last up to an hour. A presentation outlining the proposal can be used in the interview. A maximum of 4 main PPT slides or equivalent can be used. Holding slides or slides about the team will not be marked.</p>
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	<p>There will then be a discussion and question session around your presentation.</p> <p>As part of the interview process we would allow you to bring up to three representatives, these should be the key personnel involved in delivering this project.</p> <p>All suppliers will be invited to attend an interview. However at the discretion of UK SBS, if after evaluating your submitted bid, you are more than 30% behind the lead supplier's score and therefore have no possibility of being the winning bidder we will engage with you so that you may choose not to attend if preferred.</p>
Bidder guidance	Scoring shall be based on 0-100 scoring methodology.
Scoring criteria	Maximum Marks – 30%
Bidder response	<p>Yes, I will be available to attend the interview</p> <p>No, I will not be able to attend the interview</p>