

Bid Pack

Attachment 2 – How to Bid Including Evaluation Criteria

Contract Reference: WP2229-Mobile Push
Notification Service

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1. How to Make Your Bid

- 1.1. Your bid must be made by the organisation that will be responsible for providing the deliverables if your bid is successful.
- 1.2. The Contracting Authority intends to award one contract as a result of this procurement to the highest scoring bidder. The Contracting Authority reserves the right not to award any contract at all.
- 1.3. Remember to:
 - 1.3.1. Submit your bid by email to:
GDS-digital-buyer@digital.cabinet-office.gov.uk. We can only accept bids that we have received by email to
GDS-digital-buyer@digital.cabinet-office.gov.uk.
 - 1.3.2. Make sure you answer every question
 - 1.3.3. 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.
 - 1.3.4. Submit your bid in good time and before the bid submission deadline.
 - 1.3.5. Upload **ONLY** those attachments we have asked for in line with the requirements specified – any other supporting evidence, certificates for example, will be requested separately by us.
 - 1.3.6. If we **do not** require attachments and have specified this please only use the Text Boxes provided for your answer.
 - 1.3.7. If you are unsure, ask questions before the Clarification Questions Deadline.

2. How The Evaluation Envelopes Are Structured:

- A summary of the evaluation is set out below:

SECTION	SCORE	WEIGHTING
Section 1: Mandatory Qualification Envelope. You must be able to answer 'Yes' to questions 1.1 to 1.17 in Section 1 to progress to Section 2.		

Please use Attachment 2a - Completion Template for Section 1 Mandatory Responses to record your responses for Section 1		
Key Participation Requirements	Pass/Fail	n/a
Conflicts of Interest	Pass/Fail	n/a
Information Only	Pass/Fail	n/a
Minimum Security Requirements	Pass/Fail	n/a
Section 2: Technical Envelope, Cultural Fit and Social Value Note - we have not provided a template for Section 2 responses. Please submit your response in Microsoft Word format.		
Technical Evaluation Criteria	Minimum score 66	60%
Cultural Fit	Minimum score 66	10%
Social Value	Minimum score 66	10%
Section 3: Commercial - Value Please use the template supplied to response	Scored relatively	20%

2.2 The marking scheme is set out below, the minimum acceptable score is **66**. A supplier who scores below the minimum acceptable score will be excluded from the competition.

Marking scheme	Description
100 - Good	<p>The response fully meets all requirements with detail provided minimising risks to delivery.</p> <p>The response is comprehensive and unambiguous, demonstrating a thorough understanding of the requirements and provides details of how the requirement will be met in full without additional support from the Contracting Authority, other than that outlined within the Statement of Requirements.</p>
66 – Acceptable – Minor Concerns	<p>The response is acceptable and meets all the basic requirements. However, the response, is not sufficiently detailed to minimise risk and/or the proposed approach may require additional support (in addition to that outlined in the Statement of Requirements) from the Contracting Authority to meet its deliverables.</p>

Marking scheme	Description
33 – Non Acceptable - Major Concerns	The response has met some, but not all elements of the requirement, which poses risk that the proposal will not meet the deliverables required. An unacceptable and/or non-compliant response, the response does not demonstrate a full understanding of the requirement posing major concerns.
0 - Non Acceptable- Unsuitable	The response does not meet any of the requirements or no response has been provided. An unacceptable and/or non-compliant response with serious reservations, demonstrating no understanding of the requirement.

Section 1: QUALIFICATION ENVELOPE

QUALIFICATION - KEY PARTICIPATION REQUIREMENTS Response Guidance The following questions are ‘Pass/Fail’ questions. If Potential Bidders are unwilling or unable to answer “Yes”, their submission will be deemed non-compliant and shall be rejected. Potential Bidders should record responses using “Attachment 2a – Completion Template for Section 1 Mandatory Responses”.		
Question Number	Question	Your Response
1.1	Do you accept the competition rules as described in Attachment 1 – About the Procurement?	Yes/No
1.2	Have you read, understood and accepted the Bid Pack and all associated attachments, specifically Attachment 3 - Statement of Requirements?	Yes/No
1.3	Do you agree, without caveats or limitations, that in the event that you are successful, Attachment 6 - Terms and Conditions will govern the provision of this contract?	Yes/No
1.4	Do you have the following written policies: <ul style="list-style-type: none"> • Health and Safety Policy • Social Policy 	Yes/No

	<ul style="list-style-type: none"> • Environmental Policy • Diversity and Inclusion Policy <p>and could you provide these if requested?</p>	
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QUALIFICATION - REQUIREMENTS

Response Guidance

The following questions are 'Pass/Fail' questions. If Potential Bidders are unwilling or unable to answer "Yes", their submission will be deemed non-compliant and shall be rejected. Potential Bidders should record responses using "Attachment 2a – Completion Template for Section 1 Mandatory Responses".

Question Number	Question	Your Response
1.5	Do you have an enforced and applied information security management system (ISMS) that satisfies or is certified against ISO/IEC 27001:2022 (or newer) that fully covers the scope of your services (including their management, operations and development)?	Yes/No
1.6	Do you have a robust and enforced personnel management policy, that includes identity verification, immigration working rights eligibility and unspent criminal convictions checks?	Yes/No
1.7	Do you conduct technical security assurance, including vulnerability scanning and penetration tests (automated and human tester led) on your 'live/production' services and platforms?	Yes/No
1.8	Do you have a comprehensive operational monitoring regime for your services that includes security (for example, to detect Denial of Service attacks or brute force authentication)?	Yes/No
1.9	Do you have a comprehensive and complete understanding of your supply chain involved in your delivery of services, including (cloud) infrastructure providers and any outsourced components or functions whether technical or human-delivered?	Yes/No

QUALIFICATION - MINIMUM SECURITY REQUIREMENTS Response Guidance The following questions are 'Pass/Fail' questions. If Potential Bidders are unwilling or unable to answer "Yes", their submission will be deemed non-compliant and shall be rejected. Potential Bidders should record responses using "Attachment 2a – Completion Template for Section 1 Mandatory Responses".		
Question Number	Question	Your Response
1.10	Scale: Have provided mobile push notifications at scales in excess of 15 million notifications delivered within 10 minutes.	Yes/No
1.11	Segmentation: Have provided a service that can split the user base into segments in order to deliver targeted personalised notifications	Yes/No
1.12	Integration: Have securely integrated with in-house publishing tools (e.g. Single Sign On, user permissions).	Yes/No
1.13	Integration: Have provided dedicated account management and technical support during integrations.	Yes/No
1.14	Operational Support: Experience of meeting the Service Level Agreements of large organisations, and the provision of ongoing 24/7 operational support	Yes/No
1.15	Rich Notifications: Service provides the ability to deliver rich notifications (e.g. images and actions)	Yes/No
1.16	Publishing Tool: Service provides an ability to generate, preview & send push alerts (e.g. publishing UI)	Yes/No
1.17	Timings: Can support a service integration from January 2025, operational by March 2025.	Yes/No

QUALIFICATION - CONFLICTS OF INTEREST

Response Guidance

Question 1.18 is a 'Yes/No' question and will dictate whether or not question 1.19 needs to be answered. Question 1.19 is a Pass / Fail question. Potential Bidders are required to provide details of how the identified conflict will be mitigated.

The Contracting Authority will review the mitigation in line with the perceived conflict of interest, to determine what level of risk this poses to them. Therefore, if Potential Bidders cannot or are unwilling to suitably demonstrate that they have suitable safeguards to mitigate any risk then their Bid will be deemed non-compliant and will be rejected. Potential Bidders should record responses using "Attachment 2a – Completion Template for Section 1 Mandatory Responses".

Question Number	Question	Your Response
1.18	Please confirm whether you have any potential, actual or perceived conflicts of interest that may be relevant to this requirement.	Yes/No
1.19	We require that any potential, actual or perceived conflicts of interest in respect of this Bid Pack are identified in writing and that companies outline what safeguards would be put in place to mitigate the risk of actual or perceived conflicts arising during the delivery of these services.	Text Box

QUALIFICATION - INFORMATION ONLY

Response Guidance

The following questions are for information only and do not form part of the evaluation. Information provided in response to these questions may be used in preparation of any Contract Award and any omissions may delay completion of this procurement. Potential Bidders should record responses using "Attachment 2a – Completion Template for Section 1 Mandatory Responses".

Question Number	Question	Your Response
1.20	Please provide details of where the Award Outcome should be directed. Your	Text Box

	response must include their; <ul style="list-style-type: none"> • Full Name • Role/Title • Registered Address • Email Address 	
1.21	Please provide details of your Data Protection Officer. Your response must include their; <ul style="list-style-type: none"> • Full Name • Email Address 	Text Box
1.22	Please provide details of any sub-contractors you propose to use in order to meet your obligations should you be awarded a Contract. Your response must include their; <ul style="list-style-type: none"> • Trading Name(s) • Registered Address(ees) and Contact Details • Goods/Services to be provided 	Text Box

Section 2: TECHNICAL ENVELOPE

TECHNICAL REQUIREMENTS		WEIGHTING 60%		
Response Guidance				
<p>Note: If Potential Bidders were unwilling or unable to answer “Yes” to Section 1 questions 1.1 to 1.17, their submission will be deemed non-compliant and shall be rejected. This would also result in your responses to Sections 2 and 3 not being evaluated.</p> <p>Potential Bidders MUST answer ALL the following questions. The method of response; page limit on attachments and evaluation criteria is set per question. Note - we have not provided a template for Section 2 responses.</p> <p>Unless otherwise specified, you must upload your response as attachments.</p> <p>It is requested that attachments are submitted in Microsoft Word or Excel format and must be in Arial font size 11. Word limits include the use of headers, footers and diagrams. Upload ONLY those attachments we have asked for – any other supporting evidence, certificates for example, will be requested separately by us.</p> <p>No costings should be included in responses to this Question.</p>				
Question Number	Question	Your Response	Minimum Acceptable	Weighting

			Score	
2.1	<p>Scale</p> <p>It is essential for us to deliver millions of push notifications quickly.</p> <p>Please detail examples which demonstrate your ability to deliver at the scale and speeds outlined in the scope of requirement.</p>	Maximum 2 pages	66	15%
2.2	<p>Security</p> <p>Maintaining a secure service is critical to GOV.UK.</p> <p>Please provide reference material and examples that demonstrate your approach to running a secure service, including details of information security.</p>	Maximum 2 pages	66	15%
2.3	<p>Integration</p> <p>Your service will need to integrate with the GOV.UK app, services, and publishing tools.</p> <p>Please describe your service architecture and typical integration patterns you'd use when integrating with similar platforms/products.</p> <p>Your response should include:</p> <ul style="list-style-type: none"> • How much of the service is available via API • How you support SSO for publishing tools • Documentation, training, support, and the people/roles you make available in supporting client integrations. 	Maximum 2 pages	66	15%
2.4	<p>Operational</p> <p>GOV.UK will run a 24/7 operational model for the GOV.UK app. Please provide documentation and evidence for your operational support model.</p> <p>Your response should include:</p> <ul style="list-style-type: none"> • Availability of metrics, and service 	Maximum 2 pages	66	10%

	reporting <ul style="list-style-type: none"> • Approach to change management and controls • Documented SLA 			
2.5	<p>Features</p> <p>GOV.UK may wish to utilise more rich service features. Please provide documentation and evidence for service features that may support GOV.UK's requirements.</p> <p>Specifically this may include, but is not limited to:</p> <ul style="list-style-type: none"> • Rich push notifications i.e images, video etc • A/B and/or MVT functionality • User segmentation, in order to deliver targeted personalised notifications 	Maximum 2 pages	66	5%

<p>Section 2: CULTURAL FIT WEIGHTING: 10%</p> <p>Response Guidance</p> <p>Potential Bidders MUST answer ALL the following questions. The method of response; page limit on attachments and evaluation criteria is set per question.</p> <p>Unless otherwise specified, you must upload your response as attachments.</p> <p>It is requested that attachments are submitted in Microsoft Word, PowerPoint or Excel formats or as PDFs in Arial font size 11.</p> <p>Page limits include the use of headers, footers and diagrams. Include only those attachments we have asked for – any other supporting evidence, certificates for example, will be requested separately by us.</p> <p><u>No</u> costings should be included in responses to this Question.</p>				
Question Number	Question	Word Limit	Minimum Acceptable Score	Weighting

2.6	<p>What is your approach to integrating into a partner organisation's existing ways of working?</p> <p>The following sub-criteria will also be used to evaluate the response:</p> <ul style="list-style-type: none"> ● High level overview of your approach to integrating into a partner organisation's existing ways of working 	Maximum 1 page	66	5%
2.7	<p>How do you keep users and/or audiences at the centre of your strategy and execution?</p> <p>The following sub-criteria will also be used to evaluate the response:</p> <ul style="list-style-type: none"> ● Evidence of consideration of a user-centred approach to strategy and execution 	Maximum 1 page	66	5%

Section 2: SOCIAL VALUE

WEIGHTING: 10%

Response Guidance

Potential Bidders MUST answer ALL the following questions. The method of response; page limit on attachments and evaluation criteria is set per question.

Unless otherwise specified, you must upload your response as attachments.

It is requested that attachments are submitted in Microsoft Word, PowerPoint or Excel formats or as PDFs in Arial font size 11.

Page limits include the use of headers, footers and diagrams. Include only those attachments we have asked for – any other supporting evidence, certificates for example, will be requested separately by us

No costings should be included in responses to this Question.

Question Number	Question	Word Limit	Minimum Acceptable Score	Weighting
2.8	Please describe the commitment your organisation will make to ensure that opportunities under the contract deliver the "Policy Outcome" of fighting climate change including the following criteria.	Maximum 2 page	66	10%

	<p>Measures to deliver any/all of the following benefits through the contract:</p> <p>MAC 4.1 Deliver additional environmental benefits in the performance of the contract including working towards net zero greenhouse gas emissions.</p> <p>The following sub-criteria will also be used to evaluate the response:</p> <p>Activities that demonstrate and describe the tenderer's existing or planned:</p> <ul style="list-style-type: none"> • Understanding of additional environmental benefits in the performance of the contract, including working towards net zero greenhouse gas emissions. Illustrative example: conducting pre-contract engagement activities with a diverse range of organisations in the market to support the delivery of additional environmental benefits in the performance of the contract. • Collaborative way of working with the supply chain to deliver additional environmental benefits in the performance of the contract, including working towards net zero greenhouse gas emissions. • Delivery of additional environmental benefits through the performance of the contract, including working towards net zero greenhouse gas emissions. Illustrative examples: <ul style="list-style-type: none"> ○ Enhancing the natural environment such as habitat creation, increasing biodiversity such as increased numbers of pollinators. ○ Green space creation in and around buildings in towns and cities, e.g. green walls, utilising roof tops for plants and pollinators. ○ Improving air quality. <p>Please include:</p> <ul style="list-style-type: none"> • your 'Method Statement', stating how you will achieve the Policy Outcome and how your commitment meets the Award Criteria; and • a timed project plan and process, including how you will implement your commitment and by when. Also, how you will monitor, measure 			
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	<p>and report on your commitments/the impact of your proposals. You should include but not be limited to:</p> <ul style="list-style-type: none"> • Timed action plan • Use of metric • Tools/processes used to gather data • Reporting • Feedback and improvement • Transparency 			
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Section 3: COMMERCIAL ENVELOPE

Section 3: COMMERCIAL – Value		WEIGHTING 20%	
Response Guidance Potential Bidders must submit proposed costs for fulfilment of this contract based on unit cost per 1,000 subscribers. Please enter costs by completing the relevant Attachment 4 - Price Schedule. Prices should be submitted in pounds Sterling exclusive of VAT.			
Question Number	Question	Your Response	Weighting
3.1	<p>Please attach a completed Attachment 4 - Price Schedule in response to this question and based on delivering the requirements specified in Attachment 3 - Statement of Requirements.</p> <p>In so doing, you are also confirming that any team roles, days and rates offered are inclusive of any expenses, exclusive of VAT and firm for the period following the Deadline for Submission as stated in the Attachment 1 – About the Procurement.</p>	Attachment	20%

3. Award Criteria

- 3.1. The award stage consists of a Qualification, Technical and Commercial evaluation.
- 3.2. The award of the resultant contract will be on the basis of the 'Most Economically Advantageous Tender' (MEAT)

3.3. Award process - What you need to do

- 3.3.1. Answer all questions in Attachment 5 – Open Tender Additional Questions
- 3.3.2. Answer all questions in Section 1: Mandatory Qualifications Envelope by completing Attachment 2a - Completion Template for Stage 1 Mandatory Responses
- 3.3.3. Answer the questions in Section 2: Technical Envelope, Cultural Fit and Social Value. No template is provided for Section 2.
- 3.3.4. Complete the Attachment 4 – Price Schedule
- 3.3.5. If you wish to submit Terms and Conditions you must submit these as part of your bid. No template is provided for this.
- 3.3.6. Submit your full response by email to GDS-digital-buyer@digital.cabinet-office.gov.uk before the closing date and time.

3.4. What we will do

QUALIFICATION evaluation (Compliance Check)

First, we will complete a mandatory evaluation to make sure that you have answered all questions and have completed the Attachment 4 - Price Schedule, Attachment 2a Completion Template for Stage 1 Mandatory Responses and Attachment 5 – Open Tender Additional Questions in line with our instructions. All bids passing the mandatory evaluation will be progressed to the Technical Evaluation. If Potential Bidders are unwilling or unable to answer "Yes" to Section 1 questions 1.1 to 1.17, their submission will be deemed non-compliant and will be rejected. Attachment 5 details within itself what will cause a submission to be considered non-compliant. Submitting a non-compliant bid due to not answering all questions or exceeding word limits, submitting a non-compliant Attachment 4, Attachment 2a or Attachment 5 will also result in responses to Sections 2 and 3 not being evaluated.

TECHNICAL Evaluation

<p>We will give your responses to the TECHNICAL questions to the Contracting Authority's evaluation panel. Each evaluator will independently assess your responses to the technical questions using the response guidance and the evaluation criteria.</p> <p>They will give a score and a reason for their score for each question they are assessing.</p> <p>If the evaluation panel wishes to clarify any areas of your bid, bid clarification questions will be issued by email on an individual basis.</p>
<p>Consensus</p> <p>Once the evaluators have independently assessed your answers to the questions we will arrange for the evaluators to meet. We will facilitate the discussion.</p> <p>At this meeting, the evaluators will discuss the technical responses and review their scores and reasons for that score. The discussion will continue until they reach a consensus regarding the score, and reason for that score, for each question.</p> <p>These final scores will be used to calculate your technical score.</p> <p>If the evaluation panel wishes to clarify any areas of your bid, bid clarification questions will be issued by email on an individual basis.</p>
<p>TECHNICAL Threshold</p> <p>If you have not met the minimum acceptable score for each question, you will be excluded from the competition and you will not receive a Commercial score. We will tell you that you have been excluded from the procurement and why at award stage.</p>
<p>COMMERCIAL Evaluation</p> <p>We will consider your commercial response and conduct compliance checks, review for abnormal bids and conduct any clarifications required to formally evaluate your submission. This will be conducted in tandem with the technical evaluations and completed by a commercial evaluation panel.</p> <p>We will only calculate your commercial score using the scoring mechanism outlined within the Bid Pack. However, if you failed to answer 'yes' to questions 1.1 to 1.17 or meet the minimum acceptable score during the technical evaluation you will not receive a score for the Commercial Envelope.</p> <p>If we wish to clarify any areas of your bid, bid clarification questions will be issued by email on an individual basis.</p>
<p>Final Score</p> <p>Your technical score will be added to your commercial score, to create your final score.</p>
<p>Award</p>

Award will be made to the successful bidder, subject to contract.

We will notify successful and unsuccessful bidder(s) providing feedback via email.

The successful bidder(s) will be issued an Intention to Award letter with all Bidders notified of the intended outcome. Once all Bidders are notified of the outcome the standstill period will begin and last for 10 days.

The Buyer reserves the right to award the contract to the bidder with the next highest final score if the Buyer is unable to agree Terms and Conditions with the highest scoring bidder.

4. Marking Scheme

- 4.1. The evaluation criteria set out below will be used during the Technical Evaluation:

Marking Scheme	Description
100 - Good	<p>The response fully meets all requirements with detail provided minimising risks to delivery.</p> <p>The response is comprehensive and unambiguous, demonstrating a thorough understanding of the requirements and provides details of how the requirement will be met in full without additional support from the Contracting Authority, other than that outlined within the Statement of Requirements.</p>
66 – Acceptable – Minor Concerns	<p>The response is acceptable and meets all the basic requirements. However, the response, is not sufficiently detailed to minimise risk and/or the proposed approach may require additional support (in addition to that outlined in the Statement of Requirements) from the Contracting Authority to meet its deliverables.</p>
33 – Non Acceptable - Major Concerns	<p>The response has met some, but not all elements of the requirement, which poses risk that the proposal will not meet the deliverables required.</p> <p>The response does not demonstrate a full understanding of the requirement posing major concerns.</p>
0 - Unsuitable	<p>The response does not meet any of the requirements or no response has been provided. An unacceptable and/or non-compliant response with serious reservations, demonstrating no understanding of the requirement.</p>

5. Qualification Envelope Evaluation

- 5.1. Bidders should record responses using “Attachment 2a – Completion Template for Section 1 Mandatory Responses” and “Attachment 5 – Open Tender Additional Questions”
- 5.2. Questions 1.1 to 1.17 within Attachment 2a are mandatory questions and will be evaluated PASS / FAIL. If you are not able to answer “Yes” for any of these questions, you will fail that question and will be excluded from the competition. We will tell you that your bid has been excluded.
- 5.3. If you respond ‘Yes’ to question 1.18 within Attachment 2a, Perceived Conflicts of Interest, please provide details of how the identified conflict will be mitigated. The Contracting Authority will review the mitigation in line with the perceived conflict of interest, to determine what level of risk this poses to them. Therefore, if Potential Bidders cannot or are unwilling to suitably demonstrate that they have suitable safeguards to mitigate any risk then their Bid will be deemed non-compliant and will be rejected.

6. Technical Envelope Evaluation

- 6.1. When the consensus meeting has taken place and the final score for each question has been agreed by the evaluators, your final score for each question will be multiplied by that question’s weighting to calculate your weighted score for that question.
- 6.2. Each weighted score for each question will then be added together to calculate your technical score.
- 6.3. Please see table A below for an example of how your technical score will be calculated, please note that this table is for illustrative purposes only and does not necessarily reflect the questions and weightings being used to run this procurement.

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Table A – EXAMPLE ONLY

Technical Envelope	Envelope Weighting	Question	Question Weighting	Bidder A			Bidder B			Bidder C		
				Consensus Score	Sub Questions Weighted Score	Question Weighted Score	Consensus Score	Sub Question Weighted Score	Question Weighted Score	Consensus Score	Sub Question Weighted Score	Question Weighted Score
4. Service Delivery	40%	4.1	80%	66.00	52.80	40%	33.00	26.40	40%	100.00	80.00	40%
		4.2	20%	66.00	13.20		100.00	20.00		66.00	13.20	
Service Delivery Total					66.00	26.40		46.40	18.56		93.20	37.28
5. Account Management	30%	5.1	75%	100.00	75.00	30%	66.00	49.50	30%	66.00	49.50	30%
		5.2	25%	66.00	16.50		66.00	16.50		66.00	16.50	
Account Management Total					91.50	27.45		66.00	19.80		66.00	19.80
6. Approach	30%	6.1	75%	100.00	75.00	30%	66.00	49.50	30%	100.00	75.00	30%
		6.2	25%	66.00	16.50		33.00	8.25		100.00	25.00	
Approach Total					91.50	27.45		57.75	17.33		100.00	30.00
Technical Envelope Total	100%					81.30			55.69			87.08
Technical Envelope Weighted Total @ 60%						48.78			33.41			52.25

7. Commercial Envelope Evaluation

7.1. This section contains information on how to complete Attachment 4 - Price Schedule and the commercial evaluation process.

7.2. How to complete your Attachment 4 – Price Schedule

- 7.2.1. Read and understand the instructions in the Attachment 4 - Price Schedule, and in this section before submitting your prices.
- 7.2.2. Your prices should compare with your Technical submission.
- 7.2.3. Your prices must be sustainable and inclusive of all costs for example your operating costs and profit.
- 7.2.4. Your prices are to exclude VAT.
- 7.2.5. Pricing is to be inclusive of expenses.
- 7.2.6. The currency is British pounds sterling, up to two decimal places.
- 7.2.7. The percentages submitted shall be up to two decimal places.
- 7.2.8. Pricing will be based on:
 - Eight (8) hour Working Day (excluding breaks); and
 - Zero bids will not be allowed.
- 7.2.9. Final contract value will be rounded to the nearest £10.
- 7.2.10. We will investigate where we consider your bid to be abnormal.
- 7.2.11. You must download and complete the Attachment 4 – Price Schedule. Further detail may be provided within the Attachment 4 – Price Schedule.
- 7.2.12. When you have completed your Attachment 4 - Price Schedule, you must submit this by email alongside your bid to GDS-digital-buyer@digital.cabinet-office.gov.uk. If you do not submit your Attachment 4 – Price Schedule your bid may be rejected from this competition.
- 7.2.13. Do not alter, amend or change the format or layout of the Attachment 4 – Price Schedule.

7.3. Commercial Evaluation Process

- 7.3.1. Commercial scores shall be calculated using pricing submitted as part of a compliant bid only and using the following process:
- 7.3.2. We will check you have completed the Attachment 4 – Price Schedule as instructed.
- 7.3.3. Failure to complete the Attachment 4 - Price Schedule as instructed may result in your bid being deemed non-compliant and it may be rejected from this competition.
- 7.3.4. The commercial evaluation will be undertaken separately to the technical evaluation process.
- 7.3.5. The commercial evaluation will be undertaken against each pricing tab/question detailed within Attachment 4 – Price Schedule.
- 7.3.6. The Bidder with the lowest price for each question will be awarded the maximum score available for that question.
- 7.3.7. All other Bidders will get a score relative to the lowest total price for that question, calculated using the formula below
- 7.3.8. The calculation we will use to evaluate your total price per element, is as follows:
- $$\text{Commercial Score} = \frac{\text{Lowest total price}}{\text{Potential Bidder's total price}} * \text{maximum score available}$$
- 7.3.9. Once all question scores have been calculated, they will be added together and multiplied by the Commercial Envelope weighting to identify your Total Commercial Weighted Score.
- 7.3.10. Please see table B below for an example of how your commercial score will be calculated, please note that this table is for illustrative purposes only and does not necessarily reflect the questions and weightings being used to run this procurement.

Table B – EXAMPLE ONLY

Commercial Envelope	Envelope Weighting	Question	Question Weighting	Bidder A				Bidder B				Bidder C			
				Bid Submitted	Lowest Bid Submitted	Score	Weighted Question Score	Bid Submitted	Lowest Bid Submitted	Score	Weighted Question Score	Bid Submitted	Lowest Bid Submitted	Score	Weighted Question Score
7. Costs	100%	7.1	100%	£217,000.00	£217,000.00	100.00	100.00	£432,000.00	£217,000.00	50.23	50.23	£542,000.00	£217,000.00	40.04	40.04
Commercial Envelope Total							100.00				50.23				40.04

Commercial Envelope Weighted Total @ 40%							40.00				20.09				16.01
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- 7.3.11. Where we consider any of the total price(s) 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).

8. Final Decision to Award

- 8.1. We will add your technical score to your commercial score to calculate your final score.
- 8.2. Where the final score achieved by multiple Bidders ranks them in equal position and all such Bidders have achieved the Minimum Pass Mark or higher in all questions, the Bidder with the highest score for question 2.1, followed by question 2.3 (listed in order of importance), will be deemed the winner and awarded the Contract.
- 8.3. Please see table C below for an example of how your technical score and commercial score will be added together to identify your final score. Please note that this table is for illustrative purposes only and does not necessarily reflect the questions and weightings being used to run this procurement.

Table C – EXAMPLE ONLY:

		Bidder A	Bidder B	Bidder C
Envelope	Envelope Weighting	Total Weighted Score	Total Weighted Score	Total Weighted Score
Technical	60%	48.78	33.41	52.25
Commercial	40%	40.00	20.09	16.01
Total Bid Score	100%	88.78	53.50	68.26
Rank		1	3	2

- 8.4. The bidder with the highest final score, where the bid is deemed compliant, will be awarded the contract, where approved by the Contracting Authority. However, if this is a 2 Stage Evaluation the final scores up to this point will act as a gateway to Stage 2 as outlined in “What we will do”.

9. Further Information

- 9.1. All communications will be conducted via email.
- 9.2. We will send Intention to Award letters to all Potential Bidders. 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.
- 9.3. Following the standstill period, and if there are no challenges to our decision, the successful bidder will be formally awarded a contract.
- 9.4. The conclusion of a contract is subject to the provision of due ‘certificates, statements and other means of proof’ where Potential Bidders have, to this point, relied on self-certification.
- 9.5. The conclusion of a contract is subject to the Buyer agreeing to the Supplier’s Terms and Conditions, if any have been submitted.