



Bid Pack For Open Market Competition

This procurement event will be conducted in accordance with the Public Contract Regulations 2015, specifically Chapter 8, Below Threshold Procurements.

Attachment 2 – How To Bid Including Evaluation Criteria

Contract Reference: CCCO20A07

Provision of Video Vignette Production

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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. Remember to:
 - 1.2.1. Accept or Decline this Bid Pack. If you Decline please provide a reason for doing so
 - 1.2.2. Enter your bid into the e-Sourcing Suite. We can only accept bids that we receive through the e-Sourcing Suite
 - 1.2.3. Make sure you answer every question
 - 1.2.4. 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.
 - 1.2.5. Submit your bid in good time and before the bid submission deadline.
 - 1.2.6. 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.
 - 1.2.7. If we **do not** require attachments and have specified this please only use the Text Boxes provided for your answer.
 - 1.2.8. Check for messages in the e-Sourcing Suite throughout the competition.
 - 1.2.9. Press the Submit all **Draft Bids** button when your bid is ready, otherwise we will not be able to see it.
 - 1.2.10. If you are unsure, ask questions before the Clarification Questions Deadline.

2. How The Questionnaires Are Structured:

- 2.1. A summary of all the questions in the quality questionnaire, along with the marking scheme, and weightings for each question is set out below:
- 2.2. QUESTIONNAIRE 1 – QUALIFICATION - KEY PARTICIPATION REQUIREMENTS
- 2.3. QUESTIONNAIRE 2 – QUALIFICATION - CONFLICTS OF INTEREST
- 2.4. QUESTIONNAIRE 3 – QUALIFICATION - INFORMATION ONLY
- 2.5. QUESTIONNAIRE 4 - TECHNICAL - METHODOLOGY
- 2.6. QUESTIONNAIRE 5 - TECHNICAL - EXPERIENCE
- 2.7. QUESTIONNAIRE 6 - TECHNICAL- ACCOUNT MANAGEMENT
- 2.8. QUESTIONNAIRE 7 - COMMERCIAL EVALUATION

QUESTIONNAIRE 1 – 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 confirm their answer by selecting the appropriate option from the drop down menu.

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 5 - Terms and Conditions will govern the provision of this contract?	Yes/No
1.4	Do you confirm your Organisation's e-Sourcing suite profile is	Yes/No

	complete and accurate at the time the bid closed and that any amendments made following acceptance of this event will be notified to the buyer in writing?	
1.5	Please confirm that you understand that CCS reserve the right to use a credit reference agency to obtain a financial risk score for you and any members of your consortium or any nominated guarantor(s)?	Yes/No
1.6	Do you agree without caveat or limitations that you will provide upon request any relevant Insurance or Accreditation certificates?	Yes/No

QUESTIONNAIRE 2 – QUALIFICATION - CONFLICTS OF INTEREST

Response Guidance

Question 2.1 is a 'Yes/No' question and will dictate whether or not question 2.2 needs to be answered.

Question 2.2 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.

Question Number	Question	Your Response
2.1	Please confirm whether you have any potential, actual or perceived conflicts of interest that may be relevant to this requirement.	Yes/No
2.2	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

QUESTIONNAIRE 3 – 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 exercise.

Question Number	Question	Your Response
3.1	What are your details: <ul style="list-style-type: none">● Name (registered name if registered)● Office address (registered address if registered)● Website address (if applicable)● Date of registration (if applicable) or date of formation● Registration number (company, partnership, charity etc.) if applicable● DUNS number (of head office, if applicable)● VAT number	Text Box
3.2	What is your trading status: <ul style="list-style-type: none">● Public limited company● Limited company● Limited liability partnership● Other partnership● Sole trader● Third sector Other	Text Box
3.3	Are you a Small, Medium or Micro Enterprise (SME)? See the definition of SME	Text Box
3.4	Please provide details of where the Award Outcome should be directed. Your response must include their;	Text Box

	<ul style="list-style-type: none"> ● Full Name ● Role/Title ● Registered Address ● Email Address ● Contact Number 	
3.5	<p>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;</p> <ul style="list-style-type: none"> ● Trading Name(s) ● Registered Address(es) and contact details ● Goods/Services to be provided 	Text Box

QUESTIONNAIRE 4 - TECHNICAL - METHODOLOGY

WEIGHTING 30%

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, response must be uploaded as Attachments.

Attachments may be submitted in Microsoft Word, Excel. PDF format and must be in Arial font size 11. Page 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

No costings should be included in responses to this Questionnaire.

Question Number	Question	Your Response	Minimum Acceptable Score	Maximum Available Score	Weighting 100%
4.1	Please demonstrate and provide detail on how you will meet all the Key Milestones	Text / Attachment	50	100	100%

	<p>and Deliverables for Requirement one (1) and Requirement two (2).</p> <p>Your response should include but not be limited to:</p> <ul style="list-style-type: none"> • How you plan to ensure you have the relevant resource during the project time period • Your approach to the video and audio vignettes for requirement 1 & 2 • Your approach to the information/promotional/guidance videos for requirements 1 & 2 				
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QUESTIONNAIRE 5 - TECHNICAL - EXPERIENCE **WEIGHTING 40%**

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, response must be uploaded as Attachments.

Attachments may be submitted in Microsoft Word, Excel, PDF format and must be in Arial font size 11. Page 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

No costings should be included in responses to this Questionnaire.

Question Number	Question	Your Response	Minimum Acceptable Score	Maximum Available Score	Weighting 100%
5.1	<p>Please outline the technical expertise and experience of your proposed team to deliver this requirement. (Please refer to Attachment 3 - Section 13 for detailed guidance)</p> <p>Your response must demonstrate;</p> <ul style="list-style-type: none"> • Technical expertise in video production and editing, • Experience in delivering green screen productions; • Experience in producing high definition quality video and audio filming; • Experience in lighting and colour editing; • Experience in post-production editing; • Experience in the provision of subtitles audio description and British Sign Language Translation. 	Text / Attachment	50	100	20%
5.2	Please outline the proposed team's experience in managing and delivering video productions (Please refer to Attachment 3 - Section 13 for	Text / Attachment	50	100	25%

	<p>detailed guidance).</p> <p>Your response must demonstrate:</p> <ul style="list-style-type: none"> • Experience in casting actors for videos used for within organisational products, such as instructional videos, learning products, etc; including considering diversity • Experience in organising studio hiring, visual and audio technical equipment and software, use of green screen studio facilities and software; • Filming schedule management; 				
5.3	<p>Please outline the expertise and experience of your proposed team in delivering video production for situational judgement tests.</p> <p>Your response must demonstrate;</p>	Text / Attachment	50	100	55%

<ul style="list-style-type: none"> • Experience managing and delivering production of video (and audio) vignettes <u>used in successful situational judgement tests</u> used in recruitment: • Experience gained over a period of at least three years (single long term customer assignment, or multiple shorter customer assignments, or short but repeated single customer assignments); <p>Evidence that the video vignettes in the test or tests have been well-received by the end user/customer.</p>				
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QUESTIONNAIRE 6 - TECHNICAL – ACCOUNT MANAGEMENT **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, response must be uploaded as Attachments.

Attachments may be submitted in Microsoft Word, Excel. PDF format and must be in Arial font size 11. Page 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.

No costings should be included in responses to this Questionnaire.

Question Number	Question	Your Response	Minimum Acceptable Score	Maximum Available Score	Weighting 100%
6.1	<p>Please outline your account management approach and how it would apply within the context of this contract?</p> <p>This should include but not be limited to:</p> <ul style="list-style-type: none"> • A project plan with key dates from Contract Award to contract completion, identifying all key milestones; • Identification of any risks involved in project completion and how you intend to mitigate such risks; • Support offerings; • Escalation processes including points of contact and varying levels of escalation. Please ensure this includes all parties involved in the supply chain. Contact details are required for all parties. 	Text / Attachment	50	100	100%

QUESTIONNAIRE 7 – COMMERCIAL

WEIGHTING 20%

Response Guidance

Potential Bidders must enter costs by uploading the relevant Attachment 4 - Price Schedule at the question level on the e-Sourcing event.

Prices should be submitted in pounds Sterling inclusive of any expenses but exclusive of VAT.

Potential Bidders will be scored in accordance with the marking scheme at Section 2.

Question Number	Question	Your Response	Minimum Acceptable Score	Maximum Available Score	Weighting 100%
7.1	<p>Please confirm, that you have attached a completed Price Schedule to the response to this question. In so doing, you are also confirming that prices 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 - Bid Pack.</p> <p>You must show a breakdown of prices by task, day rates and staff member.</p> <p>You must provide an overall price for all deliverables, including a breakdown showing separate pricing for Requirement 1 and Requirement 2.</p>	Attachment	N/A	100	100%

3. Award Criteria

- 3.1. The award stage consists of a technical evaluation and a commercial evaluation.
- 3.2. The award of the resultant contract will be on the basis of the 'Most Economically Advantageous Tender' (MEAT).
- 3.3. The weighting for the technical evaluation is 80%; and, the commercial evaluation is 20%.

3.4. Award process - What you need to do

- 3.4.1. Answer the questions in section 2 above in the e-Sourcing suite.
- 3.4.2. Complete the Attachment 4 – Price Schedule.
- 3.4.3. You must upload your completed Price Schedule into the e-Sourcing suite at questionnaire 7.

3.5. What we will do

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 in line with our instructions. All bids passing the mandatory evaluation will be progressed to the technical Evaluation.

Technical Evaluation

We will give your responses to the **TECHNICAL questionnaires** 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.

They will give a score and a reason for their score for each question they are assessing. The evaluators will enter the scores and reasons into the e-Sourcing suite.

If the evaluation panel wishes to clarify any areas of your bid, bid clarification questions will be issued via the e-Sourcing suite on an individual basis.

Consensus

Once the evaluators have independently assessed your answers to the questions we will arrange for the evaluators to meet. We will facilitate the discussion.

At this meeting, the evaluators will discuss the 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.

These final scores will be used to calculate your technical score.

If the evaluation panel wishes to clarify any areas of your bid, bid clarification questions will be issued via the e-sourcing suite on an individual basis.

Technical Threshold

If you have not met the minimum acceptable score for each question, you will be excluded from the competition. We will tell you that you have been excluded from the procurement and why at award stage. If this is a 2 Stage Evaluation, we will advise you at the point in which Stage 2 invitations are sent.

Evaluate Commercial

We will then evaluate your price and calculate your price score using the evaluation criteria specified.

If we wish clarify any areas of your bid, bid clarification questions will be issued via the e-Sourcing suite on an individual basis.

Final Score

Your technical score will be added to your commercial score, to create your final score.

Award

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

We will notify successful and unsuccessful bidders providing feedback.

4. Marking Scheme

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

Marking Scheme	Description
100 - Excellent	An Excellent comprehensive response that meets the requirements. Indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.
75 – Good	A Good response that meets the requirements with good supporting evidence. Demonstrates good understanding.
50 – Meets the Requirement	Meets the requirements – the response generally meets the requirements, but lacks sufficient detail to warrant a higher mark.
25 – Poor Response	A poor response with reservations – the response lacks convincing detail with risk that the proposal will not be successful in meeting all of the requirements.
0 - Unsuitable	Failed to provide confidence that the proposal will meet the requirements. An unacceptable response with serious reservations.

5. Technical Evaluation

- 5.1. Questionnaires Q1 and Q2 are mandatory question(s) and will be evaluated PASS / FAIL. If you fail any of these questions, you will be excluded from the competition. We will tell you that your bid has been excluded.
- 5.2. 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.
- 5.3. Each weighted score for each question you have submitted a bid for will then be added together to calculate your technical score.
- 5.4. Please see table A below for an example of how your technical score will be calculated.

Table A – EXAMPLE ONLY

Questionnaire	Questionnaire Weighting	Question	Question Weighting	Bidder A			Bidder B			Bidder C		
				Consensus Score (Max 100)	Weighted Question Score	Weighted Questionnaire Score	Consensus Score (Max 100)	Weighted Question Score	Weighted Questionnaire Score	Consensus Score (Max 100)	Weighted Question Score	Weighted Questionnaire Score
4. Service Delivery	40%	4.1	50%	100	50	33.2	66	33	26.4	100	50	26.6
		4.2	50%	66	33		66	33		33	16.5	
Questionnaire 4 Totals					83			66			66.5	
5. Account Management	30%	5.1	75%	66	49.5	22.35	66	49.5	17.33	33	24.75	9.9
		5.2	25%	100	25		33	8.25		33	8.25	
Questionnaire 5 Totals					74.5			57.75			33	
Quality Total Score						55.55			43.73			36.5

6. Commercial Evaluation

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

6.2. How to complete your Attachment 4 – Price Schedule

6.2.1. Read and understand the instructions in the Attachment 4 - Price Schedule, and in this section before submitting your prices.

6.2.2. Your prices should compare with the technical of your offer.

6.2.3. Your prices must be sustainable and inclusive of all costs for example your operating costs and profit.

6.2.4. Your prices are to exclude VAT.

6.2.5. Pricing is to be inclusive of expenses.

6.2.6. The currency is British pounds sterling, up to two decimal places.

6.2.7. The percentages submitted shall be up to two decimal places.

6.2.8. Pricing will be based on:

- Eight (8) hour Working Day; and
- Rounded to the nearest £10.
- Zero bids will not be allowed.

6.2.9. We will investigate where we consider your bid to be abnormally low.

6.2.10. The prices submitted shall not exceed the overarching commercial agreement rates.

6.2.11. You must download and complete the Attachment 4 – Price Schedule you are submitting a bid for. Further detail may be provided within the Attachment 4 – Price Schedule.

6.2.12. When you have completed your Attachment 4 - Price Schedule, you must upload this into the e-Sourcing Suite at question Q7. If you do not upload your Attachment 4 – Price Schedule your bid may be rejected from this competition.

6.2.13. Do not alter, amend or change the format or layout of the Attachment 4 – Price Schedule.

6.3. Commercial Evaluation Process

- 6.3.1. This is how we will evaluate your pricing:
- 6.3.2. We will check you have completed the Attachment 4 – Price Schedule as instructed.
- 6.3.3. 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.
- 6.3.4. The commercial evaluation will be undertaken separately to the technical evaluation process.
- 6.3.5. The Potential Bidder with the lowest total price will be awarded the maximum score available for that element.
- 6.3.6. All other Potential Bidders will get a price score relative to the lowest total price.
- 6.3.7. The calculation we will use to evaluate your total price per element, you are bidding for, is as follows:

$$\text{Price Score} = \frac{\text{Lowest total price}}{\text{Potential Bidder's total price}} * \text{maximum score available}$$

6.3.8. Please see table B below for an example of how your Price score will be calculated.

Table B – EXAMPLE ONLY

Questionnaire	Questionnaire Weighting %	Bidder A				Bidder B				Bidder C			
		Bid Submitted	Lowest Bid Submitted	Score	Weighted Questionnaire Score	Bid Submitted	Lowest Bid Submitted	Score	Weighted Questionnaire Score	Bid Submitted	Lowest Bid Submitted	Score	Weighted Questionnaire Score
6. Price	30	£ 217,000.00	£ 217,000.00	100.00	30.00	£432,000.00	£217,000.00	50.23	15.07	£542,000.00	£217,000.00	40.04	12.01

- 6.3.9. Where we consider any of the total price(s) you have submitted to be abnormally low will ask you to explain the price(s) you have submitted (as required in regulation 69 of the Public Contract Regulations 2015).

7. Final Decision to Award

- 7.1. We will add your quality score to your price score to calculate your final score.
- 7.2. Please see table C below for an example of how your Quality score and Price score will be added together to identify your final score.

Table C – EXAMPLE ONLY:

Questionnaire	Weighted Questionnaire Score		
	Bidder A	Bidder B	Bidder C
4. Service Delivery	33.20	26.40	26.60
5. Account Management	22.35	17.33	9.90
6. Price	30.00	15.07	12.01
Total Score	85.55	58.80	48.51

7.3. The bidder with the highest final score will be awarded the contract. 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”.

7.4. Two Stage Evaluation

7.4.1. The following will only apply if a 2 stage approach is adopted as outlined in the table “What we will do” above in section 3.

7.4.2. Where a 2 Stage Evaluation has been conducted the final score from Stage 1 will now be added to the score from Stage 2 to show a final score as demonstrated in the table below:

7.4.3. Please see table D below for an example of how your Stage 1 score and Stage 2 score will be added together to identify your final score.

Table D – EXAMPLE ONLY:

Questionnaire	Questionnaire Weighting %	Weighted Questionnaire Score		
		Bidder A	Bidder B	Bidder C
4. Service Delivery	30	33.20	26.40	26.60
5. Account Management	30	22.35	17.33	9.90
6. Price	30	30.00	15.07	12.01
Total Stage One Score		85.55	58.80	48.51
7. Presentation	10	0.05	0.08	10.00
Total Overall Score (Final Score)		85.60	58.88	58.51

8. Further Information

8.1. We will tell you if you have been successful or unsuccessful via the e-Sourcing Suite.