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# 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: CCHR19A93

The Provision of Digital Learning Course Development for GCS – Digital Communications

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# How to Make Your Bid

### Your bid must be made by the organisation that will be responsible for providing the deliverables if your bid is successful.

### Remember to:

### Accept or Decline this Bid Pack. If you Decline please provide a reason for doing so

### Enter your bid into the e-Sourcing Suite. We can only accept bids that we receive through the e-Sourcing Suite

### Make sure you answer every question

### 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.

### Submit your bid in good time and before the bid submission deadline.

### 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.

### If we **do not** require attachments and have specified this please only use the Text Boxes provided for your answer.

### Check for messages in the e-Sourcing Suite throughout the competition.

### Press the Submit all **Draft Bids** button when your bid is ready, otherwise we will not be able to see it.

### If you are unsure, ask questions before the Clarification Questions Deadline.

# How The Questionnaires Are Structured:

### A summary of all the questions in the quality questionnaire, along with the marking scheme, and weightings for each question is set out below:

### Qualification Envelope

### Questionnaire 1 – Qualification - Key Participation Requirements

### Questionnaire 2 – Qualification - Conflicts Of Interest

### Questionnaire 3 – Qualification - Information Only

### Technical Envelope

### Questionnaire 4 - Technical - Capability

### Questionnaire 5 - Technical – Service Delivery

### Commercial Envelope

### Questionnaire 6 - Commercial Evaluation

### Technical Envelope Stage Two

### Questionnaire 7 – Technical (Stage 2) – Presentation

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| **Qualification Envelope** |
| **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 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? | Yes/No |
| 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 by 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:* 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:* 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](https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en) | Text Box |
| 3.4 | Please provide details of where the Award Outcome should be directed. Your response must include their;* Full Name
* Role/Title
* Registered Address
* Email Address
 | Text Box |
| 3.5 | 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;* Trading Name(s)
* Registered Address(es) and contact details
* Goods/Services to be provided
 | Text Box |
| 3.6 | Please provide details of the Data Protection Officer for your organisation.Your response must include their;* Full Name
* Role/Title
* Registered Address
* Email Address
 | Text Box |
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| **Technical Envelope Overall Weighting 65%** |
| **Questionnaire 4 - Technical - Capability 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**  |
| 4.1 | Potential providers should provide a portfolio of their credentials in their response including case studies of where their organisation has delivered a bespoke digital learning course based on user needs previously, demonstrating;1. Creation of an exemplary learning journey;
2. Excellent design based on user needs
3. Quality of service;
4. Delivering at pace to tight deadlines
5. Use of Agile working practices, including regular stand ups; and
6. Ability to flexibly meet shifting client priorities.

As part of this, potential providers should outline their methodology and approach to digital course content creation. | Your answers to all questions in Questionnaires 4 and 5 should be submitted in a single attachment, which you should attach to Question 4.1. This attachment should not exceed 10 sides of A4.The CVs requested at question 4.2 should not be included within this attachment, and fall outside of the 10 page limit. | 66 | 100 | 60 |
| 4.2 | Please provide evidence of your team’s relevant experience and knowledge to complete this task.Potential providers should provide CVs of the people (maximum 1 side of A4 per person) that will make up the project team. CVs will be evaluated against the skills and experience relevant to the requirement as detailed in the Statement of Requirements. | Response to this question provided within single attachment at 4.1.CV’s to be attached to this Question. | 66 | 100 | 40 |
| **Questionnaire 5 - Technical – Service Delivery Weighting 40%****Response Guidance**Please see Response Guidance under Questionnaire 4 |
| **Question Number** | **Question** | **Your Response** | **Minimum Acceptable Score** | **Maximum Available Score** | **Weighting**  |
| 5.1 | Potential providers should provide their specific methodology for this project as well as their project plan to deliver the requirement as outlined in the Attachment 3, including but not limited to;1. A summary of their creative design approach;
2. A technical summary;
3. Understanding of business requirements;
4. Meeting deadlines;
5. Contingency planning;
6. The processes that you will put in place to minimise technology failure;
7. Shifting client needs/assisting with clients’ (Cabinet Office Team) questions and clarifications; and
8. Meeting the accessibility requirements and security standards specified by the Client.
 | Response to this question provided within single attachment at 4.1. | 66 | 100 | 50% |
| 5.2 | Potential providers are requested to describe how they will manage the service to the Authority in terms of account management and quality assurance and reporting. | Response to this question provided within single attachment at 4.1. | 66 | 100 | 25% |
| 5.3 | Please provide a detailed project team chart showing all key personnel, who will be responsible for delivering services under this contract.The response must include:1. A clear structure with reporting lines and titles within respective organisation including Sub-contractors (if applicable); and
2. Key roles and responsibilities for the contract.
 | Response to this question provided within single attachment at 4.1. | 66 | 100 | 25% |

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| **Commercial Envelope Overall Weighting 20%** |
| **Questionnaire 6 – Commercial Evaluation 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** | **Maximum Available Score** | **Weighting** |
| 6.1 | Please attach 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. | Attachment | 100 | 100 |

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| **Technical Envelope Stage Two Overall Weighting 15%** |
| **Questionnaire 7 - Technical (Stage 2) – Presentations Weighting 15%****Response Guidance**The 4 highest ranked Potential Providers, who achieve the minimum acceptable Quality Score for each question and are within 15% of the first ranked Potential Provider overall at stage one (1) will be invited to participate in stage two (2).* Potential Providers will be invited to make a Presentation based on the areas detailed below at 8.1. All Bidders invited to Presentation will be asked the same questions.
* As per the indicative timetable in the Bid Pack, invitations will be issued 10 days prior to interviews taking place.
* The Potential Providers invited to Presentations shall be required to confirm via message on the eSourcing platform that they are able to attend and the names and contact details of attendees must be provided.
* The Quality/Price Score at stage one (1) will be combined with the Quality Score at stage two (2) to determine the final score for each Potential Provider (“Final Score”).
* Please Note: The Department reserves the right not to invite Potential Providers to Stage 2 Presentations if either their score is inhibitive of winning the competition (less than 15% of the highest scoring Potential Provider) or they have scored below 33 on an individual question within Questions 4, 5 or 6.
 |
| **Question Number** | **Question** | **Your Response** | **Maximum Available Score** | **Weighting**  |
| 7.1 | Please prepare an in-person presentation to describe your proposed content development cycle over the course of a two-week Sprint. This must include:1. Description of your proposed digital platform, with examples of work
2. Description of the realistic volume of work in terms of outputs, that would be achievable in a typical two-week Sprint

Attendees must not exceed twoNames and contact details of attendees must be provided. | Presentation  | 100 | 100 |

# Award Criteria

### The award stage consists of a technical evaluation and a commercial evaluation.

### The award of the resultant contract will be on the basis of the ‘Most Economically Advantageous Tender’ (MEAT)

### The weighting for the technical evaluation is 80%; and, the commercial evaluation is 20%.

### **Award process - What you need to do**

### Answer the questions in section 2 above in the e-Sourcing suite.

### Complete the Attachment 4 – Price Schedule

### You must upload your completed Price Schedule into the e-Sourcing suite at questionnaire 6.

### **What we will do**

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| **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. As 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.  |
| **2 Stage Evaluation** This procurement is being run in 2 stages. Your final score up to this point will be the final score for Stage 1 of the procurement and will be used as a gateway to Stage 2 of the procurement. The 4 highest ranked Potential Providers, who achieve the minimum acceptable Quality Score for each question and are within 15% of the first ranked Potential Provider overall at stage one (1) will be invited to participate in stage two (2).* Potential Providers will be invited to make a Presentation based on the areas detailed above at 7.1. All Bidders invited to Presentation will be asked the same questions.
* As per the indicative timetable in the Bid Pack, invitations will be issued twelve days prior to interviews taking place.
* The Potential Providers invited to Presentations shall be required to confirm via message on the eSourcing platform that they are able to attend and the names and contact details of attendees must be provided.
* The Quality/Price Score at stage one (1) will be combined with the Quality Score at stage two (2) to determine the final score for each Potential Provider (“Final Score”).

Please Note: The Department reserves the right not to invite Potential Providers to Stage 2 Presentations if either their score is inhibitive of winning the competition (less than 15% of the highest scoring Potential Provider) or they have scored below 33 on an individual question within Questions 4, 5 or 6.Stage 2 will be in the form of a PresentationThe Stage 2 Questionnaire and Evaluation Criteria are set out above at Questionnaire 7The evaluation process for Stage 2 will be conducted in line with the points outlined above.The scores from Stage 2 evaluation will be added to the final scores from Stage 1. This will be the final score and the bids will be ranked accordingly. |
| **Award**Award will be made to the successful bidder, subject to contract. We will notify successful and unsuccessful bidders providing feedback. |

# Marking Scheme

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

|  |  |
| --- | --- |
| **Marking Scheme** | **Description** |
| **100****Good** | The response fully meets all requirements with detail provided minimising risks to delivery.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. |
| **66****AcceptableMinor Concerns** | 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. |
| **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.  The response does not demonstrate a full understanding of the requirement posing major concerns. |
| **0****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. |

# Technical Evaluation

### 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.

### 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.

### Each weighted score for each question will then be added together to calculate your technical score.

### Please see table A below for an example of how your technical score will be calculated.

**Table A – EXAMPLE ONLY**

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# Commercial Evaluation

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

### **How to complete your Attachment 4 – Price Schedule**

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

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

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

### Your prices are to exclude VAT.

### Pricing is to be inclusive of expenses.

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

### Pricing will be based on:

### Eight (8) hour Working Day; and

### Zero bids will not be allowed.

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

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

### 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.

### When you have completed your Attachment 4 - Price Schedule, you must upload this into the e-Sourcing Suite at question Q6. If you do not upload your Attachment 4 – Price Schedule your bid may be rejected from this competition.

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

### **Commercial Evaluation Process**

### This is how we will evaluate your pricing:

### We will check you have completed the Attachment 4 – Price Schedule as instructed.

### 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.

### The commercial evaluation will be undertaken separately to the technical evaluation process.

### The Potential Bidder with the lowest total price will be awarded the maximum score available.

### All other Potential Bidders will get a price score relative to the lowest total price.

### The calculation we will use to evaluate your total price per element you are bidding for is as follows:

Price Score = Lowest total price \* maximum score available Potential Bidder’s total price

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

 **Table B – EXAMPLE ONLY**



### 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).

# Final Decision to Award

### We will add your technical score to your commercial score to calculate your final score.

### 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.

**Table C – EXAMPLE ONLY:**



### 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”.

### **Two Stage Evaluation**

### The following will apply as a 2 stage approach has been adopted as outlined in the table “What we will do” above in section 3.

### 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:

### 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:**



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