

ANSWERS TO CLARIFICATION QUESTIONS – DTEC/298 PROVISION OF MARKETING SERVICES FOR THE DEFENCE ENGINEERING GRADUATE AND APPRENTICE TRAINING SCHEMES

#	Question	Answer
001	Whilst reviewing the documentation we noticed the following statement regarding pricing... "Firm prices are sought for all work under the Contract. Companies wishing to tender should be aware that it is anticipated that the Contractors services will be free of charge to MOD and MOD will pay for the marketing delivered at a discounted rate." Reading the T&C's there is clearly an expectation from MoD that we will charge for our services. Can you please clarify the position here as this statement above appears to contradict this and itself and gives no indication as to how contractors will be remunerated?	<p><b>It is assumed the Contractor will gain remuneration from any commission paid by the advertising avenue (i.e. the magazine or website) and not by charging MOD. The MOD would pay the contractor the cost of placing the advertisement, but minus any agreed kick-back percentage.</b></p> <p><b>As an example, if a magazine advert was £200 and the Contractor was instructed by a MOD Marketing Officer to place this advertisement, the Contractor would charge this cost to MOD at £200 minus the percentage of 'kick-back' agreed. If the agreed kick back rate was (purely for the purposes of an example) 5%, MOD would pay the Contractor £190. In this way, the Contractor's services are free of charge to MOD, and the Contractor would gain profit from any commission paid by the advertising avenue.</b></p> <p><b>(In exceptional circumstances a charge may be negotiated for the development of a particular piece of artwork/design).</b></p>
002	Is the marking criteria lists a minimum requirement? For example is previous experience working in the defence industry a prerequisite or would working in the public sector be the minimum requirement?	<b>Working in the public sector is a minimum requirement, experience in the Defence sector is desirable.</b>
003	What exactly are we quoting for? The DETEC 298 marketing advert states: 'Fixed prices are sought for all work under the Contract. Companies wishing to tender should be aware that it is anticipated that the Contractors services will be free of charge to MOD and MOD will pay for the marketing delivered at a discounted rate.' It is standard industry practice to charge each campaign or project according to the complexity and content.	<p><b>It is assumed the Contractor will gain remuneration from any commission paid by the advertising avenue (i.e. the magazine or website) and not by charging MOD. The MOD would pay the contractor the cost of placing the advertisement, but minus any agreed kick-back percentage.</b></p> <p><b>(In exceptional circumstances a charge may be negotiated for the development of a particular piece of artwork/design).</b></p>

004	How do the DE&S graduate and apprenticeship schemes work? Are we essentially looking at a time-limited multi-channel campaign leading up to a specific closing date or more general 'always on' promotional activity to raise the profile of the schemes? What budgets are available?	<b>Services supplied will, for the most part, be in respect of a multi-channel time limited campaign. There is no minimum amount of work that will be requested, as work will be tasked on a largely a case by case ad-hoc basis. The maximum amount to be paid to advertisers, through the successful advertising company, would be the amount in the contract, but tenderers should note it may not reach this amount.</b>
005	Is there a date for, and further details about, the Bidder's Conference?	<b>This procurement is operating under the Open Procedure of the European Union Public Contract Regulations and as part of this process, we are forgoing a Bidder's Conference. For the avoidance of doubt, a Bidder's Conference will not take place for this requirement.</b>
006	How many Graduates and Apprentices does DE&S recruit every year? Would this intake be done as a series of cohorts across the year or to a single annual intake. What is the timetable around the intake(s) in terms of deadlines, on-boarding and start dates?	<b>For the Defence Engineering and Science Group approximately, 100 Engineering Graduates; 80 Advanced Apprentices and 20 Degree Apprentices. Campaigns normally run from Autumn to Spring, each year; dates vary. Most recruitment processes then lead to approximately a September start date. However, please note that the main emphasis of the campaign related services required will be to supply advertising services at the behest of an MOD Marketing officer, who will mostly lead on the planning surrounding the area you are describing, and this officer will also be liaising with internal MOD personnel.</b>
007	What locations do you recruit to? Is it only to the Abbeywood location or are there are other places Graduates or Apprentices may work at?	<b>While we cannot provide an absolute breakdown, it is both Abbey Wood and other locations across the UK. Please see the DESG website for current details. <a href="http://www.gov.uk/mod/desg">www.gov.uk/mod/desg</a> and also <a href="http://www.gov.uk/mod/des-advanced-apprenticeship">www.gov.uk/mod/des-advanced-apprenticeship</a></b>
008	When would any deliverables be expected to start being delivered? We note the contract does not have an awarding date, though it runs October 2017 - October 2018. We're trying to understand how quickly from the awarding of the contract we would be expected to deliver finished outputs.	<b>Delivery of advertising would be expected as soon as the contract is awarded, under the time-frames stipulated in the Contract Terms, and under the supervision of an MOD Marketing officer.</b>

009	Although we have been given an indicative budget for the overall DE&S recruitment spend each year, is it possible to let us know what spend would be available for these specific recruitment campaigns, annually?	<b>The maximum amount for marketing spend across the core and option years is specified in the Contract Notice. We are unable to provide a further breakdown.</b>
010	Can you give an indication of any intake requirements, including qualifications, diversity, selection criteria?	<b>Information can be viewed on the websites quoted in question 007.</b>
011	Related to this, what sort of Security Clearance would be required for these intakes? We are interested in understanding the likely impact of a Clearance upon the length of hiring and, therefore, any knock-on for candidate drop-outs. Have you any figures relating to this issue that you can share with us?	<b>A MOD Marketing officer will lead on this area, and the winning tenderer will be briefed on each campaign as appropriate, we have no further information to provide at this time.</b>
012	In regard to the submission document itself, our understanding of requirements at this stage is for us to complete Sections 1-9 in Section D and Annex A in Section F. Are there any other submission requirements for us to complete before 2 October?	<p><b>Please fully review the DEFFORM 47 documentation. A response is required to the Tender Evaluation Criteria in Sections 1-9 of Section D and also Annex A in Section F, but additionally, you are required to complete the Suitability Assessment Questionnaire found on the Defence Contracts Online website, and fill in the Pricing Column in the Schedule of Requirements (Schedule 2) within the Contract Terms and Conditions Document.</b></p> <p><b>The DEFFORM 47 provides information on how to form your response.</b></p>
013	Are we expected to submit our answers in the body of the document DEFFORM 47 or can we supply a separate document? If so, must this be a Word document or can it be a typeset PDF, set at 11pt Arial?	<b>Tenderers are asked to use the formats specified in the DEFFORM 47.</b>
014	As part of our submission, and the evidence required to answer Sections 1-9, are we allowed to include case studies as a separate document?	<b>You are welcome to submit any material you feel would be benefit your proposal against the Technical Evaluation Criteria, we will not specify what in particular you should or should not include.</b>

015	Can you tell us who is marking the submissions - is it a marketing or recruitment department decision or will it be made primarily by the Procurement function?	<p><b>As per the DEFFORM 47, marking will have three elements - Technical, Financial and Commercial.</b></p> <p><b>The Technical evaluation will be conducted by the Marketing Team to evaluate the Technical ability and suitability of each submission. They will mark against the Technical Evaluation Criteria within the DEFFORM 47. The Commercial Team will perform a Commercial Evaluation that each Tenderer accepts all Contract Terms, and also a Financial Evaluation with regards to value for money.</b></p> <p><b>As per the documentation, a calculation is made to determine the overall highest score, in which the Technical Score is weighted at 80%, the Financial Score at 20%, and the Commercial evaluation is Pass or Fail.</b></p>
016	Would we be expected to work with any incumbent 3rd party suppliers in the delivery of your requirements? Similarly, would DE&S require vetting of any third parties we use in the delivery of requirements?	<b>It is likely that, if this scenario arises, the successful advertising company would work with existing MOD contractors. It is expected that the vast majority of the advertising services supplied would be 'in-house', and so the scenario described should not normally occur.</b>
017	In the absence of a formal tender exercise, how would you like us to submit our pricing? As a ratecard of key services or will there be an exercise to cost as part of the submission?	<b>See answer to question 001.</b>
018	As a part of the MOD, will DE&S require [NAME REDACTED] to utilise any other part of the MOD under contract - for example, media buying contracts?	<b>We do not anticipate this Contract interacting with Contracts within other sectors of the MOD.</b>
019	Under Section 8.0 you ask us to build 'standard' or 'complex' websites to 3 and 6-week timescales respectively. Are you able to further define 'standard' and 'complex' to enable us to understand your requirements?	<b>At present, it is too early to say. At the same time, at present, this particular requirement is only a remote possibility. Should details of any possible requirement come to light, MOD will inform the incumbent successful advertising contractor.</b>
020	Will there be a formal pitch or presentation as part of the process?	<b>No, the submission of a Tender and the Completion of the online Suitability Assessment Questionnaire are the two parts of the Tendering Process.</b>

021	What is the estimated size, nature and frequency of the campaigns covered in the brief?	<b>Campaigns relate to approximately 6 engineering related schemes, which would normally be open for applications from Autumn until Spring.</b>
022	Will the contractor be required to be available as they would in a full time role or just at particular points of the week/month/season?	<b>Contractor will need to be available for any work tasked, even at short notice, all year. The assumption is most possible work would fall in the Autumn to Spring Period.</b>
023	Will the contractor be required to be based in the subject area (Bristol or surrounding area) or can they work remotely?	<b>It would be desirable for the Contractor to be based in the South of England as there is very little provision for Travel and Subsistence within this requirement but this is not an absolute pre-requisite.</b>
024	If the contractor travels or attends fairs as part of this contract, will they be able to claim expenses back or will that have to be factored in to the initial bid quote?	<b>The assumption is that the contractor would not attend fairs. There is very little provision for Travel and Subsistence within this requirement.</b>
025	To what extent will web development be required in the completion of this brief?	<b>It is only a remote possibility that web development will be required.</b>
026	Is art work/images provided by the authority or entirely by the contractor?	<b>On occasion, Contractor should expect to work with some MOD images, but mainly the contractor will develop and offer designs until MOD is satisfied with the results. Designs will be developed and amended under the supervision of an MOD Marketing officer.</b>
027	Is the contractor's fee/salary to be included in the quote or as an additional cost?	<b>See answer to question 001.</b>
028	Is the assessment criteria the same for SME's as other organisations?	<b>We welcome responses from SMEs, however all tenders will be assessed against the same criteria.</b>
029	Are there any particular licenses that a contractor would need to be considered for this tender process?	<b>We have not specified any licences as a pre-requisite, but we welcome suppliers to submit any licences, affiliations or qualifications they feel would assist their proposal.</b>