



# Invitation to Quote

**Invitation to Quote (ITQ) on behalf of The UK Space Agency (UKSA)**

**Subject: Launch UK Logo Design Competition Delivery Partner**

**Sourcing Reference Number: UKSAC21\_0031**

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## Section 1 – About UK Space Agency

The UK Space Agency wants the UK to lead the new space age, with the benefits of space reaching everyone. We are developing a comprehensive UK space strategy to set a bold vision for the UK in space and co-ordinate government investment in this growing industry.

The Covid-19 outbreak is an unprecedented challenge facing the UK and the rest of the world, and we recognise that there will be impacts on the space sector. The UK Space Agency is working closely with the space industry, universities and partners across the government to respond to the crisis and to ensure we emerge stronger than ever.

We have **five goals** which will drive our work over the course of the year (2020/21):

1. **Growth** – drive and sustain **UK space sector growth**
2. **Science** - deliver space-based infrastructure that enables **world-class science**
3. **Capabilities** – ensure the UK government has access to capabilities that are integral to our **national safety, security and Critical National Infrastructure**
4. **Global** - increase the **UK's global influence in science, security and trade** through space
5. **UKSA** - Ensure **an effective UK Space Agency** which is a great place to work, supported by strong governance

UK Space Agency key achievements include:

- **The UK space sector is an economic success story** – generating an income of £16.4 billion, employing 45,000 people and supporting a further £300 billion of economic activity through the use of satellite services.
- **The UK Space Agency is encouraging further growth** by seizing the opportunities presented by the new space age, such as the increasing global demand for Earth Observation data, space launch services and the falling cost of satellites and space technologies.
- **Space can help Government achieve its ambitions for the UK's prosperity and knowledge, security and defence, and global influence.** A new National Space Council has been created to provide leadership on space policy and investment across government and is overseeing development of a new space strategy.
- **Brexit does not affect our ongoing role in the European Space Agency.** The UK made ambitious investments in future ESA programmes in November 2019. This will cement our leading role in ESA, help us develop our national capabilities and contribute to exciting new science and exploration missions.
- **The Government's spaceflight programme** – LaunchUK - will kick-start small satellite launch and sub-orbital flight from UK spaceports. The UK Space Agency is supporting projects to deliver the first commercial launches, while Government is also legislating to provide a modern regulatory framework through the Space Industry Act 2018.
- **We are developing world-class facilities** including the National Space Propulsion Facility in Westcott and the National Satellite Test Facility in Harwell (supported by £99m funding), as well as business incubators in more than 20 locations to support British start-ups hoping to grow into successful space companies.
- **We are using the UK space sector's research and innovation strengths** to deliver sustainable economic or societal benefits to developing nations and economies through our International Partnership Programme (IPP) - a £30M per year programme funded by the BEIS Global Challenges Research Fund (GCRF).

## Section 2 – Privacy Notice

This notice sets out how the Contracting Authority will use your personal data, and your rights. It is made under Articles 13 and/or 14 of the General Data Protection Regulation (GDPR).

### YOUR DATA

The Contracting Authority will process the following personal data:

Names and contact details of employees involved in preparing and submitting the bid;  
Names and contact details of employees proposed to be involved in delivery of the contract;  
Names, contact details, age, qualifications and experience of employees whose CVs are submitted as part of the bid.

#### *Purpose*

The Contracting Authority are processing your personal data for the purposes of the tender exercise, or in the event of legal challenge to such tender exercise.

#### *Legal basis of processing*

The legal basis for processing your personal data is processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the data controller, such as the exercise of a function of the Crown, a Minister of the Crown, or a government department; the exercise of a function conferred on a person by an enactment; the exercise of a function of either House of Parliament; or the administration of justice.

#### *Recipients*

Your personal data will be shared by us with other Government Departments or public authorities where necessary as part of the tender exercise. The Contracting Authority may share your data if required to do so by law, for example by court order or to prevent fraud or other crime.

#### *Retention*

All submissions in connection with this tender exercise will be retained for a period of 7 years from the date of contract expiry, unless the contract is entered into as a deed in which case it will be kept for a period of 12 years from the date of contract expiry.

### YOUR RIGHTS

You have the right to request information about how your personal data are processed, and to request a copy of that personal data.

You have the right to request that any inaccuracies in your personal data are rectified without delay.

You have the right to request that any incomplete personal data are completed, including by means of a supplementary statement.

You have the right to request that your personal data are erased if there is no longer a justification for them to be processed.

You have the right in certain circumstances (for example, where accuracy is contested) to request that the processing of your personal data is restricted.

You have the right to object to the processing of your personal data where it is processed for direct marketing purposes.

You have the right to object to the processing of your personal data.

## **INTERNATIONAL TRANSFERS**

Your personal data will not be processed outside the European Union

## **COMPLAINTS**

If you consider that your personal data has been misused or mishandled, you may make a complaint to the Information Commissioner, who is an independent regulator. The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
0303 123 1113  
[casework@ico.org.uk](mailto:casework@ico.org.uk)

Any complaint to the Information Commissioner is without prejudice to your right to seek redress through the courts.

## **CONTACT DETAILS**

The data controller for your personal data is:

UK Space Agency

You can contact the Data Protection Officer at:

UKSA Data Protection Officer, UK Space Agency, Polaris House, North Start Road, Swindon SN2 1SZ. Email: [GDPR@ukspaceagency.gov.uk](mailto:GDPR@ukspaceagency.gov.uk)

## **UK Shared Business Services Ltd Privacy Statement**

At UK Shared Business Services (UK SBS) we recognise and understand that your privacy is extremely important, and we want you to know exactly what kind of information we collect about you and how we use it.

This privacy notice link below details what you can expect from UK SBS when we collect your personal information.

- We will keep your data safe and private.
- We will not sell your data to anyone.
- We will only share your data with those you give us permission to share with and only for legitimate service delivery reasons.

<https://www.uksbs.co.uk/use/pages/privacy.aspx>

## Section 3 - Working with the Contracting Authority.

In this section you will find details of your Procurement contact point and the timescales relating to this opportunity.

Section 3 – Contact details		
3.1.	Contracting Authority Name and address	UK Space Agency Polaris House Swindon SN2 1SZ
3.2.	Buyer name	Rachel Rose
3.3.	Buyer contact details	commercial@ukspaceagency.gov.uk
3.4.	Maximum value of the Opportunity	£180,000.00 Ex VAT
3.5.	Process for the submission of clarifications and Bids	<b>All correspondence shall be submitted within the Messaging Centre of the e-sourcing. Guidance Notes to support the use of Delta eSourcing is available <a href="#">here</a>. Please note submission of a Bid to any email address including the Buyer <u>will</u> result in the Bid <u>not</u> being considered.</b>

Section 3 - Timescales		
3.6.	Date of Issue of Contract Advert on Contracts Finder	Friday, 13 August 2021
3.7.	Latest date / time ITQ clarification questions shall be received through Delta eSourcing messaging system	Friday, 20 August 2021 14.00
3.8.	Latest date / time ITQ clarification answers should be sent to all Bidders by the Buyer through Delta eSourcing Portal	Wednesday, 25 August 2021 14.00
3.9.	Latest date and time ITQ Bid shall be submitted through Delta eSourcing	Friday, 03 September 2021 14.00
3.10.	Date/time Bidders should be available if face to face clarifications are required	N/A
3.11.	Anticipated notification date of successful and unsuccessful Bids	Thursday, 09 September 2021
3.12.	Anticipated Contract Award date	Friday, 10 September 2021
3.13.	Anticipated Contract Start date	Monday, 13 September 2021
3.14.	Anticipated Contract End date	Thursday, 31 March 2022 Optional extension periods are available, up to a latest end date of 30 <sup>th</sup> June 2022, subject to budgetary approval.
3.15.	Bid Validity Period	60 Days

## Section 4 – Specification

### Background

UK Space Agency (UKSA) Spaceflight Programme, LaunchUK, aims to establish commercial vertical and horizontal small satellite launch from UK spaceports in 2022. Launch will act as a catalyst for growth in the wider space industry, as well as create highly skilled jobs and bring economic and social benefits to communities across the UK.

As UKSA build momentum towards the first launch, UKSA will undertake a proactive 12-18 month programme of Launch Year education communications and engagement activity to:

- Inspire and engage young people, particularly those from underrepresented groups, in order to encourage uptake of STEAM (Science, Technology, Engineering, Art & Maths) subjects with a view to building and sustaining the talent pipeline.

In addition, activity will be used to support our wider Launch Year Communications objectives to:

- Inform the UK public and interested parties about the strategic and economic benefits of commercially sustainable launch from the UK in order to increase advocacy towards HMG's spaceflight activities;
- Showcase the UK's position as a world-leader in the small satellite launch market and science superpower in order to encourage inward investment and foster trade.

UK Space Agency (UKSA) ambition is to run a series of education outreach competitions focussing on three distinct age groups, (primary, secondary and tertiary 16+) as the key strand of their education communications and engagement strategy. These activities will complement UKSA existing UKSA Educational activity, including the [CanSat programme](https://www.stem.org.uk/esero/cansat) <https://www.stem.org.uk/esero/cansat> and [SPINtern](https://sa.catapult.org.uk/work-with-us/space-placements-industry-spin/) initiative <https://sa.catapult.org.uk/work-with-us/space-placements-industry-spin/>.

### Proposal

UK Space Agency (UKSA) are inviting providers to submit their proposals to be a **delivery partner** for second education outreach competition aimed at **primary school aged children (4-11 years)**.

- The competition will task children in each nation of the UK (England, Scotland, Wales & NI), between the ages of 4-11 to design a mission logo to commemorate launch from the UK. The winning design will be featured on the first launch from UK soil.
- The competition will be promoted by a UK-wide campaign with supporting downloadable educational materials for all UK primary schools (including special schools), as well as other identified groups of young children, such as Brownies and Cubs.



- These educational materials will have a particular focus on how small satellites can help to monitor and inform solutions to climate change and children will be asked to reflect this in their designs, as well as on promoting the UK's spaceflight programme.
- The competition will run from November 2021 to late February 2022 (covering both the end of year academic break and the February half-term to optimise engagement). This will allow the activity to be seeded and championed within the classroom, but also for entries to be completed at home, alongside parental oversight.
- The competition will be promoted via high-profile multi-channel communications activity to optimise engagement and encourage as many children as possible to enter, supporting our aim to increase public awareness of UK Spaceflight and the role of small satellites.
- UKSA are looking to select one overall competition winner, whose design will be featured on the side of rockets launching from the UK. However, UKSA envisage that the competition will have two age categories and that the overall winner is selected from shortlisted entries taken from regions across the UK.
- Regional winners will be selected in March 2022 and the overall winning design will feature on the first UK launches later that year, likely to be from June 2022 (date tbc)

Full details on the competition are show in **Annex A** (below).

#### **Requirement: Delivery partner brief – Primary age group logo design for UK launch competition (4-11 years)**

UK Space Agency (UKSA) are looking to appoint a delivery partner to design, run, facilitate and deliver this UK-wide competition on behalf of the UK Space Agency (UKSA).

The competition is due to open in early November 2021. A projected timeline is shown below. Please take note of these key milestone dates when considering this opportunity, as ability to adhere to these and deliver to these milestones will be an essential part of the criteria.

A summary of what the chosen delivery partner is required to undertake is outlined here to allow partners to scope, shape and cost their proposals. As part of your submission, please outline the breakdown of your costs, allocation of resources and key timings.

Therefore, as our chosen partner you will need to deliver the following areas:

#### **1. Scope and competition management**

- Be responsible for delivery of the application criteria and process, short listing and all associated administration (including managing and communicating to all applicants);
- Assess applications through shortlisting criteria – provide shortlisted /winning entries and all associated management and administration;
- To ensure that the application process is easily accessible via the digital platform, but also that there is scope to accept physical entries that can then be digitised for easy processing;
- Manage the selection and administration and coordination of the judging panel under the guidance of UKSA.

## **2. Creation, delivery and management of an engaging digital platform and supporting downloadable education resources**

- Design, build and maintain a website on behalf of HMG which will act as the main portal for the competition and have the capability to accept applications;
- Create an engaging and accessible website for the competition, outlining the opportunity, the criteria, judging process and hosting/signposting to suitable online resources;
- Create and deliver a range of supporting digital educational resources/ content (ie a downloadable digital education pack) for teachers/children (and where appropriate, signpost additional content) to outline and inform the audience about the role of small satellites in informing solutions to climate change.
- Created by the delivery partner but with guidance from UKSA, these resources will provide the key mechanism in communicating how small satellites can inform solutions to climate change, supporting wider HMG messaging for our spaceflight programme, LaunchUK;
- Provide ongoing management and oversight of the website throughout the length of the competition and ensure all competition resources and content are up to date and the site is maintained (NB exact end date to be defined in the final contract).

## **3. Creation and delivery an impactful and wide-reaching promotional campaign**

- Create and deliver a promotional campaign that includes the creative development of messaging to engage and inspire teachers and young children to access the resources and enter the competition, driving applications,
- Deliver the promotion for this competition through appropriate channels to ensure the engagement and interest of both formal learning groups (including ALL primary schools in the UK) and other informal networks such as cubs, brownies (with a particular emphasis on underrepresented and harder to reach communities) to maximise the impact and awareness of the competition;
- Create a communications plan (with oversight from UKSA) to sign off content and key communication milestones;
- Identify and engage with relevant influencers and networks to maximise reach and awareness, identifying key targets and channels for each activity.
- Provide ongoing monitoring and evaluation including regular campaign reporting and KPIs (to be defined in scope);
- If required, include the production of printed materials (eg posters) to support the above campaign to widen reach, engagement and therefore uptake in the competition and its materials. [costs are currently out of scope for this tender budget];
- NOTE: All products and assets produced as part of this work will remain properly of HMG in compliance with HMG protocols.

## **4. Audience engagement and campaign outreach**

- Utilise networks, using appropriate engagement techniques to raise the profile of the competition with teachers and educators from both formal education (primary schools) and informal education groups of young children;
- Ensure that young children from harder to reach communities and underrepresented backgrounds are targeted with appropriate and accessible messaging, ensuring as engagement and involvement is form as wide a background of young children as possible across the UK;

- Identify and engage with influencer networks (both formal and informal education) to ensure the reach of the competition is maximised effectively.

## 5. Production of collateral from winning materials

- Art working and design for all winning/shortlisted logos to allow for creation of printed collateral;
- Digital creation (using all competition entries) to create and design a suitable Mosaic image for use across multiple channels;
- Creation of personalised digital certificates for entrants, allowing for an element of on-demand printed certificates for those unable to access suitable printing/IT facilities;
- Creation of digital video content using all the competition entries to create a short video/film and associated digital assets;
- Overseeing the production and despatch of badges featuring winning design(s) to shortlisted and winning entrants. [production and distribution costs out of scope for this tender budget].

## 6. Evaluation

- Input and report on appropriate campaign KPIs and evaluation measures via a reporting framework as outlined by UKSA, including providing regular project updates.
- Measurement of learning outcomes and changes in attitudes/perceptions towards the small satellites and climate change and roles within the space sector (details to be scoped with delivery partner)

## Summary timeline

Assuming a contract award date of 10<sup>th</sup> September 2021, it is accepted that partners that apply are able to commit suitable resource to meet these pre-agreed deadlines.

Sept 21 – Nov 21	Nov 21	Nov 21-Feb 22	March – April 22	May	June 22 (tbc)
Full scoping of competition.  Creation of website, resources, content and launch campaign.	Comp opens	Comp admin and website oversight.  Promotional activities to support applications. Comp close end Feb.	Comp closes.  Judging and sifting – shortlisting of regional winners and final winner. Art working of designs and creation of supporting collateral.	Prep promotional and logistical activity around winners activity and attendance at launch.  Update website	Awards presentation and photo opp with winners at Launch (Spaceport location tbc)

## Audience considerations

UK Space Agency (UKSA) target audience for the competition is primary school aged educators across each nation of the UK. This includes teachers, classroom support staff, those being home-schooled as well as informal education leaders, such as Brownies/Rainbow or Cubs/Beavers leaders. Additionally, UKSA also recognise that parents/guardians are an important audience and that children are an effective mechanism in building 'science capital' among parents and families.

UK Space Agency (UKSA) aim is for this (and all our education outreach activities) to encourage applications from as wide a base as possible, and therefore targeting and engaging with those from harder to reach and underrepresented communities will be prioritised.

## Judging and shortlisting

As part of the competition management, and in order to maximise media opportunities and raise public awareness, the delivery partner will need to engage and manage a suitable, high profile and judging panel of celebrities, role models and industry experts.

UKSA will look to the partner to add value by engaging with suitable personalities to endorse and build the profile of the competition across multiple channels and networks.

## Supporting materials

Additionally, as part of your submission, please demonstrate where you have expertise in any of the following:

- Delivering outreach activities or competitions to engage families/children, particularly those in harder to reach communities;
- Activities to engage, inspire or support teachers to deliver classroom based-activities
- Developing STEAM resources for children/young people;
- Creation of digital or physical marketing materials for sharing across multi channels and/ or with relevant stakeholders;
- Development of a campaign or programme to drive an engagement activity;
- Metrics, case studies or KPIs to support any of the above.

## Key milestones and deliverables

Outputs	When	Comments	% of payment
Website build and supporting content & resources.	Sign off by end of October 21	Creation of competition website and all supporting resources ahead of launch.	60%
Creation of supporting education resources and digital promotional packs.		Creation of new education resources around climate change & small satellites and signposting of other material.	

Creation of competition campaign.		Promotional campaign and asset development.	
Launch campaign and supporting plan.	To deploy just ahead of launch	Creation of content for launch campaign and agreed comms plans	
<i>Production and delivery of printed collateral</i>	<i>In time for launch</i>	<i>If agreed, delivery partner to manage but print costs not included in tender budget</i>	
Competition management and support for teachers/educators	Nov 21 – Feb 22	Ongoing support and continued marketing activity	15%
Competition sifting, management and oversight of judging.  Shortlisting and selecting of winners	March -April 22	Close competition, update website, sifting and shortlisting of categories and regions. Agreement of final winner.  Art working of winning designs and creation of badges/collateral from entrants & winners.  Communications to winners and distribution of winners' collateral.  <i>[NB badge costs and any print elements not included in tender budget but overseen by delivery partner]</i>	20%
Announcement of winners	May 22	Communications to winners and planning for attending launch and comms opportunities. Distribution of winners' collateral.	5% (subject to budget approval)
Coordination and presentation of awards and attendance at launch	June 22 (tbc)	Presentation of awards and coordination alongside UKSA for attending launch.	

### **Terms and Conditions**

Providers are to note that any requested modifications to the Contracting Authority Terms and Conditions on the grounds of statutory and legal matters only, shall be raised as a formal clarification during the permitted clarification period.

Total value of the contract, including optional extensions, shall not exceed £180,000.00 ex VAT.



The initial contract will be until 31<sup>st</sup> March 2022 with the option to extend until a latest expiry date of 30<sup>th</sup> June 2022, subject to budgetary approval.

## Section 5 – Evaluation model

The evaluation model below shall be used for this ITQ, which will be determined to two decimal places.

Where a question is 'for information only' it will not be scored.

The evaluation and if required team may comprise staff from UKSA and any specific external stakeholders the Contracting Authority deems required. After evaluation and if required moderation scores will be finalised by performing a calculation to identify (at question level) the mean average of all evaluators (Example – a question is scored by three evaluators and judged as scoring 5, 5 and 6. These scores will be added together and divided by the number of evaluators to produce the final score of 5.33 ( $5+5+6=16 \div 3 = 5.33$ ))

Pass / Fail criteria		
Questionnaire	Q No.	Question subject
Commercial	SEL1.2	Employment breaches/ Equality
Commercial	SEL1.3	Compliance to Section 54 of the Modern Slavery Act
Commercial	SEL2.12	General Data Protection Regulations (GDPR) Act and the Data Protection Act 2018
Commercial	FOI1.1	Freedom of Information
Commercial	AW1.1	Form of Bid
Commercial	AW1.3	Certificate of Bona Fide Bid
Commercial	AW3.1	Validation check
Commercial	AW4.1	Compliance to the Contract Terms
Commercial	AW4.2	Changes to the Contract Terms
Price	AW5.1	Firm and Fixed Price
Price	AW5.3	Maximum Budget
Quality	AW6.1	Compliance to the Specification
Quality	AW6.2	Variable Bids
-	-	Invitation to Quote – received on time within e-sourcing tool
In the event of a Bidder failing to meet the requirements of a Mandatory pass / fail criteria, the Contracting Authority reserves the right to disqualify the Bidder and not consider evaluation of any of the Award stage scoring methodology or Mandatory pass / fail criteria.		

## Scoring criteria

### Evaluation Justification Statement

In consideration of this particular requirement the Contracting Authority has decided to evaluate Potential Providers by adopting the weightings/scoring mechanism detailed within this ITQ. The Contracting Authority considers these weightings to be in line with existing best practice for a requirement of this type.

Questionnaire	Q No.	Question subject	Maximum Marks
Price	AW5.2	Price	30%
Quality	PROJ1.1	Competition Management	10%
Quality	PROJ1.2	Digital Capability	15%
Quality	PROJ1.3	Campaign Management	15%
Quality	PROJ1.4	Audience Engagement	10%
Quality	PROJ1.5	Evaluation	10%
Quality	PROJ1.6	Vision	10%

## Evaluation of criteria

### Non-Price elements

Each question will be judged on a score from 0 to 100, which shall be subject to a multiplier to reflect the percentage of the evaluation criteria allocated to that question.

Where an evaluation criterion is worth 20% then the 0-100 score achieved will be multiplied by 20%. Example: if a Bidder scores 60 from the available 100 points this will equate to 12% by using the following calculation:

$$\text{Score} = \{\text{weighting percentage}\} \times \{\text{bidder's score}\} = 20\% \times 60 = 12$$

The same logic will be applied to groups of questions which equate to a single evaluation criterion.

The 0-100 score shall be based on (unless otherwise stated within the question):

0	The Question is not answered, or the response is completely unacceptable.
10	Extremely poor response – they have completely missed the point of the question.
20	Very poor response and not wholly acceptable. Requires major revision to the response to make it acceptable. Only partially answers the requirement, with major deficiencies and little relevant detail proposed.
40	Poor response only partially satisfying the selection question requirements with deficiencies apparent. Some useful evidence provided but response falls well short of expectations. Low probability of being a capable supplier.
60	Response is acceptable but remains basic and could have been expanded upon. Response is sufficient but does not inspire.

80	Good response which describes their capabilities in detail which provides high levels of assurance consistent with a quality provider. The response includes a full description of techniques and measurements currently employed.
100	Response is exceptional and clearly demonstrates they are capable of meeting the requirement. No significant weaknesses noted. The response is compelling in its description of techniques and measurements currently employed, providing full assurance consistent with a quality provider.

All questions will be scored based on the above mechanism. Please be aware that there may be multiple evaluators. If so, their individual scores will be averaged (mean) to determine your final score as follows:

**Example**

Evaluator 1 scored your bid as 60

Evaluator 2 scored your bid as 60

Evaluator 3 scored your bid as 40

Evaluator 4 scored your bid as 40

Your final score will  $(60+60+40+40) \div 4 = 50$

**Price elements** will be judged on the following criteria.

The lowest price for a response which meets the pass criteria shall score 100. All other bids shall be scored on a pro rata basis in relation to the lowest price. The score is then subject to a multiplier to reflect the percentage value of the price criterion.

For example - Bid 1 £100,000 scores 100.

Bid 2 £120,000 differential of £20,000 or 20% remove 20% from price scores 80

Bid 3 £150,000 differential £50,000 remove 50% from price scores 50.

Bid 4 £175,000 differential £75,000 remove 75% from price scores 25.

Bid 5 £200,000 differential £100,000 remove 100% from price scores 0.

Bid 6 £300,000 differential £200,000 remove 100% from price scores 0.

Where the scoring criterion is worth 50% then the 0-100 score achieved will be multiplied by 50.

In the example if a supplier scores 80 from the available 100 points this will equate to 40% by using the following calculation: Score/Total Points multiplied by 50  $(80/100 \times 50 = 40)$

The lowest score possible is 0 even if the price submitted is more than 100% greater than the lowest price.

## **Section 6 – Evaluation questionnaire**

Bidders should note that the evaluation questionnaire is located within the **e-sourcing questionnaire**.

Guidance on how to register and use the e-sourcing portal is available at <http://www.ukpbs.co.uk/services/procure/Pages/supplier.aspx>

**PLEASE NOTE THE QUESTIONS ARE NOT NUMBERED SEQUENTIALLY**



## Section 7 – General Information

### What makes a good bid – some simple do's 😊

#### DO:

- 7.1 Do comply with Procurement document instructions. Failure to do so may lead to disqualification.
- 7.2 Do provide the Bid on time, and in the required format. Remember that the date/time given for a response is the last date that it can be accepted; we are legally bound to disqualify late submissions. Responses received after the date indicated in the ITQ shall not be considered by the Contracting Authority, unless the Bidder can justify that the reason for the delay, is solely attributable to the Contracting Authority
- 7.3 Do ensure you have read all the training materials to utilise e-sourcing tool prior to responding to this Bid. If you send your Bid by email or post it will be rejected.
- 7.4 Do use Microsoft Word, PowerPoint Excel 97-03 or compatible formats, or PDF unless agreed in writing by the Contracting Authority. If you use another file format without our written permission, we may reject your Bid.
- 7.5 Do ensure you utilise the Delta eSourcing messaging system to raise any clarifications to our ITQ. You should note that we will release the answer to the question to all Bidders and where we suspect the question contains confidential information, we may modify the content of the question to protect the anonymity of the Bidder or their proposed solution
- 7.6 Do answer the question, it is not enough simply to cross-reference to a 'policy', web page or another part of your Bid, the evaluation team have limited time to assess bids and if they can't find the answer, they can't score it.
- 7.7 Do consider who the Contracting Authority is and what they want – a generic answer does not necessarily meet every Contracting Authority's needs.
- 7.8 Do reference your documents correctly, specifically where supporting documentation is requested e.g. referencing the question/s they apply to.
- 7.9 Do provide clear, concise and ideally generic contact details; telephone numbers, e-mails and fax details.
- 7.10 Do complete all questions in the questionnaire or we may reject your Bid.
- 7.11 Do ensure that the Response and any documents accompanying it are in the English Language, the Contracting Authority reserve the right to disqualify any full or part responses that are not in English.
- 7.12 Do check and recheck your Bid before dispatch.

## What makes a good bid – some simple do not's Ⓜ

### DO NOT

- 7.13 Do not cut and paste from a previous document and forget to change the previous details such as the previous Contracting Authorities name.
- 7.14 Do not attach 'glossy' brochures that have not been requested, they will not be read unless we have asked for them. Only send what has been requested and only send supplementary information if we have offered the opportunity so to do.
- 7.15 Do not share the Procurement documents, they are confidential and should not be shared with anyone without UKSA's written permission.
- 7.16 Do not seek to influence the procurement process by requesting meetings or contacting the Contracting Authority to discuss your Bid. If your Bid requires clarification the Contracting Authority will contact you. All information secured outside of formal Buyer communications shall have no Legal standing or worth and should not be relied upon.
- 7.17 Do not contact the Contracting Authority staff without the Contracting Authorities written permission or we may reject your Bid.
- 7.18 Do not collude to fix or adjust the price or withdraw your Bid with another Party as we will reject your Bid.
- 7.19 Do not offer the Contracting Authority staff any inducement or we will reject your Bid.
- 7.20 Do not seek changes to the Bid after responses have been submitted and the deadline for Bids to be submitted has passed.
- 7.21 Do not cross reference answers to external websites or other parts of your Bid, the cross references and website links will not be considered.
- 7.22 Do not exceed word counts, the additional words will not be considered.
- 7.23 Do not make your Bid conditional on acceptance of your own Terms of Contract, as your Bid will be rejected.
- 7.24 Do not unless explicitly requested by the Contracting Authority either in the procurement documents or via a formal clarification from the Contracting Authority send your response by any way other than via e-sourcing tool. Responses received by any other method than requested will not be considered for the opportunity.

## Some additional guidance notes

- 7.25 All enquiries with respect to access to the e-sourcing tool and problems with functionality within the tool must be submitted to Delta eSourcing, Telephone 0845 270 7050
- 7.26 Bidders will be specifically advised where attachments are permissible to support a question response within the e-sourcing tool. Where they are not permissible any attachments submitted will not be considered as part of the evaluation process.
- 7.27 Question numbering is not sequential and all questions which require submission are included in the Section 6 Evaluation Questionnaire.
- 7.28 Any Contract offered may not guarantee any volume of work or any exclusivity of supply.
- 7.29 We do not guarantee to award any Contract as a result of this procurement
- 7.30 All documents issued or received in relation to this procurement shall be the property of the Contracting Authority.
- 7.31 We can amend any part of the procurement documents at any time prior to the latest date / time Bids shall be submitted through the Delta eSourcing Portal.
- 7.32 If you are a Consortium you must provide details of the Consortiums structure.
- 7.33 Bidders will be expected to comply with the Freedom of Information Act 2000, or your Bid will be rejected.
- 7.34 Bidders should note the Government's transparency agenda requires your Bid and any Contract entered into to be published on a designated, publicly searchable web site. By submitting a response to this ITQ Bidders are agreeing that their Bid and Contract may be made public
- 7.35 Your bid will be valid for 60 days or your Bid will be rejected.
- 7.36 Bidders may only amend the contract terms during the clarification period only, only if you can demonstrate there is a legal or statutory reason why you cannot accept them. If you request changes to the Contract terms without such grounds and the Contracting Authority fail to accept your legal or statutory reason is reasonably justified, we may reject your Bid.
- 7.37 We will let you know the outcome of your Bid evaluation and where requested will provide a written debrief of the relative strengths and weaknesses of your Bid.
- 7.38 If you fail mandatory pass / fail criteria we will reject your Bid.
- 7.39 Bidders are required to use IE8, IE9, Chrome or Firefox in order to access the functionality of the Delta eSourcing Portal.
- 7.40 Bidders should note that if they are successful with their proposal the Contracting Authority reserves the right to ask additional compliancy checks prior to the award of

any Contract. In the event of a Bidder failing to meet one of the compliancy checks the Contracting Authority may decline to proceed with the award of the Contract to the successful Bidder.

- 7.41 All timescales are set using a 24-hour clock and are based on British Summer Time or Greenwich Mean Time, depending on which applies at the point when Date and Time Bids shall be submitted through the Delta eSourcing Portal.
- 7.42 All Central Government Departments and their Executive Agencies and Non-Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further, the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement - including ensuring value for money and related aspects of good procurement practice.

For these purposes, the Contracting Authority may disclose within Government any of the Bidders documentation/information (including any that the Bidder considers to be confidential and/or commercially sensitive such as specific bid information) submitted by the Bidder to the Contracting Authority during this Procurement. The information will not be disclosed outside Government. Bidders taking part in this ITQ consent to these terms as part of the competition process.

- 7.43 The Government introduced its new Government Security Classifications (GSC) classification scheme on the 2<sup>nd</sup> April 2014 to replace the current Government Protective Marking System (GPMS). A key aspect of this is the reduction in the number of security classifications used. All Bidders are encouraged to make themselves aware of the changes and identify any potential impacts in their Bid, as the protective marking and applicable protection of any material passed to, or generated by, you during the procurement process or pursuant to any Contract awarded to you as a result of this tender process will be subject to the new GSC. The link below to the Gov.uk website provides information on the new GSC:

<https://www.gov.uk/government/publications/government-security-classifications>

The Contracting Authority reserves the right to amend any security related term or condition of the draft contract accompanying this ITQ to reflect any changes introduced by the GSC. In particular where this ITQ is accompanied by any instructions on safeguarding classified information (e.g. a Security Aspects Letter) as a result of any changes stemming from the new GSC, whether in respect of the applicable protective marking scheme, specific protective markings given, the aspects to which any protective marking applies or otherwise. This may relate to the instructions on safeguarding classified information (e.g. a Security Aspects Letter) as they apply to the procurement as they apply to the procurement process and/or any contracts awarded to you as a result of the procurement process.

#### **USEFUL INFORMATION LINKS**

- [Contracts Finder](#)
- [Equality Act 2010](#)
- [Freedom of Information Act 2000](#)

## **Annex A - LaunchUK: UK-wide primary age group competition**

### **Competition opportunity**

Our UK-wide competition will task children between the ages of 4-11 to design a logo to commemorate launch from the UK.

The competition will be promoted by a UK-wide campaign with supporting downloadable educational materials for all UK primary schools (including special schools), as well as other identified groups of young children, such as Brownies and Cubs. Materials will have a particular focus on how small satellites can help to monitor and inform solutions to climate change and children will be asked to reflect this in their designs.

The competition will run from November 2021 to late February 2022 (covering both the end of year academic break and the February half-term to optimise engagement). This will allow the activity to be seeded and championed within the classroom, but also for entries to be completed at home, alongside parental oversight. Regional winners will be selected in March 2022 and the overall winning design will feature on the first UK launches later that year. All entries will also be used to create an overall mosaic/picture that will be shown as part of the Festival of Britain and Northern Ireland – this designed image could also potentially be used to extend the reach of the competition across social media, alongside the winning design.

Subject to external conditions, regional winners (plus a parent/guardian) will be invited to attend the first small satellite launch from the UK in Summer 2022, with all entrants as well as the wider public given the opportunity to watch via livestream. This will provide unique media opportunities for Ministers to meet and greet the winners and secure compelling photo opportunities as part of the ground-breaking first launch activity. It will also provide additional opportunities for regional MP's and media to join the launch activity both live or via livestream, providing additional chances for local, national and international live media coverage.

### **Core messaging**

Our ambition is to use this competition to build on the excitement and interest that young children have in rockets and space to increase their understanding of the role that small satellites play in informing solutions to climate change, and thereby protecting the future of our planet.

Therefore, one of the key outcomes for this competition is to advise and inform young children (and their parents) with key messages on the role of small satellites in providing solutions to inform solutions for climate change.

The creation of the downloadable education packs to support the promotional part of the competition, will be the main channel for communicating our messaging to young people, using them as a conduit/vehicle to also inform their families about launch from the UK. Therefore, we will ensure that the content of the education packs, as well as the wider marketing campaign, provides this information in an engaging and informative manner that our audience will understand.

### **Audience and insight**

Drawing on UCL's ASPIRES 2 report (2020): [Young people's science and career aspirations, age 10-19](#) and learnings from the UKSA Principia Rocket Science, we know that to engage young people in science and encourage them to take up STEAM subjects, it is imperative to engage them as early as possible - ideally from early in primary school. Therefore, this activity is designed to capture children's imaginations before they have narrowed down their



educational choices and help children and their families increase their 'science capital' through understanding the aspirational value of studying STEAM subjects.

Although Space is already part of the primary curriculum in England, it can be relatively limited in its scope and often relies on the confidence and interest of the individual teacher. Therefore, there is an opportunity to use the competition to widen the scope for teachers by including materials and resources on climate, (including elements of science, geography and even design within them), so that it can be easily incorporated into existing lesson plans.

Participation among schools is greater when no specialist equipment or skills are required by teachers to undertake activities. Therefore, the proposed activity has been designed to enable a high uptake among all primary-aged children (4-11) including those from specialist schools, home-educated as well as more informal groups outside of the education sector.

We will focus the campaign on the theme of the environment to capitalise on young people's existing interest in this area whilst also providing tangible examples of how small satellites and space science can be used to inform solutions to climate change and the UK's leading role in this.

### Implementation timeline and scope

<b>July 2021</b>	<ul style="list-style-type: none"> <li>Planning and scoping of competition – sign off budget</li> </ul>
<b>August</b>	<ul style="list-style-type: none"> <li>Tender for delivery partner</li> </ul>
<b>September - November</b>	<ul style="list-style-type: none"> <li>Preparation of campaign activity and resources</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>Teachers receive tailored resources ahead of competition launch</li> <li>Competition trailed alongside closure of BP competition/winner announcement (details tbc)</li> <li>Announcement at COP26</li> </ul>
<b>Late November – late February 2022</b>	<ul style="list-style-type: none"> <li>Schools receive digital packs</li> <li>Competitions opens and runs from November, over academic holidays</li> <li>Competition closes end of February 2022</li> </ul>
<b>March 2022</b>	<ul style="list-style-type: none"> <li>Shortlisting of entries/regional winners</li> <li>Creation of video content for Festival of Great Britain &amp; Ireland</li> </ul>
<b>April 2022</b>	<ul style="list-style-type: none"> <li>Overall winner announced</li> </ul>
<b>April – June 2022</b>	<ul style="list-style-type: none"> <li>Creation of winning and runners up designs</li> <li>Re-engagement with schools in lead up to Launch</li> <li>Winners to view first Launch in person with schools watching via livestream</li> </ul>
<b>September 22 onwards</b>	<ul style="list-style-type: none"> <li>Use of bespoke teaching resources used for future engagement and lesson plans [<b>currently out of scope</b>]</li> </ul>

We will move quickly to tender for an appropriate delivery partner to set up, manage and run the competition and campaign on our behalf. Therefore, when the competition officially opens for entries in November 2021, we can ensure that digital information packs and resources are available for all Primary schools in the UK. In addition to the schools' network, we will also look to reach out to other networks, and particularly to those from underrepresented backgrounds, as well as informal learning groups such as Cubs & Brownies groups, to increase engagement in this activity.

Taking a digitally focussed approach to this activity is beneficial in a number of ways, although we will ensure that there remains a more traditional route to entry to ensure those without easy access to IT are not disadvantaged. Beyond ensuring that costs are manageable and represent good value for money, creating an online platform and education pack also allow us to focus our resources on ensuring the competition is accessible to all, as well as mitigating against potential issues with reach and engagement if we were to have another period of enforced isolation.

The appointed education delivery partner will be asked to develop and manage the competition, digital resources and supporting promotional campaign. It is important that the competition is as inclusive and accessible as possible and therefore our aim is to work with an experienced partner that will maximise the use of existing networks and partnerships (eg Department for Education, DCMS/UK libraries and their school holiday campaigns, Brownie/Cub Scout groups) to expand our reach and engagement into both formal education and harder to reach communities of 4-11 year olds.

Our aim is to include an age-group and regional element to the competition so that more children have the opportunity to 'win' by reaching a shortlist. By creating more chances to win (and not just one singular winner), we hope to encourage more entries overall and leverage more opportunities to activate local media stories. We will take guidance on the exact breakdown, but this is likely to be two main age groups (4-7 years) & (7-11 years) across the main 12 regions of the UK (9 in England, plus Scotland, Wales & NI). From those shortlisted (details to be finalised in conjunction with the appointed delivery partner), we will then select our overall winner.

UKSA is also exploring opportunities to livestream the first launch from the UK and to make this available to all primary schools, therefore maximising the impact of this unique opportunity for schoolchildren by providing a lasting and memorable experience.

Once the competition has closed, all entrants will have the opportunity to download their own personalised LaunchUK certificate (or to request this if they have no access to IT). Runners-up and winners will receive commemorative badges featuring the winning design.

### **Creating a legacy**

Our aim is to create a future legacy for this activity by sustaining the interest and curiosity of young children and their families about the UK's role in space and small satellites launch from UK soil. By creating an opportunity for the activity to continue after the competition closes will enable us to have additional opportunities to leverage and extend the long-term impact of the programme.

Therefore, in addition to all entrants receiving their own certificates and shortlisted winners receiving badges (currently out of scope and additional budget dependent), our recommendation is to create a range of downloadable, shareable and physical resources for children (potentially featuring the shortlisted designs) that are fun, collectable and valued. This could include creating a range of digital and physical resources for children and teachers (using some of the new commemorative designs) to support future design challenges that can be used by parents and teachers across the following year(s) and could be incorporated into future lesson plans. This then increases the impact and longevity of the competition by prolonging the use and value of the resources and their messaging for future years.

Our aim is for this to be a phased approach and that the initial resources made available from Summer 2022 which can then be used across the following school year. This

approach gives us a focus to continue to engage with our audiences over a longer period of time and keep LaunchUK in their minds, as well as enabling us to maintain momentum over a continued period and allowing for potential slippage to the Launch timetable.

In addition, we are actively exploring opportunities to support one of the 10 key Festival of Great Britain and Ireland event strands to showcase a selection of entry designs from across the UK using a digital display/mosaic of all entries. This will also engage a wider audience and bring additional media opportunities for Ministers to highlight the programme of activity.

## Evaluation

Working with the delivery partner, we will measure the impact and reach of this activity using a number of key factors. Marketing and campaign evaluation will include website statistics, such as total visits and downloads of resources, as well as the overall reach and engagement of campaigns. Additionally, using learnings from the Perception Study from the Principia Mission and in conjunction with the delivery partner, we will look to measure a range of learning and attitudinal outcomes such as changed perceptions in our target audiences. These could include understanding how and why small satellites can monitor climate change and the UK's role in this, as well as understanding the variety of different job opportunities available in the UK space sector and the importance of studying STE(A)M subjects to access these.

## Implementation and media opportunities

Date	Activity	Details	Comms opportunities
<b>August– October 2021</b>	Tender Planning and sign off. Appointment of delivery partner. Creation of campaign and digital platform/assets	Tender for delivery partner during August with September appointment, Creation and planning of campaign materials, supporting resources and creation of website.	Opportunity to trail competition on social media activity to build momentum ahead of competition opening in November.
<b>November 2021 - February 2022</b>	Competition announced and officially opens for entries  Campaign launches and promotional activity to school /clubs across Website and digital resources all live  Link to COP26 activity  Identification of judging panel	Digital competition resources to go to ALL primary schools and groups in the UK – to include competition entry information, activities and resources and appropriate content on the role of small satellites in monitoring and informing solutions to climate change.  Promotional activity to activate and support launch, including engaging with suitable role models and influencers to extend the reach.  COP26. Opportunity to further amplify and do extra push' of	Press release including quote from SoS BEIS and supporting social media across owned and partner channels.  SoS to announce competition at COP26. Inclusion in wider UKSA COP media output and social content.  Launch campaign activates including social media activity across HMG owned and partner channels.  Joint media briefing around Blue Peter activity and extend the conversation to trail this competition.

		competition at COP26, linking with wider UKSA activity.  'Last chance' push of campaign	Opportunity to promote wider utilising holiday club activities (Xmas/half term).  Announcement of high-profile judging panel - look to secure appropriate celebrity endorsement eg Tim Peake  Competition closing promotional activity social and owned channels
<b>End February-March</b>	Competition closes. Sifting and shortlisting of entries.	Sifting of entries and then regional shortlisting of entries / split by age groups  Commission a piece of artwork / digital wall /mosaic of entries for use at Festival of Britain 2022 selected event.	Ongoing momentum via social media and opportunity for regional press activity
<b>March/April 22</b>	Announcement of regional winners  Overall winner selected via expert panel announced.	Regional winners selected and presented to expert judging panel.  Opportunity to include eg Tim Peake, Brian Cox, Dara O'Brian within the panel.	Regional press releases to announce regional winners (regional and national coverage) and identifying judging panel.  Socialise via partners and judging panel.  Additional media activity around digital wall as part of Festival event - including press release and wider press ops via Festival.
<b>April 2022</b>	Overall winner announced.	Artwork production of winning design ahead of launch.	Winner announced by PM or SoS (tbc)  [link to Festival of Britain 2022].  Press release with quote from SoS BEIS and photo opportunity with winner.
<b>April / May 2022</b>	Badge / rocket logo production	Artwork production of winning design ahead of launch - allow for artworking from original and production & proofing process.  Entrants receive certificates.	Ongoing activity via social media with winning logo

<b>June / July 2022</b>	First UK Space Launch takes off with winning logo	Overall winner (plus school class) to attend the actual UK first space launch.  Regional winners to also attend.  Livestream available for all UK schools	Opportunity to have VVIP (Royal Household) to present the winners as part of Platinum Jubilee activity.  Full press opportunity and photo opp for PM and SoS at initial launch activity. Also regional elements to include as well as live broadcast from livestream activity.  Socialise through all channels using the winning logo.
<b>Summer 2022</b>	Additional resources and activities produced	Additional family activities developed using additional winning entries [subject to additional funding]	Ongoing engagement with children/families
<b>Autumn 2022</b>	Additional resources and activities produced for schools	Roll-out of additional school activities developed using additional winning entries	Ongoing engagement with schools