

Invitation to tender

Attachment 2 – How to bid

RM6135 Communication Performance Audit & Analysis

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1. How to make your bid
	1. Your Bid must be made by the organisation that will be responsible for providing the Deliverables (e.g. Goods and/or Services) if your Bid is successful.
	2. You may Bid for one or more of the Lots. Ensure you read paragraph 3.6 of Attachment 1. To ensure the integrity and independence of the Services, successful Suppliers will not be permitted to be awarded on both Lot 1 and Lot 2 of this Framework. Bidders will inform CCS of their preference at question 1.13.3 of the Selection (Qualification) Questionnaire should they be successful in both Lots, as a result of this competition.
	3. Your Bid must be **entered into the eSourcing suite.** We can only accept Bids that we receive through the eSourcing suite.
	4. Upload ONLY those attachments we have asked for. Do not upload any attachments we haven’t asked for.
	5. Make sure you answer every question.
	6. You must submit your Bid before the Bid submission deadline, in paragraph 5 “Timelines for the competition” in Attachment 1 – About the Framework.
	7. It will be our decision whether we will accept bids submitted after the Bid submission deadline.
	8. You must regularly check for messages in the eSourcing suite throughout the competition. You must log on to the eSourcing suite and access your message inbox, for this competition, to check for messages.
	9. If anything is unclear, or you are unsure how to complete your Bid submission, you can raise a question before the clarification question deadline, via the eSourcing suite. Read paragraph 6 “When and how to ask questions” in Attachment 1 – About the Framework.
	10. We may require you to clarify aspects of your Bid in writing and/or provide additional information. Failure to respond within the time required, or to provide an adequate response may result in the rejection of your Bid and your exclusion from this competition.
2. How to submit your bid in the eSourcing suite
	1. Your Bid must be **entered into the eSourcing suite**. We can only accept Bids that we receive through the eSourcing suite.
	2. Responses to the Selection Questionnaire (qualification envelope), Quality Questionnaire (technical envelope) and the Price Questionnaire (commercial envelope) must be answered online in the eSourcing suite.
	3. You are also required to complete and upload the following attachments (if applicable) to the relevant Selection Questions in the eSourcing suite:
* **Attachment 2b Evidence of Contract Example for Lot 1, Lot 2 and Lot 3** – complete in accordance with the instructions provided for each Lot, and upload to the relevant questions in Part 11 technical and professional ability in the eSourcing suite (qualification envelope).
* **Attachment 3 Price Matrix for Lot 1, Lot 2 and Lot 3** – complete in accordance with the instructions provided in this document for each Lot in which you are bidding. Upload your completed Price Matrix to question PQ1 in the eSourcing suite (commercial envelope).
* **Attachment 4 Information and Declaration Workbook** – if you are relying upon any other organisation, key subcontractor or consortium member to meet the Selection criteria, they must complete this attachment and you must upload it to the relevant Selection Question in the eSourcing Suite (qualification envelope).
* **Attachment 6 Consortia details** – if you are bidding as the lead member of a consortium, complete and upload this attachment to the relevant Selection Question in the eSourcing Suite (qualification envelope).
* **Attachment 7 Key Subcontractor details** – if you intend to use key subcontractors in your Bid, complete and upload this attachment to the relevant Selection Question in the eSourcing Suite (qualification envelope).
* **Attachment 9 Framework award population template** – complete and upload this attachment to the relevant Selection Question in the eSourcing suite, to enable us to populate your Framework Contract if you are successful in this competition.
* **Attachment 11 Non-Disclosure Agreement for All Lots (1-3)** – complete in accordance with the instructions provided, and upload to the relevant questions in Part 10 Non-Disclosure Agreement in the eSourcing suite (qualification envelope).
1. Selection stage
	1. At the Selection stage, we evaluate Bidders’ technical, professional and financial capabilities. We will ask a range of questions appropriate to the procurement. It is important that you answer these questions accurately.
	2. If you are relying on any key subcontractors to provide the answers to the technical and professional ability, or you are relying on a guarantor to pass the economic and financial assessment, they must complete Parts 2 and 3 for themselves.
	3. In addition, if you are the lead member of a consortium, you must get each of the other members to answer the questions in Parts 2 and 3 for themselves.
	4. We are providing the ‘Information and declaration’ workbook (Attachment 4) to enable you to collect and submit this data to us, whether from organisations on whom you are relying (for example a key subcontractor or a guarantor) or from other members of a consortium. Alternatively, they can provide you with their European Single Procurement Document (ESPD).
	5. You must ensure you read the instructions contained within Attachment 2b – Evidence of Contract Example (applicable to each Lot) carefully and ensure that you allow plenty of time to send to your Contract Customer, for them to complete and return to you.
	6. You will need to submit one (1) completed Attachment 2b for each Lot that you are bidding for. Please be aware that for each Attachment 2b submitted, it is essential that you meet the parameters/scope of the requirement for the Lot(s) you are bidding for.
	7. Remember CCS will contact the Contract Customer to verify the information provided in your Attachment 2b (for each applicable Lot), if the Contract Customer cannot or will not verify the information provided; or fails to respond to a verification request from CCS, your Bid may be rejected and you will be excluded from the competition. We will tell you why your Bid has been excluded.
2. Selection process
	1. After the Bid submission deadline we will check all bids to make sure we have received everything we have asked for.
	2. We may ask you to clarify information you provide, if that is necessary. Don’t forget to check for messages in the eSourcing suite throughout the competition. You must log on to the eSourcing suite and access your message inbox for this competition to check for messages.
	3. If your Bid is not compliant we will reject your Bid and you will be excluded from the competition. We will tell you why your Bid is not compliant.
	4. Not all Selection questions need guidance as the questions are self-evident. However, other questions, such as the financial question, require a process to be undertaken before we can assess your response. In those instances we have told you what we will do in the **evaluation guidance**.
3. Selection criteria
	1. We may exclude you from the competition at the Selection stage if:
* your Bid is not compliant;
* you receive a ‘fail’ for any of the Selection questions contained in Part 11 technical and professional ability. For the avoidance of doubt, if a Contract Customer indicates ‘Option B’ when completing Table B of Attachment 2b, or cannot or will not verify the information you have provided, this will result in you being awarded a fail. If the Contract Customer fails to respond to a verification request from CCS this will also result in you being awarded a fail;
* you receive a ‘fail’ for any of the evaluated Selection questions;
* any of the information you have provided proves to be false or misleading; and/or
* you have broken any of the competition rules in paragraph 9 of Attachment 1 – About the Framework, or not followed the instructions given in this ITT pack.
	1. If we exclude you from the competition we will tell you and explain why.
1. Selection questionnaire
	1. Please refer to Attachment 2a – Selection questionnaire. Remember you must complete the questionnaire online in the eSourcing suite (qualification envelope).
	2. You have the option of responding to Part 2 and Part 3 by attaching Parts II and III of your European Single Procurement Document (ESPD).
	3. If you are submitting an EU ESPD you must still complete Parts 2A, 2B, 4, 5, 6, 7, 8, 9, 10, 11 and the declaration.
2. Award stage
	1. If you have successfully passed the Selection stage, you will proceed to the Award stage.
	2. We have tried to make our Award stage as simple as possible, whilst achieving the best possible commercial outcomes.
	3. Your Bid must deliver what our buyers need, at the best possible price you can give.
	4. When completing your Bid you must:
* read through the entire ITT pack specifically Framework Schedule 1 (Specification)carefully, and read more than once;
* read each question, the response guidance, marking scheme and evaluation criteria;
* read the Framework Contract terms at Attachment 10 – Framework Contract documents;
* if you are unsure, ask questions before the clarification questions deadline. See paragraph 5 ‘Timelines for the competition’ and paragraph 6 ‘When and how to ask questions’ in Attachment 1 – About the Framework document;
* allow plenty of time to complete your responses; it always takes longer than you think to submit; and
* your prices should be in line with the service level you offer, in response to the Award quality questions.
1. Award criteria
	1. The Award Stage consists of a Quality evaluation (see paragraphs 10 and 11 of this document) and a Price evaluation (see paragraph 12 of this document).
	2. The award of this Framework will be on the basis of the ‘Most Economically Advantageous Tender’ (MEAT).
	3. The weighting for the Quality evaluation is 70 marks; and, the Price evaluation is worth 30 marks, for all lots.
2. Award process
	1. What YOU need to do:
* Answer the Quality questions in Section A, Section B and Section C of the Quality questionnaire in the eSourcing suite (technical envelope).
* Complete Attachment 3 – Price matrix for the Lot(s) which you are bidding for.
* Upload your completed Price matrix to question PQ1 in the eSourcing suite (commercial envelope).
	1. What **WE** will do at the award stage

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| 1. | **Compliance Check**First, we will do a check to make sure that you completed the Pricing matrix in line with our instructions.  |
| 2. | **Quality Evaluation**We will give your responses to our evaluation panel. Each evaluator will independently assess your responses to the Quality questions using the response guidance and the evaluation criteria. Each evaluator will give a mark, and a reason for their mark, for each question they are assessing. Each evaluator will enter their marks and reasons into the eSourcing suite. |
| 3. | **Consensus** Once the evaluators have independently assessed your answers to the questions, we will arrange for the evaluators to meet and we will facilitate the discussion. At this consensus meeting, the evaluators will discuss the quality of your answers and discuss their marks and reasons for that mark. The discussion will continue until they reach a consensus regarding the mark, and a reason for that mark, for each question. These final marks will be used to calculate your quality score for each lot you have Bid for.  |
| 4. | **Quality Threshold**If you have received a zero (0) for any of the Quality questions applicable to the Lot(s) you are bidding for (e.g. B1, B2, B3, B4 and B5), or you have failed to achieve a Quality score (Minimum Quality Threshold) of 35.00 for each Lot you are bidding for, we will reject your bid and you will be excluded from the competition. We will tell you that your Bid has been excluded from the competition and why. Refer to the tables at paragraph 10 for an example of how your **Quality score** for each lot will be calculated. |
| 5. | **Evaluate Pricing**We will then give your pricing to the Price evaluation panel, who are different evaluators from those who assessed your Quality responses.They will calculate your Price score using the evaluation criteria in paragraph 12 ‘Price Evaluation’ of this document. |
| 6. | **Final Score**Your Quality score will be added to your Price score, to create your Final score as illustrated in paragraph 13 ‘Final decision to award’ of this document.  |
| 7. | **Award** Awards will be made to the successful Bidders following the standstill period, subject to contract. |

1. Quality Evaluation
	1. Question A1 in Section A of the Quality questionnaire is a mandatory question, applicable to the Lot(s) you are bidding for, and will be evaluated Pass / Fail. If you answer ‘no’ to this question, we will reject your Bid and you will be excluded from the competition. We will tell you that your Bid has been excluded and why.
	2. Questions B1, B2, B3 and B4 in Section B of the Quality questionnaire are applicable to all Lots and will each be scored as detailed at paragraph 10.9.
	3. Question B5 in Section B of the Quality questionnaire is applicable to Lot 1 and Lot 2 only, and will be scored as detailed in paragraph 10.9.
	4. Question C1 in Section C of the Quality questionnaire is for information only and will not be evaluated. In the event that you are awarded a Framework Contract, the information that you provide in response to question C1 will be inserted into your Framework Contract.
	5. Each question must be answered in its own right. You must not answer any of the questions by cross-referencing to other questions or other materials, for example reports or information located on your website.
	6. Each of the Quality questions in Section B of the Quality questionnaire, will be independently assessed by our evaluation panel.
	7. When the consensus meeting has taken place and the final mark for each question has been agreed by the evaluators, your final mark for each question will be multiplied by that question’s weighting to calculate your weighted mark for the question.
	8. Each weighted mark for each question, applicable to each lot you have submitted a Bid for, will then be added together to calculate your total weighted mark. Your total weighted mark will then be multiplied by the Quality weighting (70%) to calculate your Quality score for each Lot.
	9. Please see tables A, B and C below for an example of how your Quality score will be calculated for Lot 1, Lot 2 and Lot 3.

**Table A – Lot 1**

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| --- | --- | --- | --- | --- |
| **Question**  | **Question Weighting** | **Maximum mark available** | **Your final mark** | **Your weighted mark** |
| B1 | Framework Account Management | 25% | 100 | 100 | 25.00 |
| B2 | International Markets | 20% | 100 | 100 | 20.00 |
| B3 | Evolving Marketplace | 20% | 100 | 100 | 20.00 |
| B4 | Agency Transparency | 15% | 100 | 100 | 15.00 |
| B5 | Benchmark Pools  | 20% | 100 | 100 | 20.00 |
| **Total weighted mark** *(max 100)* | **100.00** |
| **Lot 1 Quality score** *(Total weighted mark multiplied by 70% quality)*  | **70.00** |

**Table B – Lot 2**

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| --- | --- | --- | --- | --- |
| **Question**  | **Question Weighting** | **Maximum mark available** | **Your final mark** | **Your weighted mark** |
| B1 | Framework Account Management | 25% | 100 | 75 | 18.75 |
| B2 | International Markets | 20% | 100 | 50 | 10.00 |
| B3 | Evolving Marketplace | 20% | 100 | 100 | 20.00 |
| B4 | Agency Transparency | 15% | 100 | 75 | 11.25 |
| B5 | Benchmark Pools  | 20% | 100 | 100 | 20.00 |
| **Total weighted mark** *(max 100)* | **80.00** |
| **Lot 2 Quality score** *(Total weighted mark multiplied by 70% quality)*  | **56.00** |

**Table C – Lot 3**

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| --- | --- | --- | --- | --- |
| **Question**  | **Question Weighting** | **Maximum mark available** | **Your final mark** | **Your weighted mark** |
| B1 | Framework Account Management | 30% | 100 | 75 | 22.50 |
| B2 | International Markets | 20% | 100 | 100 | 20.00 |
| B3 | Evolving Marketplace | 30% | 100 | 75 | 22.50 |
| B4 | Agency Transparency | 20% | 100 | 100 | 20.00 |
| **Total weighted mark** *(max 100)* | **85.00** |
| **Lot 3 Quality score** *(Total weighted mark multiplied by 70% quality)*  | **59.50** |

1. Quality (Award) questionnaire
	1. The Quality questionnaire is split into three (3) sections:
* Section A – Mandatory requirement question;
* Section B – Scored generic questions; and
* Section C – Information only question.
	1. A summary of all the questions in the Quality questionnaire, along with the marking scheme, and weightings for each question is set out below:

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| **Question**  | **Marking scheme**  | **Weighting %** |
| **Lot 1** | **Lot 2** | **Lot 3** |
| A1 | Compliance with Framework Schedule 1 (Specification) | Pass/Fail | N/A | N/A | N/A |
| B1 | Framework Account Management | 100/75/50/25/0 | 25% | 25% | 30% |
| B2 | International Markets | 100/75/50/25/0 | 20% | 20% | 20% |
| B3 | Evolving Marketplace | 100/75/50/25/0 | 20% | 20% | 30% |
| B4 | Agency Transparency | 100/75/50/25/0 | 15% | 15% | 20% |
| B5 | Benchmark Pools  | 100/75/50/25/0 | 20% | 20% | N/A |
| C1 | Bids for Multi-Agency / Consortium Service | Information Only | N/A | N/A | N/A |

* 1. The Quality questionnaire is set out below:

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| **SECTION A – MANDATORY REQUIREMENTS** |
| **A1 Compliance with Framework Schedule 1 (Specification) – All Lots (1-3)** |
| Please select option **Yes** or **No** to indicate,that in the event you are awarded a Framework Contract,whether you will, or will not, unreservedly deliver in full, all the mandatory service requirements (applicable to the Lot(s) you are bidding for), as set out in Framework Schedule 1 (Specification).  |
| **A1 Response Guidance**All Bidders must answer this question. **This question is evaluated Pass/Fail. If you cannot, or are unwilling to select Yes to this question, you will be excluded from this competition.** CCS requires the Supplier to provide deliverables which meet all the mandatory service requirements (applicable to the Lots you are bidding for), as set out in Framework Schedule 1 (Specification). You are required to select option **Yes** or **No,** from the drop down list in the eSourcing suite,to indicatethat in the event you are awarded a Framework Contract,whether you will, or will not, unreservedly deliver in full, all the mandatory service requirements (applicable to the Lot(s) which you are bidding for), as set out in Framework Schedule 1 (Specification).  |
| **Marking scheme** | **Evaluation guidance** |
| **Pass** | You have selected option **Yes** confirming that you will unreservedly deliver in full, all the mandatory service requirements, applicable to the Lot(s) you are bidding for, as set out in Framework Schedule 1 (Specification).  |
| **Fail** | You have selected option **No** confirming that you will not, or cannot, deliver in full, all the mandatory requirements, applicable to the Lot(s) you are bidding for, as set out in Framework Schedule 1 (Specification). OR You have not answered this question.  |

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| **SECTION B – GENERIC QUESTIONS**  |
| **B1 Framework Account Management – All Lots (1-3)** |
| **Requirement**:CCS requires the Supplier to work collaboratively with the Agencies across our marketing and communications ecosystem whilst delivering effective and meaningful synergies in terms of process, client capabilities, and commercial benefits (i.e. our current and future framework service providers). You are required to demonstrate how you will provide an account management service and how you will work collaboratively with these Agencies to consistently deliver a quality service to CCS and/or Buyers, throughout the life time of the Framework Agreement. |
| **B1 Response Guidance**All Bidders must answer this question. **You must insert your response into the text fields in the eSourcing suite.**In order to satisfy the requirement and the question associated with the requirement, your response must: 1. Demonstrate how you will structure your account management function, including how you will monitor performance and maintain the qualifications, experience, skills and capabilities of the dedicated resources assigned to deliver the Services of this Framework Agreement;

**Please note:** In addition to the maximum character count for this question, you may choose to include one (1) upload in the form of one (1) A4 size chart or diagram to support your response to this question.1. Demonstrate how you will ensure that during periods of increased demand you will have the ability to draw on a wider resource and expertise, ensuring they are able to comply with the provision of Services to the required standard, in accordance with Framework Schedule 1 (Specification);
2. Demonstrate how you will build and maintain collaborative working relationships with the Agencies across our marketing and communications ecosystem, whilst ensuring that you provide CCS and/or Buyers with an independent assessment of the Agency’s performance under the relevant Framework Agreements, which is objective and without bias; and
3. Demonstrate the processes you will have in place to identify and implement opportunities to improve on quality, commercial benefits and operational efficiency within the supply chain.

Responses should be limited to, and focused on the question and component parts posed. You should refrain from making generalised statements and providing information not relevant to the topic. Please attend to layout, spelling, punctuation and grammar. Address each of the component parts in the order they are listed in this response guidance. State which part you are responding to.**Maximum character count – 12,000 characters including spaces and punctuation.** This character count cannot be exceeded within the eSourcing suite. Responses must include spaces between words. No attachments other than that requested at part (a) are permitted. Any additional documents submitted will not be taken into consideration for the purposes of evaluation.  |
| **Marking Scheme** | **Evaluation Criteria** |
| **100** | **A VERY GOOD ANSWER** The response is relevant and fully satisfies all of the requirement. The response is comprehensive, unambiguous, and fully demonstrates your ability to meet the requirement. Full and relevant evidence has been provided to clearly demonstrate the response guidance has been satisfied. The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services. |
| **75** | **A GOOD ANSWER** The response is relevant and satisfies all of the requirement. The response is sufficiently detailed to demonstrate your ability to meet the requirement. Sufficient evidence has been provided to demonstrate the response guidance.The approach will meet the requirements for the delivery of the Services. |
| **50** | **A SATISFACTORY ANSWER** The response is relevant and addresses all of the requirement. Whilst the response addresses all of the requirement, it is not sufficiently detailed and/or does not include sufficient explanation in some elements to fully demonstrate your ability to meet the requirement. Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance. The approach has the potential to meet the material requirement for the delivery of the Services. |
| **25** | **A BELOW STANDARD ANSWER** The response is not fully relevant or only partially satisfies the requirement. The response addresses some of the requirement but not all, and there is a significant lack of detail. Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance. This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the ability of the Bidder to meet the Service requirement and constitutes major concerns. The approach is unlikely to meet the requirement for the delivery of Services. |
| **0** | **A POOR ANSWER** The response is not relevant to the requirement and/or the response has not answered the question that was asked and/or the response has satisfied very few to none of the question requirements or response guidance. The approach cannot meet the requirement for the delivery of the Services. ORNo response provided. **If you receive a zero, we will reject your bid and you will be excluded from the competition.** |

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| **B2 International Markets – All Lots (1-3)** |
| **Requirement**:CCS requires the Supplier to provide Services under each lot of this Framework Agreement to the international markets, listed in paragraph 6.5 of Framework Schedule 1 (Specification). You are required to describe the processes that you will have in place which clearly demonstrate how you will provide these Services (for each lot in which you are bidding) across these international markets. |
| **B2 Response Guidance**All Bidders must answer this question. **You must insert your response into the text fields in the eSourcing suite.**In order to satisfy the requirement and the question associated with the requirement, your response must: 1. Demonstrate your approach to conducting Auditing and Assurance Services for international markets under this Framework Agreement, including the tools, techniques and data pools that you will utilise;
2. Demonstrate the processes you will have in place to access relevant overseas data, to ensure that you will deliver the requirements of the international markets, listed in paragraph 6.5 of Framework Schedule 1 (Specification);
3. Demonstrate how you will ensure that your processes will deliver additional media value to the international markets, including how this will be measureable; and
4. Demonstrate the processes you will have in place for applying international media knowledge and expertise to ensure that the Buyer will benefit from best practice becoming working practice.

Responses should be limited to, and focused on the question and component parts posed. You should refrain from making generalised statements and providing information not relevant to the topic. Please attend to layout, spelling, punctuation and grammar. Address each of the component parts in the order they are listed in this response guidance. State which part you are responding to.**Maximum character count – 10,000 characters including spaces and punctuation.** This character count cannot be exceeded within the eSourcing suite. Responses must include spaces between words. No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation. |
| **Marking Scheme** | **Evaluation Criteria** |
| **100** | **A VERY GOOD ANSWER** The response is relevant and fully satisfies all of the requirement. The response is comprehensive, unambiguous, and fully demonstrates your ability to meet the requirement. Full and relevant evidence has been provided to clearly demonstrate the response guidance has been satisfied. The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services. |
| **75** | **A GOOD ANSWER** The response is relevant and satisfies all of the requirement. The response is sufficiently detailed to demonstrate your ability to meet the requirement. Sufficient evidence has been provided to demonstrate the response guidance.The approach will meet the requirements for the delivery of the Services. |
| **50** | **A SATISFACTORY ANSWER** The response is relevant and addresses all of the requirement. Whilst the response addresses all of the requirement, it is not sufficiently detailed and/or does not include sufficient explanation in some elements to fully demonstrate your ability to meet the requirement. Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance. The approach has the potential to meet the material requirement for the delivery of the Services. |
| **25** | **A BELOW STANDARD ANSWER** The response is not fully relevant or only partially satisfies the requirement. The response addresses some of the requirement but not all, and there is a significant lack of detail. Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance. This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the ability of the Bidder to meet the Service requirement and constitutes major concerns. The approach is unlikely to meet the requirement for the delivery of Services. |
| **0** | **A POOR ANSWER** The response is not relevant to the requirement and/or the response has not answered the question that was asked and/or the response has satisfied very few to none of the question requirements or response guidance. The approach cannot meet the requirement for the delivery of the Services. ORNo response provided. **If you receive a zero, we will reject your bid and you will be excluded from the competition.** |

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| **B3 Evolving Marketplace – All Lots (1-3)** |
| **Requirement**:CCS requires the Supplier to evolve their service offerings to reflect changes to the marketing and communications ecosystem, throughout the life time of the Framework Agreement. You are required to demonstrate how your service provisions, under the lot(s) in which you are bidding, will evolve and change in line with the market.  |
| **B3 Response Guidance**All Bidders must answer this question. **You must insert your response into the text fields in the eSourcing suite.**In order to satisfy the requirement and the question associated with the requirement, your response must: 1. Demonstrate how your auditing techniques will keep pace with the changes in the digital buying and publishing landscape to demonstrate both campaign and inventory quality;
2. Demonstrate how you will adapt your service offering in line with the constantly evolving media marketplace;
3. Demonstrate how you will overcome the challenges of the increasing use of digital media and emerging themes, throughout the life time of the Framework Agreement; and
4. Demonstrate the process you will adopt to ensure you maintain and deliver the maximum level of auditability, whilst evolving your approach to reflect best practice in the marketplace.

Responses should be limited to, and focused on the question and component parts posed. You should refrain from making generalised statements and providing information not relevant to the topic. Please attend to layout, spelling, punctuation and grammar. Address each of the component parts in the order they are listed in this response guidance. State which part you are responding to.**Maximum character count – 10,000 characters including spaces and punctuation.** This character count cannot be exceeded within the eSourcing suite. Responses must include spaces between words. No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation. |
| **Marking Scheme** | **Evaluation Criteria** |
| **100** | **A VERY GOOD ANSWER** The response is relevant and fully satisfies all of the requirement. The response is comprehensive, unambiguous, and fully demonstrates your ability to meet the requirement. Full and relevant evidence has been provided to clearly demonstrate the response guidance has been satisfied. The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services. |
| **75** | **A GOOD ANSWER** The response is relevant and satisfies all of the requirement. The response is sufficiently detailed to demonstrate your ability to meet the requirement. Sufficient evidence has been provided to demonstrate the response guidance.The approach will meet the requirements for the delivery of the Services. |
| **50** | **A SATISFACTORY ANSWER** The response is relevant and addresses all of the requirement. Whilst the response addresses all of the requirement, it is not sufficiently detailed and/or does not include sufficient explanation in some elements to fully demonstrate your ability to meet the requirement. Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance. The approach has the potential to meet the material requirement for the delivery of the Services. |
| **25** | **A BELOW STANDARD ANSWER** The response is not fully relevant or only partially satisfies the requirement. The response addresses some of the requirement but not all, and there is a significant lack of detail. Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance. This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the ability of the Bidder to meet the Service requirement and constitutes major concerns. The approach is unlikely to meet the requirement for the delivery of Services. |
| **0** | **A POOR ANSWER** The response is not relevant to the requirement and/or the response has not answered the question that was asked and/or the response has satisfied very few to none of the question requirements or response guidance. The approach cannot meet the requirement for the delivery of the Services. ORNo response provided. **If you receive a zero, we will reject your bid and you will be excluded from the competition.** |

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| **B4 Agency Transparency – All Lots (1-3)** |
| **Requirement** CCS requires the Supplier to work collaboratively with the agencies within our current marketing ecosystem (i.e. future and current Framework Agreements), to ensure that any current and future iterations of our agency transparency requirements are relevant and that KPIs are met.You are required to review the example agency transparency code of conduct, provided at Annex A of the ITT documents, and provide full and relevant evidence to clearly demonstrate your strategic thinking and the processes you will have in place, in line with the response guidance below.  |
| **B4 Response Guidance**All Bidders must answer this question.Please note, you are required to review the example media transparency ambitions Her Majesty’s Government currently holds, provided at Annex A of the ITT documents, prior to responding to this question. **You must insert your response into the text fields in the eSourcing suite.**In order to satisfy the requirement and the question associated with the requirement, your response must clearly: 1. Demonstrate your strategic thinking in terms of how you would structure a transparency code of conduct, if we were to develop a single code of conduct for the entire ecosystem (e.g. transparency in the procurement, supply chain and the overall process);

**Please note:**In addition to the maximum character count for this question, you may choose to include one (1) upload in the form of one (1) A4 Word document to support your response to this question.1. Describe how you will take this transparency code of conduct forward as the market evolves;
2. Describe how you will ensure that it covers creative, events, research and media planning and buying; and
3. Describe what you consider to be missing from the current Media Buying transparency code of conduct.

Responses should be limited to, and focused on the requirement and the question posed in the response guidance. You should refrain from making generalised statements and providing information not relevant to the topic. Please attend to layout, spelling, punctuation and grammar. Whilst there will be no marks to these, it will assist evaluators if attention is paid to these.**Maximum character count – 10,000 characters including spaces and punctuation.** This character count cannot be exceeded within the eSourcing suite. Responses must include spaces between words. No attachments other than that requested at part (a) are permitted. Any additional documents submitted will not be taken into consideration for the purposes of evaluation. |
| **Marking Scheme** | **Evaluation Criteria** |
| **100** | **A VERY GOOD ANSWER** The response is relevant and fully satisfies all of the requirement. The response is comprehensive, unambiguous, and fully demonstrates the Bidder’s ability to meet the requirement. Full and relevant evidence has been provided to clearly demonstrate the response guidance has been satisfied. The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services. |
| **75** | **A GOOD ANSWER** The response is relevant and satisfies all of the requirement. The response is sufficiently detailed to demonstrate the Bidder’s ability to meet the requirement. Sufficient evidence has been provided to demonstrate the response guidance.The approach will meet the requirements for the delivery of the Services. |
| **50** | **A SATISFACTORY ANSWER** The response is relevant and addresses all of the requirement. Whilst the response addresses all of the requirement, it is not sufficiently detailed and/or does not include sufficient explanation in some elements to fully demonstrate the Bidder’s ability to meet the requirement. Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance. The approach has the potential to meet the material requirement for the delivery of the Services. |
| **25** | **A BELOW STANDARD ANSWER** The response is not fully relevant or only partially satisfies the requirement. The response addresses some of the requirement but not all, and there is a significant lack of detail. Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance. This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the ability of the Bidder to meet the Service requirement and constitutes major concerns. The approach is unlikely to meet the requirement for the delivery of Services. |
| **0** | **A POOR ANSWER** The response is not relevant to the requirement and/or the response has not answered the question that was asked and/or the response has satisfied very few to none of the question requirements or response guidance. The approach cannot meet the requirement for the delivery of the Services. ORNo response provided. **If you receive a zero, we will reject your bid and you will be excluded from the competition.** |

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| **B5 Benchmark Pools – Lot 1 and Lot 2 only** |
| **Requirement**:CCS requires the Supplier to have access to and/or ownership of a ‘pool of data’ which is sufficient in size to enable reliable market benchmarking for the Buyer. You are required to demonstrate the processes you will have in place to ensure that you have access to and/or ownership of a ‘pool of data’ which will be of a sufficient size and quality to meet the requirements of this Framework Agreement.  |
| **B5 Response Guidance**All Bidders must answer this question. **You must insert your response into the text fields in the eSourcing suite.**In order to satisfy the requirement and the question associated with the requirement, your response must: 1. Demonstrate how you will measure and report on the Agency’s performance, in accordance with the requirements set out in paragraphs 3 and 4 of Framework Schedule 1 (Specification);
2. Demonstrate how your ‘pool of data’, through access and/or ownership, will be of a sufficient size and quality to meet the requirements of this Framework Agreement, by detailing the billing, share of market, number of advertisers and how often each pool is updated;
3. Demonstrate how you will expand your ‘pool of data’ and/or develop capabilities over the life time of the Framework Agreement to ensure that it can be readily accessed; and
4. Demonstrate how you will use evaluation results to drive real and actionable insights to improve Buyer performance.

Responses should be limited to, and focused on the question and component parts posed. You should refrain from making generalised statements and providing information not relevant to the topic. Please attend to layout, spelling, punctuation and grammar. Address each of the component parts in the order they are listed in this response guidance. State which part you are responding to.**Maximum character count – 10,000 characters including spaces and punctuation.** This character count cannot be exceeded within the eSourcing suite. Responses must include spaces between words. No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation. |
| **Marking Scheme** | **Evaluation Criteria** |
| **100** | **A VERY GOOD ANSWER** The response is relevant and fully satisfies all of the requirement. The response is comprehensive, unambiguous, and fully demonstrates your ability to meet the requirement. Full and relevant evidence has been provided to clearly demonstrate the response guidance has been satisfied. The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services. |
| **75** | **A GOOD ANSWER** The response is relevant and satisfies all of the requirement. The response is sufficiently detailed to demonstrate your ability to meet the requirement. Sufficient evidence has been provided to demonstrate the response guidance.The approach will meet the requirements for the delivery of the Services. |
| **50** | **A SATISFACTORY ANSWER** The response is relevant and addresses all of the requirement. Whilst the response addresses all of the requirement, it is not sufficiently detailed and/or does not include sufficient explanation in some elements to fully demonstrate your ability to meet the requirement. Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance. The approach has the potential to meet the material requirement for the delivery of the Services. |
| **25** | **A BELOW STANDARD ANSWER** The response is not fully relevant or only partially satisfies the requirement. The response addresses some of the requirement but not all, and there is a significant lack of detail. Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance. This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the ability of the Bidder to meet the Service requirement and constitutes major concerns. The approach is unlikely to meet the requirement for the delivery of Services. |
| **0** | **A POOR ANSWER** The response is not relevant to the requirement and/or the response has not answered the question that was asked and/or the response has satisfied very few to none of the question requirements or response guidance. The approach cannot meet the requirement for the delivery of the Services. ORNo response provided. **If you receive a zero, we will reject your bid and you will be excluded from the competition.** |

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| **SECTION C – INFORMATION ONLY QUESTIONS** |
| **C1 Bids from Multi-Agency / Consortium Service – All Lots (1-3)** |
| **Requirement** CCS requires the Supplier to work collaboratively with the Agencies across our marketing and communications ecosystem whilst delivering effective and meaningful synergies in terms of process, client capabilities, and commercial benefits (i.e. our current and future framework service providers), as detailed in question B1.**If you have indicated in your bid that your solution will consist of a Multi-Agency / consortium service** (e.g. you will be using key subcontractors and/or consortium members to meet the requirements of this Framework Agreement), you are required to clearly outline how you will manage the relationship between all parties. **Please enter N/A if your bid does not consist of key subcontractors and/or consortium members as part of your solution.**  |
| **C1 Response Guidance****This question is for information purposes only and will not be evaluated. However, in the event that you are awarded a Framework Contract, the details provided in response to this question C1 will be inserted into your Framework Contract.** Your response must: 1. Demonstrate the structure of your Multi-Agency/consortium service, including the relationship between all parties and who will manage the service;
2. Demonstrate how you will identify and implement opportunities to improve the service offering if the quality of service does not meet the requirements of CCS and/or Buyers; and
3. Demonstrate how CCS and/or Buyers will pay for the delivery of services.

Responses should be limited to, and focused on the question and component parts posed. You should refrain from making generalised statements and providing information not relevant to the topic. Please attend to layout, spelling, punctuation and grammar. Address each of the component parts in the order they are listed in this response guidance. State which part you are responding to.**Maximum character count – 8,000 characters including spaces and punctuation.** This character count cannot be exceeded within the eSourcing suite. Responses must include spaces between words. No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation. |

1. Price evaluation

This paragraph 12 contains information on how to complete the Pricing Matrix (Attachment 3) and the Price Evaluation process.

* 1. **How to complete your pricing matrix**

You should read and understand the instructions in the Pricing Matrix, and in this paragraph, before submitting your prices for each Lot which you are bidding for.

Your prices must be sustainable and include your operating overhead costs and profit.

You should also take into account our Management Charge of 1%, which shall be paid by you to us as set out in the Framework Award Form and Framework Schedule 5 (Management Charges and Information).

You should have read and understood the information on TUPE in paragraph 8 of Attachment 1 – About the Framework. You are reminded that it is your responsibility to take your own advice and consider whether TUPE is likely to apply and to act accordingly. You are encouraged to carry out your own due diligence exercise on the application of TUPE when completing your Pricing Matrix.

Your prices submitted must:

* exclude VAT;
* be inclusive of expenses/travel and subsistence;
* be in British pounds sterling; and
* submitted up to two (2) decimal places and the nearest £1.

Your prices will be capped to an eight (8) hour Working Day.

## Zero or negative bids are not permitted. We will investigate where we consider your Bid to be abnormally low.

The prices submitted for each Lot will be the maximum payable under this Framework and Call-Off Contract. Refer to Framework Schedule 3 (Framework Prices) and Framework Schedule 7 (Call-Off Award Procedure).

You must download the Pricing Matrix (Attachment 3) and complete it for the Lot(s) you are bidding for.

You must input prices (£) into the cells shaded yellow and green in the Pricing Matrix, in accordance with the instructions provided for each Lot you are bidding for. The prices submitted in the yellow cells will be used in the Price Evaluation and as such, failure to insert an applicable price may result in your Bid being excluded from this competition.

You must input the prices we have asked for in the cells shaded green. The information submitted in the green cells will not be evaluated or form part of the Price Evaluation. However, the values submitted will be inserted into your Framework Contract if you are successful in this competition and will be the maximum chargeable under this Framework.

Do not alter, amend or change the format or layout of the Pricing Matrix (Attachment 3). You must not insert or attach any notes or comments into any of the worksheets, any additional information will be disregarded by CCS.

When you have completed your Pricing Matrix, you must upload it into the eSourcing suite (commercial envelope) at question PQ1. You must name the file as follows: [PQ1\_insert your organisation name]. If you do not upload your Pricing Matrix your Bid may be excluded from this competition.

* 1. **Price Evaluation process**
		1. **This is how we will evaluate your pricing:**

We will check you have completed all the yellow and green cells, applicable to each Lot you are bidding for.

Failure to insert an applicable price (£) may result in your Bid being deemed not compliant and excluded from this competition.

The Price Evaluation will be undertaken separately to the Quality Evaluation process.

**All Lots**

The Pricing for each Lot(s) will be evaluated on the basis of time and materials for each of the Grades listed.

## A definition for each of the Grades can be found in the tab titled ‘Grade Structure’ in Attachment 3 – Price Matrix.

You must ensure that the value for each Grade is in ascending order (i.e. the price for the next Grade exceeds the price of the previous Grade).

We will evaluate the price submitted for each Grade by comparing it against all prices submitted by other Bidders for the applicable Grade.

The Bidder who submits the lowest Hourly Rate for each Grade in the Pricing Matrix (for each Lot) will receive 100% of the maximum score available for the applicable Grade, as detailed in the tables below.

The maximum number of marks available for each Grade in each Lot, are as follows:

**Lot 1**

|  |  |  |
| --- | --- | --- |
| **Grade** | **Weighting (%)** | **Maximum Marks Available** |
| Partner / Director Accountant / Auditor  | 4% | 4.00 |
| Managing Accountant / Auditor  | 7% | 7.00 |
| Principal Accountant / Auditor | 8% | 8.00 |
| Senior Accountant / Auditor | 6% | 6.00 |
| Accountant / Auditor | 4% | 4.00 |
| Junior Accountant / Auditor | 1% | 1.00 |
| **Total** | **30%** | **30.00** |

**Lot 2**

|  |  |  |
| --- | --- | --- |
| **Grade** | **Weighting (%)** | **Maximum Marks Available** |
| Partner / Managing Director  | 4% | 4.00 |
| Managing Consultant / Associate Director / Director  | 7% | 7.00 |
| Principal Consultant  | 8% | 8.00 |
| Senior Consultant /Manager | 6% | 6.00 |
| Consultant | 4% | 4.00 |
| Junior Consultant | 1% | 1.00 |
| **Total** | **30%** | **30.00** |

**Lot 3**

|  |  |  |
| --- | --- | --- |
| **Grade** | **Weighting (%)** | **Maximum Marks Available** |
| Partner / Managing Director  | 4% | 4.00 |
| Managing Consultant / Associate Director / Director  | 7% | 7.00 |
| Principal Consultant  | 8% | 8.00 |
| Senior Consultant /Manager | 6% | 6.00 |
| Consultant | 4% | 4.00 |
| Junior Consultant | 1% | 1.00 |
| **Total** | **30%** | **30.00** |

Where two or more Bidders submit an equal lowest Hourly Rate for the same Grade, then these Bidders will each achieve 100% of the maximum score available for the applicable Grade, as detailed in the tables above for each Lot.

All other Bidders who submitted an Hourly Rate for each Grade, will receive a percentage of the maximum score available relative to the lowest Hourly Rate submitted for the Grade, applicable to each Lot.

For example:

Lot 1

For the Grade (“Partner/Director Accountant/Auditor”), Bidder A submitted an Hourly Rate of £1200.00.

The lowest Hourly Rate submitted by any Bidder for the Grade (“Partner/Director Accountant/Auditor”), was Bidder B, who submitted £1000.00.

Bidder C however, also submitted an equal lowest Hourly Rate of £1000.00. Therefore both Bidder B and Bidder C receive 100% of the maximum marks available for the Lot 1 Grade “Partner/Managing Director” (e.g. 3.00 marks).

The following calculation will be applied to all other submissions:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Mark = |  | Lowest tendered Hourly Rate  |  | 4 (maximum mark available) |
|  |  | X |
|  | Bidders tendered Hourly Rate |  |

Using the above formula, the calculation for Bidder A for the Lot 1 Grade “Partner/Director Accountant/Auditor” is as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Mark =  |  | 1000.00 |  | 4 = 3.33 (mark for Grade “Partner/Director Accountant/Auditor”) |
|  |  | x |
|  | 1200.00 |  |

We will calculate each Bidder’s Price Score for each Lot (e.g. maximum of 30.00), by adding together the marks awarded for each Grade, applicable to each Lot.

1. Final decision to award
	1. **How we will calculate your final score**

We will add your Quality score to your Price score to calculate your Final score.

Example:

|  |  |  |  |
| --- | --- | --- | --- |
| Bidder | Quality score | Price score | Final score |
| (Maximum score available 70) | (Maximum score available 30) | (Maximum score available 100) |
| Bidder A | 70.00 | 30.00 | 100.00 |
| Bidder B | 60.00 | 15.00 | 75.00 |
| Bidder C | 50.00 | 12.00 | 62.00 |

**All lots**

* 1. We will then rank all Final scores from highest to lowest.
	2. We will offer the number of Bidders a Framework Contract as set out in paragraph 3.6 of Attachment 1 – About the Framework.
	3. **Lot 1 and Lot 2**
		1. Lot 1 and Lot 2 will each be awarded to a single Bidder per Lot, as set out in paragraph 3.6 of Attachment 1 – About the framework.
		2. We will offer a Framework Contract to the highest scoring Bidder in each Lot. For the avoidance of doubt, if you have submitted a Bid for Lot 1 and Lot 2 and are successful in both Lots, you will only be awarded a place on the Lot you have told us is your preference, in response to question 1.13.3 of the Selection (qualification) questionnaire.
		3. In the event that there are two (2) or more Bidders who have tied scores, then the Bidder who achieved the highest Quality score, for each applicable Lot, will be awarded the Framework Contract for the applicable Lot.
		4. In the event that there are still two (2) or more Bidders who have tied scores following the tie break process outlined in paragraph 13.4.3, then the Bidder who achieved the highest mark for the Quality question “B1 Framework Account Management” will be awarded a Framework Contract for the applicable Lot.
	4. **Lot 3**
		1. The maximum number of Bidders for Lot 3 of this Framework may increase where two (2) or more Bidders have tied scores in last position only.
		2. Reserved rights for Lot 3

We also reserve the right to award a Lot 3 Framework Contract to any Bidder whose Final score is within 1% of the last position, the last position for Lot 3 is 4th position.

**Example:**

If the Bidder in 4th place, last position has a Final score of 50.00

The calculation we will use is:

Lot 3 – 4th place Bidder’s Final score is 50.00

1% of 50.00 = 0.5

The calculation will be rounded to two decimal places in excel.

50.00 - 0.5 = 49.50

So any Bidder whose final score is 49.50 or above will be awarded a Lot 3 place on the Framework.

* 1. **Intention to award**

You can submit a Bid for one or more Lots. However, to ensure the integrity and independence of the Services you are not permitted to be awarded a Framework Contract for Lot 1 and Lot 2. If as a result of this competition you are successful in both Lots, you will only be awarded a place on the Lot you have told us is your preference, in response to question 1.13.3 of the Selection (qualification) questionnaire.

We will tell you if you have been successful or unsuccessful via the eSourcing suite. We will send intention to award letters to all Bidders who are still in the competition i.e. who have not been excluded.

At this stage, a standstill period of ten (10) calendar days will start. The term ‘standstill period’ is set out in regulation 87(2) of the Regulations. During this time, you can ask questions that relate to our decision to award. We cannot provide advice to unsuccessful Bidders on the steps they should take and they should seek independent legal advice, if required.

If during standstill we do receive a substantive challenge to our decision to award and the challenge is for a certain lot, we reserve the right to conclude a Framework Contract with successful Bidders for the Lot(s) that have not been challenged.

Following the standstill period, and if there are no challenges to our decision, successful Bidders will be formally awarded a Framework Contract, subject to signatures.

* 1. **Framework contract**

You must sign and return the Framework Contract within ten (10) days of being asked. If you do not sign and return, we will withdraw our offer of a Framework Contract.

The conclusion of a Framework Contract is subject to the provision of due ‘certificates, statements and other means of proof’ where bidders have, to this point, relied on self-certification; this means insurance certificates and Cyber Essentials certification.