

**APPENDIX D**  
**RESPONSE GUIDANCE**

**1. INTRODUCTION**

- 1.1 This Appendix D sets out the questions that will be evaluated as part of this Procurement.
- 1.2 The following information has been provided in relation to each question (where applicable):
- 1.2.1 Weighting – highlights the relative importance of the question
  - 1.2.2 Guidance – sets out information for the Potential Provider to consider when preparing a response
  - 1.2.3 Marking Scheme – details the marks available to evaluators during evaluation

**2. DOCUMENT COMPLETION**

- 2.1 You **must** provide a response to every question. Please provide your response via the e-sourcing portal as a separate document at each question. All responses must be provided as either Word or PDF documents using Arial font, no less than size 11.
- 2.2 You **must not** submit any additional information with your Tender other than that specifically requested in this document or Appendix B Statement of Requirements and Appendix D Response Guidance.

**3. RESPONSE GUIDANCE**

<b>[1] COMPANY INFORMATION</b>	
[1.1]	Please state your full company name.
[1.2]	Please state your registered office address.
[1.3]	Please state your company or charity registration number.
[1.4]	Please state whether your company is a SME.
[1.5]	Please state whether your company is a voluntary, community or social enterprise organisation.
[1.6]	Please state the name of your immediate parent company.

<b>[2] TENDER CONTACT</b>	
[2.1]	Please state the contact's name.
[2.2]	Please state the contact's address, Postcode and Country.
[2.3]	Please state the contact's telephone number.
[2.4]	Please state the contact's mobile number.

[2.5]	Please state the contact's e-mail address.
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[3]	MANDATORY REQUIREMENTS	Pass/Fail
<p><b>Please Note:</b> The following question is a Pass/Fail question, therefore if a Potential Provider cannot or is unwilling to answer 'Yes', their Tender will be deemed non-compliant and they will be unable to be considered for this requirement. The Potential Provider should confirm by selecting the appropriate answer.</p>		
[3.1]	Do you agree, without caveats or limitations, that in the event you are successful in this Procurement, you will unreservedly sign the Terms and Conditions of Contract as set out at Appendix C upon award of the Contract?	
[3.2]	Do you confirm, that you are able to meet all of the milestones set out within Section 7 of Appendix B Statement of Requirements?	
[3.3]	Do you confirm, that the staff assigned to this Contract will have the qualifications and experience set out within Section 6 of Appendix B Statement of Requirements?	
[3.4]	Do you confirm, that your company is certified by the British Assessment Bureau to ISO 27001?	
[3.5]	Do you confirm, that your company is accredited by the Market Research Society, or similar accrediting organisation such as AQR?	
[3.6]	Do you confirm, that your company is able to attend quarterly Contract review meetings with the Contracting Authority?	
[3.7]	Do you confirm, that the Software Solution that you have offered is conducted in line with the Market Research Code of Conduct?	
[3.8]	Do you confirm, that the data collected through the Supplier's touchscreens would be owned by HMPO, and not shared with any Third Parties?	
[3.9]	Do you confirm, that the server you use will; sit behind a managed, and ISO 27001 certified, firewall, run Anti-Virus Software and receive regular updates and patches to maintain security?	
[3.10]	Do you confirm, that the support systems out as outlined within Section 4.2.1.2 of Appendix B – Statement of Requirements are adjustable to the meet the requirements of the Equality Act 2010?	
[3.11]	Do you confirm, that as outlined within Section 4.2.3.5 of Appendix B – Statement of Requirements that all signage and survey questions proposed for the Newport Office will be displayed in Welsh as per the Welsh Language Act?	
[3.12]	Do you confirm, that as outlined within Section 4.2.5.4 of Appendix B – Statement of Requirements that in case of temporary internet loss, the data will be stored locally on the tablet and automatically upload results once an internet connection is re-established?	
[3.13]	Do you confirm that all staff assigned to this contract will be CTC security cleared for the duration of the contract term as outlined within Section 10.8 of Appendix B – Statement of Requirements.	

<b>[4] CONFLICT OF INTEREST</b>	<b>Pass/Fail</b>
<p><b>Please Note:</b> Question 4.1 is a Yes/No question and will dictate whether or not the following question needs to be answered. This question is for information purposes only.</p> <p>Question 4.2 is a Pass/Fail question. Where a Yes response is provided to the previous question, Potential Providers are required to provide details of how the identified conflict will be mitigated. The Contracting Authority will review the mitigation in line with the perceived conflict of interest, to determine what level of risk this poses to them. Where the contracting authority deems the mitigation unsatisfactory against the conflict outlined representing risk to the contracting authority, their response will be deemed a fail and the tender will not be considered further.</p> <p>If a Potential Provider cannot or is unwilling to suitably demonstrate that they have suitable safeguards to mitigate any risk, then their Tender will be deemed non-compliant and they will be unable to be considered for this requirement.</p>	
[4.1]	<p>Please confirm whether you have any potential, actual or perceived conflicts of interest that may be relevant to this requirement.</p> <p>If so, you are required to detail what they are.</p>
[4.2]	<p>We require that any potential, actual or perceived conflicts of interest in respect of this mandate are identified in writing and that companies outline what safeguards would be put in place to mitigate the risk of actual or perceived conflicts arising during the delivery of these services.</p>

<b>[5] EXPERIENCE</b>	<b>Weighting 10%</b>	
<b>Guidance:</b>		
<ul style="list-style-type: none"> <li>Potential Providers should attach one document at the questionnaire level that forms their response to the set questions below.</li> <li>Potential Providers should clearly label the response against each of the questions within the attachment and the document must not exceed a 3000 word limit and be submitted in Word/PDF format.</li> <li>The maximum score available for this questionnaire is 100.</li> <li>Bidders must score a minimum of 50 in all questions, to be considered further.</li> </ul>		
<b>Question:</b>		
		<b>Max Score</b>
		<b>Weighting %</b>
[5.1]	Please provide a detailed account of your previous experience that is relevant to this requirement.	100
		100%
<b>Marking Scheme:</b>		
<b>The following marking scheme will be used to assess the response provided to this question:</b>		
0	Failed to meet any aspect of the requirements. An unacceptable response with serious reservations.	

25	A Poor response with reservations. The response lacks convincing detail with risk that the proposal will not be successful in meeting all the requirements.
50	Meets the requirements – the response generally meets the requirements, but lacks sufficient detail to warrant a higher mark.
75	A Good response that meets the requirements with good supporting evidence. Demonstrates good understanding.
100	An Excellent comprehensive response that meets the requirements. Indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.

<b>[6]</b>	<b>Service Delivery &amp; Approach</b>	<b>Weighting 50%</b>
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**Guidance:**

- Provide a detailed proposal/methodology statement that describes how you would deliver the services detailed in Appendix B Statement of Requirements.
- Potential Providers should attach one document at the questionnaire level that forms their response to the set questions below.
- Potential Providers should clearly label the response against each of the questions within the attachment and the document must not exceed a 3000 word limit and be submitted in Word/PDF format.
- The Maximum score available for this questionnaire is 100.
- Bidders must score a minimum of 50 in all questions, to be considered further.

**Question:**

		<b>Max Score</b>	<b>Weighting %</b>
[6.1]	Please provide details of your Tablet solution (point 4.2.1.1 within Appendix B).	100	10%
[6.2]	Please provide details of your Tablet Support Systems solution (point 4.2.1.2 within Appendix B). This should include the Equality Act 2010 solution.	100	10%
[6.3]	Please provide a detailed account of the Survey Software solution that you are offering.(point 4.2.3 within Appendix B) This should also include a Welsh Language solution (point 4.2.3.4 within Appendix B)	100	30%
[6.4]	Please provide a detailed account of how you will ensure you have the capability to upload online in real time, locally store in case of lacking internet connection, and provide analytics on an online dashboard for up to 618,000 completed surveys each year (point 4.2.4.3 within Appendix B).	100	10%
[6.5]	Please provide a detailed account of the level of resource and support you will provide throughout the duration of the Contract as per 6.1 of the Appendix B, including your escalation path.	100	20%
[6.6]	Please provide a detailed account of your implementation plan, regarding the installation and set-up of the Hardware	100	20%



	and Software and outline of the training that will be provided to staff within HMPO		
<b>Marking Scheme:</b>			
The following marking scheme will be used to assess the response provided to this question:			
0	Failed to meet any aspect of the requirements. An unacceptable response with serious reservations.		
25	A Poor response with reservations. The response lacks convincing detail with risk that the proposal will not be successful in meeting all the requirements.		
50	Meets the requirements – the response generally meets the requirements, but lacks sufficient detail to warrant a higher mark.		
75	A Good response that meets the requirements with good supporting evidence. Demonstrates good understanding.		
100	An Excellent comprehensive response that meets the requirements. Indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.		

<b>[7]</b>	<b>PRICE</b>	<b>Weighting 30%</b>
<b>Guidance:</b>		
<p>The Authority requires the potential provider to provide a total firm price to deliver the requirements set out in Appendix B Statement of Requirements.</p> <p>Potential providers should submit a total price within the question below as well as completing the relevant bid fields.</p> <p>Prices should be submitted in Pound Sterling inclusive of expenses but exclusive of VAT.</p>		
<b>Question:</b>		
<p>Please populate the Appendix E Pricing Matrix provide the total firm price to deliver the requirements set out in Appendix B Statement of Requirements. Potential Bidders are required to attach this document at the questionnaire entitled Price, please answer 'Yes' to this question if you have done so.</p>		
<b>Marking Scheme:</b>		
<p>The maximum mark available for Price will be 100. This mark will be awarded to the lowest priced Potential Provider. Remaining Potential Providers will receive a mark out of this maximum mark on a pro rata basis dependent on how far they deviate from the lowest price.</p> <p>The calculation that will be used to determine marks is as follows:</p> $\text{Score} = \frac{\text{Lowest Tender Price}}{\text{Tender Price}} \times 100 \text{ (maximum mark available)}$		

## **Stage 2 – Evaluation – Presentation**

As outlined within Appendix B – Statement of Requirements following the initial stage 1 evaluation, the top 3 scoring suppliers will be invited to a presentation, to be held at the Authority's Glasgow premises.



The presentation will last for a maximum of 45 minutes and will be scored against the criteria outlined within Section 8 below. Please ensure that the proposed delivery team are included in the pitch team. The presentation will be in a formal format where suppliers will be required to present their responses to the Authority in a PowerPoint format. A projector screen will be provided on the day but any other IT equipment will need to be brought by the Potential provider.

Potential Providers should be aware that as outlined within Appendix B – Statement of Requirements this Presentation will account for the remaining 10% of the Quality element of this Tender. Suppliers' scores for this presentation will be combined with scores from Stage 1 to identify the preferred bidder.

<b>[8] Service Delivery and Approach – Presentation</b>		<b>Weighting 10%</b>	
<b>Guidance:</b>			
<ul style="list-style-type: none"> <li>• Following the Stage 1 evaluation, eligible Potential Providers will be invited to attend a presentation event at the Authority's premises. The purpose of this event is to allow Potential Providers an opportunity to demonstrate their system and the features it offers.</li> <li>• The Maximum score available for this questionnaire is 100.</li> <li>• <b>Potential Providers must score a minimum of 50 in all questions within this section in order for their bid to be considered further.</b></li> </ul>			
<b>Question:</b>			
		<b>Max Score</b>	<b>Weighting %</b>
[8.1]	Ease of use by visitor	100	40%
[8.2]	Ease of use by Authority's representative	100	40%
[8.3]	Visual appearance of proposed solution and display	100	20%