

Mini Competition

questions

**Mini Competition against an existing Framework Agreement (MC)
on behalf of UK Research and Innovation**

**Subject ISCF Campaign Content Agency Sourcing reference
number PS18179**

COMMERCIAL QUESTIONNAIRE

SEL1.1	Please state the full legal name and address and contact details of the organisation tendering (or organisation acting as lead contact where a consortium bid is being submitted).																						
Bidder guidance	<p>The information should be based on the details of the organisation bidding (or organisation acting as lead contact where a consortium bid is being submitted).</p> <p>This is the legal entity with whom we will Contract if successful.</p>																						
Scoring criteria	For information only																						
Bidder response	<p>Table</p> <table border="1"> <tr> <td data-bbox="419 775 906 824">Bidders full legal name</td> <td data-bbox="914 775 1390 824"></td> </tr> <tr> <td data-bbox="419 835 906 884">Address line 1</td> <td data-bbox="914 835 1390 884"></td> </tr> <tr> <td data-bbox="419 896 906 945">Address line 2</td> <td data-bbox="914 896 1390 945"></td> </tr> <tr> <td data-bbox="419 956 906 1005">Address line 3</td> <td data-bbox="914 956 1390 1005"></td> </tr> <tr> <td data-bbox="419 1016 906 1066">Address line 4</td> <td data-bbox="914 1016 1390 1066"></td> </tr> <tr> <td data-bbox="419 1077 906 1126">Town / City</td> <td data-bbox="914 1077 1390 1126"></td> </tr> <tr> <td data-bbox="419 1137 906 1187">Country</td> <td data-bbox="914 1137 1390 1187"></td> </tr> <tr> <td data-bbox="419 1198 906 1247">Post code (or equivalent)</td> <td data-bbox="914 1198 1390 1247"></td> </tr> <tr> <td data-bbox="419 1258 906 1308">Bidder contact</td> <td data-bbox="914 1258 1390 1308"></td> </tr> <tr> <td data-bbox="419 1319 906 1368">Telephone No.</td> <td data-bbox="914 1319 1390 1368"></td> </tr> <tr> <td data-bbox="419 1379 906 1429">Email</td> <td data-bbox="914 1379 1390 1429"></td> </tr> </table>	Bidders full legal name		Address line 1		Address line 2		Address line 3		Address line 4		Town / City		Country		Post code (or equivalent)		Bidder contact		Telephone No.		Email	
Bidders full legal name																							
Address line 1																							
Address line 2																							
Address line 3																							
Address line 4																							
Town / City																							
Country																							
Post code (or equivalent)																							
Bidder contact																							
Telephone No.																							
Email																							

SEL3.12	<p>Cyber Essentials is mandatory for central government contracts advertised after 1 October 2014 which involve handling personal information and providing certain ICT products and services. It is mandatory for bidders to demonstrate that they meet the technical requirements prescribed by Cyber Essentials for those contracts featuring any of the characteristics set out below in bidders' guidance.</p> <p>Cyber Essentials is for all organisations, of all sizes, and in all sectors. This is not limited to companies in the private sector, but is also applicable to universities, charities, and public sector organisations.</p> <p>Further details are available at:</p> <p>https://www.cyberstreetwise.com/cyberessentials/</p>
----------------	---

Bidder guidance	<p>Any of the following characteristics will necessitate the mandatory requirement for bidders to have an up to date Cyber Essentials Certificate:</p> <ul style="list-style-type: none"> i) Where personal information of citizens, such as home addresses, bank details, or payment information is handled by a supplier. ii) Where personal information of Government employees, Ministers and Special Advisors such as payroll, travel booking or expenses information is handled by a supplier. iii) Where ICT systems and services are supplied which are designed to store, or process, data at the OFFICIAL level of the Government Protective Marking scheme. <p>Bidders can answer</p> <p>Yes – the Cyber Essential Certificate is currently in place</p> <p>No – the Cyber Essential Certificate is not in place and we have no intention of having it in place for commencement of the contract</p> <p>Intend – the Cyber Essential Certificate is not in place and we intend to have it in place for commencement of the contract.</p> <p>A response of ‘Yes’ or ‘Intend’ will result in a pass and a response of ‘No’ will result in a fail against this question.</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Drop down menu – Yes / No/Intend

Bidder response	Drop down menu – Yes / No / Intend

FOI1.1	<p>FREEDOM OF INFORMATION ACT 2000 (FOI) AND / OR ENVIRONMENTAL INFORMATION REGULATIONS 2004 (EIR)</p> <p>Information provided in the course of the procurement process may be disclosed under Freedom of Information Act 2000 or Environmental Information Regulations 2004 if requested under an FOI request or EIR request.</p>
--------	---

	<p>Please note that some of the information provided may be protected under the FOI Act exemptions and EIR Exceptions. More information on applying the exemptions or exceptions can be found under the Information Commissioners Office (ICO) website http://ico.org.uk</p> <p>Please confirm you have been informed that information provided under this Bid may be disclosed under the FOI Act 2000 and Environmental Information Regulations 2004 and agree to it being published irrespective of submitting a successful or unsuccessful Bid.</p>
Bidder guidance	<p>The Bidder shall answer Yes or No</p> <p>Yes – Pass</p> <p>No – Fail</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

FOI1.2	<p>FREEDOM OF INFORMATION ACT 2000 (FOI) AND / OR ENVIRONMENTAL INFORMATION REGULATIONS 2004 (EIR) EXEMPTIONS</p> <p>Please complete this section <u>only</u> if you have agreed for your information to be disclosed under the FOI Act or EIR in Question FOI1.1.</p> <p>If you have not agreed to your information to be disclosed under the FOI Act or EIR in Question FOI1.1 please complete a field 'N/A' (Not applicable)</p> <p>If you have agreed for your information to be disclosed under the FOI Act or EIR in Question FOI1.1 please tell us what exemptions or exceptions may apply to your information and why? If you are not relying on any exemptions or exceptions please complete each field 'N/A' (Not applicable)</p>	
Bidder guidance	<p>The Bidder shall provide details of their proposed exemptions/exception in the table below.</p> <p>The Bidder (irrespective of submitting a successful or unsuccessful Bid) shall note that if the Contracting Authority believes that the suggested Exemptions or Exceptions have not been applied properly as per the Act or Regulation, the Contracting Authority will disclose the requested information unless another exemption or exception can be applied by the Contracting Authority.</p> <p>Be aware that by completing FOI1.1 and answering 'Yes' you have agreed for the Contracting Authority to disclose the provided information under the Freedom of Information Act 2000 or Environmental Information Regulation 2004, therefore you will not be approached for consent.</p>	
Scoring criteria	For information only	
Bidder response	Confidential Information	Justification for exemption/exception under FOI Act
	Commercially sensitive information	Justification for exemption/exception under FOI Act

AW1.1

FORM OF BID

I declare that to the best of my knowledge the answers submitted in this Mini Competition are correct. I understand that the information will be used in the process to assess my organisation's suitability to be invited to bid for the Contracting Authority's requirement and I am signing on behalf of my organisation. I understand that the Contracting Authority may reject this Mini Competition if there is a failure to answer all relevant questions fully or if I provide false/misleading information.

I understand that the Government's transparency agenda requires that sourcing documents, including Mini Competition templates such as this, are published on a designated, publicly searchable web site, and, that the same applies to other sourcing documents issued by the Contracting Authority, including the Request for Quotation, and any contract entered into by the Contracting Authority with its preferred supplier once the procurement is complete.

By submitting a response to this Mini Competition I agree that our participation may be made public.

I understand that the answers given in this response will not be published on the web site (but may fall to be disclosed under Freedom of Information Act 2000 or Environmental Information Regulations 2004).

By submitting a response to this Mini Competition I agree and accept the justification for the Contracting Authority's evaluation criteria.

By submitting a response to this Mini Competition I agreed and accept that the Contracting Authority reserves the right to change without notice the procedure for awarding the Contract, to reject any or all bids for the Contract, to stop the process and not award the Contract (in whole or in part) at any time without any liability on its part.

By submitting a response to this Mini Competition I agree and accept that nothing in this process is intended to form any express or implied contractual relationship between the Parties unless and until a Contract is awarded. The Contracting Authority is not liable for any costs resulting from cancellation of this process nor any costs incurred by Bidders taking part in this procurement process.

I understand that where sourcing documents issued by the Contracting Authority or contracts with its suppliers fall to be disclosed the Contracting Authority will redact them as it thinks

	necessary, having regard (inter alia) to the exemptions/exceptions in the FOIA or EIR.
Bidder guidance	The Bidder shall answer Yes or No Yes – Pass No – Fail
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

AW1.3	<p>CERTIFICATE OF BONA FIDE BID</p> <p>The essence of procurement is that the customer shall receive bona fide competitive Bids, from all those Bidding. In recognition of this principle, we certify that this is a bona fide bid, intended to be competitive and that we have not fixed or adjusted the amount of bid by or under or in accordance with any agreement with any other person.</p> <p>We also certify that we have not done and we undertake that we will not do at any time before the hour and date specified for the return of this bid any of the following:</p> <ul style="list-style-type: none"> (a) Communicate to a person other than the person calling for these bids the amount or approximate amount of the proposed bid, except where the disclosure, in confidence, of the approximate amount of the bid was necessary to obtain insurance premium quotations for the preparation of the bid; (b) Enter into any agreement or arrangement with any other person that he shall refrain from bidding or as to the amount of any bid to be submitted; (c) Offer to pay or agree to pay or give any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or have caused to be done in relation to any other bid or proposed bid for the said supply / service any act or thing of the sort described above. <p>In this certificate, the word "person" includes any persons and any body or association, corporate or unincorporated, and any "agreement or arrangement" includes any such transaction, formal or informal, and whether legally binding or not.</p> <p>We acknowledge that the Contracting Authority will be entitled to cancel the contract and to recover from us the amount of any loss resulting from such cancellation if we or our representatives (whether with our without our knowledge) shall have practiced collusion in Bidding for this contract or any other contract with the Contracting Authority or shall employ any corrupt or illegal practices either in the obtaining or execution of this contract or any other contract with the Contracting Authority.</p> <p>We agree that the Contracting Authority may disclose the Bidders information/documentation (submitted to the Contracting Authority during this</p>
-------	--

	Procurement) more widely within Government for the purpose of ensuring effective cross-Government procurement processes, including value for money and related purposes.
Bidder guidance	The Bidder shall answer Yes or No Yes – Pass No – Fail
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

AW4.1	<p>Please confirm your acceptance of the attached Special Terms in addition and / or replacement of specific Framework Agreement Terms.</p>  <p>GDPR Clause - PS18179.docx</p>
Bidder guidance	<p>The Bidder shall answer Yes, No with justification or No</p> <p>Yes – Pass</p> <p>No with justification – In this situation where the Bidder must demonstrate to the Contracting Authority’s satisfaction there is a legal requirement or statutory regulation where a specific Special Term clause or series of clauses cannot be accepted shall propose alternative drafting to the relevant clause which demonstrates the justification for change and is does not expose the Contracting Authority to risk it deems unreasonable to achieve a Pass.</p> <p>When responding ‘No with justification’ the Bidder must support their response with an attachment detailing where there is a legal requirement or statutory regulation which demonstrates a clause or series of clauses cannot be accepted.</p> <p>Where the Contracting Authority does not accept the justification then the bidder response will be considered as non compliant and after clarification will seek a “Yes” or “No” response from the bidder and evaluate the bid accordingly.</p> <p>No – Fail</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No with justification/ No

<p>AW4.2</p>	<p>Non-Disclosure Agreement</p> <p>In the event of a Bidder successfully providing the most advantageous offer to UK SBS against a procurement requirement, the Bidder is expected to agree to the Non-Disclosure Agreement attached prior to the award of any Contract.</p> <div style="text-align: center;">  <p>NDA5 - NON-DISCLOSURE C</p> </div> <p>If the Bidder fails to agree to this UK SBS reserve the right to not award the Contract to the relevant Bidder and either award to the Bidder with the second most advantageous response or run a new procurement.</p>
<p>Bidder guidance</p>	<p>Bidder guidance - The Bidder is not required to complete the non-disclosure agreement at this stage but will be required to respond to the question in the event of providing the most advantageous offer to UK SBS against a procurement requirement.</p> <p>The Bidder shall answer Yes or No</p> <p>Yes – Pass</p> <p>No – Fail</p>
<p>Scoring criteria</p>	<p>Mandatory Pass / Fail</p>
<p>Bidder response</p>	<p>Yes / No</p>

PRICE QUESTIONNAIRE

AW5.1	<p><u>Maximum Budget</u></p> <p>As stated within the tender documents, the maximum budget for this requirement will be £458,000 ex VAT. This should include all costs relating to the projects as well as Travel, Subsistence and Overhead costs.</p> <p>Please confirm that your final price submitted within AW5.2 will fall within this budget.</p>
Bidder guidance	<p>The Bidder shall answer Yes or No</p> <p>Yes – Pass No – Fail</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

AW5.2	<p>Bidders are required to complete the Excel Pricing Schedule attached in the Bidder Response section.</p> <p>All prices shall be exclusive of VAT.</p> <p>All costs appearing elsewhere in the Bid but not mentioned in this Pricing Schedule shall be presumed waived.</p> <div style="text-align: center;">  <p>AW5.2 Price Schedule - PS18179</p> </div>
Bidder guidance	<p>Bidders shall confirm they have completed the Pricing Schedule.</p> <p>The scoring methodology for this question shall be:</p> <p>The lowest price for a response which meets the pass criteria shall score 100.</p> <p>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.</p> <p>Where the scoring criterion is worth 50% then the 0-100 score achieved will be multiplied by 50</p> <p>In the example if a supplier scores 80 from the available 100 points this will equate to 40% by using the following calculation: $\text{Score/Total Points multiplied by 50}$ ($80/100 \times 50 = 40$)</p>

	<p>The lowest score possible is 0 even if the price submitted is more than 100% greater than the lowest price.</p> <p>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 lowest score possible is 0.</p> <p>For example, assuming the lowest bid is £100,000.</p> <table border="1"> <thead> <tr> <th>Bid Price</th> <th>Differential to the lowest price which meets the mandatory pass criteria at Award stage</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>£100,000</td> <td>0</td> <td>100</td> </tr> <tr> <td>£120,000</td> <td>20%</td> <td>80</td> </tr> <tr> <td>£140,000</td> <td>40%</td> <td>60</td> </tr> <tr> <td>£150,000</td> <td>50%</td> <td>50</td> </tr> <tr> <td>£175,000</td> <td>75%</td> <td>25</td> </tr> <tr> <td>£200,000</td> <td>100%</td> <td>0</td> </tr> <tr> <td>£300,000</td> <td>200%</td> <td>0</td> </tr> </tbody> </table>	Bid Price	Differential to the lowest price which meets the mandatory pass criteria at Award stage	Score	£100,000	0	100	£120,000	20%	80	£140,000	40%	60	£150,000	50%	50	£175,000	75%	25	£200,000	100%	0	£300,000	200%	0
Bid Price	Differential to the lowest price which meets the mandatory pass criteria at Award stage	Score																							
£100,000	0	100																							
£120,000	20%	80																							
£140,000	40%	60																							
£150,000	50%	50																							
£175,000	75%	25																							
£200,000	100%	0																							
£300,000	200%	0																							
Scoring criteria	Maximum Marks 20%																								
Bidder response	Yes																								

QUALITY QUESTIONNAIRE

AW6.1	Please confirm your compliance to the requirements of Section 4 Specification
Bidder guidance	The Bidder shall answer Yes or No Yes – Pass No – Fail
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

AW6.2	Variable Bids
Bidder guidance	<p>The Contracting Authority shall not accept variable bids as part of this Procurement. The criteria in regards to variable bids for this Procurement is outlined below.</p> <p>The Bidder shall answer Yes or No</p> <p>Yes - We have provided a variable bid only – Fail No - We have chosen to only offer a main bid and have not chosen to provide an alternative bid submission – Pass</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

PROJ1.1	Please list summary details of your awards and accreditations relevant to Innovate UK's requirements.
Bidder guidance	Where the Potential Provider does not have any such accreditations, please provide details of current approaches to Quality Assurance
Scoring criteria	<p>Please upload your response as an attachment. PDF and Microsoft Word</p> <p>For information only</p>
Bidder response	I have attached my response

PROJ1.2	Understanding of the brief Please describe how you will approach the creative aspects of the brief.
Bidder guidance	Please describe how you will approach the creative aspects of the brief and demonstrate your understanding of Innovate UK's requirements in this tender alongside the corporate communication objectives which these projects aim to deliver
Scoring criteria	<p>Please upload your response as an attachment. This can be a PowerPoint deck converted to PDF (please do not exceed 4 pages of A4)</p> <p>Maximum Marks 20%</p>
Bidder response	I have attached my response

PROJ1.3	Project Team Please demonstrate knowledge, skills and expertise of all members of the core team to.
Bidder guidance	Please provide details of all members of your core team. Please outline the expertise this agency team will utilise in content projects. Please specifically demonstrate your abilities in; <ul style="list-style-type: none"> • Creative development for a variety of content projects • How you resource a variety of different projects for example using in-house expertise, regular freelances or sub-contractors
Scoring criteria	Please upload your response as an attachment. PDF and Microsoft Word (Ariel Font Size 11, please do not exceed 2 pages of A4) Maximum Marks 10%
Bidder response	I have attached my response

PROJ1.4	CV's Please provide CVs for all agency employed staff you intend to work on delivering this requirement.
Bidder guidance	Please provide CVs for all agency employed staff you intend to work on delivering this requirement.
Scoring criteria	Please upload your response as an attachment. PDF and Microsoft Word For information only
Bidder response	I have attached my response

PROJ1.5	Collaborative Working Please outline how you will work with Innovate UK, its stakeholders and other suppliers.
Bidder guidance	Please outline how you will work with Innovate UK, UKRI colleagues, stakeholders and other suppliers. Within your response please demonstrate how you will create and maintain strong relationships with content owners, authors, Innovate UK customers and other agencies that may also be working on the same campaign in a different capacity and how you will manage these relationships effectively.

Scoring criteria	Please upload your response as an attachment. PDF and Microsoft Word (Ariel Font Size 11, please do not exceed 3 pages of A4) Maximum Marks: 20%
Bidder response	I have attached my response

PROJ1.6	Project Management Please demonstrate how you intend to manage Innovate UK's projects from end to end.
Bidder guidance	Please demonstrate how you intend to manage Innovate UK's content projects from end to end. Your response should include, but not be limited to, the following; <ul style="list-style-type: none"> • How you would ensure quality is maintained across all parts of the process given the level of complexity and the volume of assets to be produced? • Foreseen risks and mitigation elements including any potential conflicts of interest and how would these be addressed • An example project plan with timeframes for the production of key campaign content • Your approach to using Innovate UK's project management system
Scoring criteria	Scoring will be based on 0-100 scoring methodology Please upload your response as an attachment. PDF and Microsoft Word (Ariel Font Size 11, please do not exceed 5 pages of A4) Maximum Marks: 15%
Bidder response	I have attached my response

PROJ1.7	Case Examples Please provide no more than 3 relevant case studies.
Bidder guidance	Please provide no more than 3 relevant case studies that you are particularly proud of and showcase your agency's creativity, including examples of completed work, attach a PDF with embedded web url's. Please advise how these projects effectively supported communications campaigns and delivered results on time and to budget.
Scoring criteria	Please upload your response as an attachment. PDF and Microsoft Word For information only
Bidder response	I have attached my response

<p>PROJ1.8</p>	<p>Interview</p> <p>An interview will make up part of the evaluation process of this tender. This interview will be 15% of the final score.</p> <p>The scenario provided (Appendix 1 - Campaign Scenario) will be the subject of the interview. We'd like you to upload your creative approach to the scenario, which will be discussed with you at the interview.</p> <p>Suppliers will be invited to and interviewed on Wednesday 17th October to be held at Department for Business, Energy and Industrial strategy, 1 Victoria Street, London, SW1H 0ET . Suppliers will be provided with a confirmed time after the 12th October 2018</p> <p>The interview will last no longer than 1 hour. The interview questions will be as follows:</p> <ol style="list-style-type: none"> 1. Specifically thinking about the scenario how would the agency approach the development of this campaign content? 2. In working with a wider campaign team, which would include a cross-functional group outside of the content team. What challenges does the agency see in creating campaign content? 3. How will the agency approach developing a content strategy for the Industrial Strategy Challenge Fund campaigns? 4. How will the agency gain audience insight to inform the campaign content packages? 5. How will the agency learn about UK Research and Innovation, the Industrial Strategy, ISCF and Innovate UK work to enable its team to deliver 'right first time' concepts? <p>As part of the interview process we would allow you to bring up to 3 representatives, these should be the key personnel involved in delivering this project.</p> <p>All suppliers will be invited to attend an interview. However, if after evaluating your submitted bid you are more than 15% behind the lead suppliers score and are therefore not mathematically capable of being successful we will notify you so that you may choose not to attend.</p>
<p>Bidder guidance</p>	<p>Scoring shall be based on 0-100 scoring methodology.</p>
<p>Scoring criteria</p>	<p>Maximum Marks 15%</p>
<p>Bidder response</p>	<p>I confirm the creative approach is uploaded and available to attend the interview</p>