



Ministry of Housing,  
Communities &  
Local Government

# **MHCLG DEVELOPMENT OF THE NATIONAL MODEL DESIGN CODE CPD/004/121/029**

## **ANNEX E – AWARD CRITERIA AND SCORING GUIDANCE**

**Version:** 1.0  
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## INTRODUCTION

- 1.1 This document provides an overview of the methodology which will be adopted by the Authority to evaluate Potential Supplier responses to each question set out within the questionnaire below. It also sets out the marking scheme which will apply.
- 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 Suppliers to consider
- 1.2.3 Marking Scheme – details the marks available to evaluators during the evaluation
- 1.3 The defined terms used in the ITT document shall apply to this document.

## 2 OVERVIEW

- 2.1 The e-Sourcing event is broken down into the following Questionnaires:

Questionnaire Reference	Questionnaire Title
1	KEY PARTICIPATION REQUIREMENTS
2	CONFLICTS OF INTEREST
3	INFORMATION ONLY
4	CAPABILITY & EXPERIENCE
5	PROJECT DELIVERY
6	PRICE

- 2.1.1 The maximum score capable of being achieved by a Potential Supplier will be 100% which is the combined sum of the percentage breakdown for the quality evaluation and the price evaluation:

QUALITY	PRICE	MAXIMUM SCORE
80%	20%	100%



## 2.2 Quality Evaluation Process

2.2.1 The evaluation of each response to the Quality/Service Delivery Questionnaire(s) will be conducted, and consensus checked in accordance with the Consensus Marking Procedure set out in paragraph 2.3 below.

2.2.2 Each response to questions within the Quality/Service Delivery Questionnaire(s) will be marked in accordance with the table below:

Mark	Comment
0	Failed to provide confidence that the proposal will meet 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 enough 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.

2.2.3 Each mark achieved will be multiplied by the corresponding weighting to provide an overall question score.

2.2.4 When the score for each question has been determined, they will be added together to provide an overall score for the Quality Evaluation ("Quality Score").

## 2.3 Consensus Marking Procedure

2.3.1 Tenders that are scored and require evaluation will be evaluated in accordance with the procedure described in this paragraph.

2.3.2 The Consensus Marking Procedure is a two-step process, comprising of:

- 2.3.2.1 Independent evaluation; and
- 2.3.2.2 Group consensus marking.

2.3.3 During the independent evaluation process, each evaluator will separately (i.e. without conferring with other evaluators) scrutinise the quality of answers given by Potential Suppliers in their Tender. Each evaluator will then allocate a mark for the answer in accordance with the Marking Scheme applicable to that question.

2.3.4 The Commercial Lead will review the marks allocated by the individual evaluators before facilitating a group consensus marking meeting.



2.3.5 During the meeting, the evaluators will discuss the independent marks until they reach a consensus regarding the marks that should be attributed to each Potential Suppliers' answer to the questions.

2.3.6 Once all quality responses have been evaluated in accordance with Section 13 of the Invitation to Tender Information and Instructions (ITT) and the Terms of Participation, the individual scores attributed to each response will be added together to provide a 'Quality Score'.

## 2.4 Price Evaluation Process

2.4.1 The Price submitted by Potential Suppliers' in the Price Schedule will be recorded and evaluated in accordance with the following process.

2.4.2 The Potential Supplier with the lowest Price shall be awarded the Maximum Score Available. The remaining Potential Suppliers shall be awarded a percentage of the Maximum Score Available equal to their Price, relative to the lowest Price submitted.

2.4.3 The calculation used is the following:

2.4.4 = 
$$\frac{\text{Lowest Price Tendered}}{\text{Tender price}} \times \text{Maximum Score Available}$$

Example

Potential Supplier	Price Submitted	Score Calculation	Maximum Score Available	Score Awarded
Potential Supplier A	£1,000	$\frac{£1,000}{£1,000} \times 100$	100	100
Potential Supplier B	£2,000	$\frac{£1,000}{£2,000} \times 100$	100	50
Potential Supplier C	£2,500	$\frac{£1,000}{£2,500} \times 100$	100	40

2.4.5 The score achieved will be multiplied by the corresponding weighting to provide an overall question score.

2.4.6 When the score for each question has been determined, they will be added together to provide an overall score for the Price Evaluation ("Price Score").

## 2.5 Final score

2.5.1 The Quality Score will be added to the Price Score to determine the final score for each Potential Supplier ("Final Score").

## 3 EVALUATION CRITERIA

3.1 A summary of all the questions, along with; the minimum acceptable score, maximum score available and weighting (where applicable) are set out below:



- 3.2 Questionnaires 1 and 2 contain 'Pass/Fail' questions and act as a doorway for progression to the following stages of the evaluation. Potential Suppliers are strongly advised to read and understand the specific guidance provided before responding to these questionnaires.
- 3.3 Questionnaire 3 is for information only. Although this questionnaire does not form part of the evaluation process, Potential Suppliers are advised to complete it in full as any omissions could affect the award process.
- 3.4 The Authority reserve the right to challenge any information provided in response to Questionnaire 3 and request further information in support of any statements made therein.

QUESTIONNAIRE 1 – KEY PARTICIPATION REQUIREMENTS			
GUIDANCE	The following questions are 'Pass/Fail' questions. If Potential Suppliers are unwilling or unable to answer "Yes", their submission will be deemed non-compliant and shall be rejected. Potential Suppliers should confirm their answers within their response.		
Question Number	Question	Max Score	Weighting (%)
1.1	Have you read, understood and agreed with the ITT Information and Instructions and Terms of Participation and signed and uploaded Annex D Form of Tender? By answering "Yes", you are confirming your 'Declaration of Compliance.'	Pass/Fail	N/A
1.2	Have you completed and uploaded Annex C Price Schedule Template and confirm that the total Price does not exceed the maximum budget range of £60,000 - £80,000 exclusive of Vat?	Pass/Fail	N/A
1.3	Have you read, understood and accepted the Invitation to Tender and all associated appendices, specifically Annex A - Specification?	Pass/Fail	N/A
1.4	Do you agree, without caveats or limitations, that in the event that you are successful the Terms and Conditions within Annex B – Contract Terms and Conditions will govern the provision of this contract?	Pass/Fail	N/A
1.5	Do you confirm your Organisation's Bravo (DCLG) eSourcing portal profile is complete and accurate at the time of Tendering and that any amendments made following acceptance of this event will be notified to the buyer in writing?	Pass/Fail	N/A



QUESTIONNAIRE 2 – CONFLICTS OF INTEREST			
<b>GUIDANCE</b>	<p>Question 2.1 is a 'Yes/No' question and will dictate whether question 2.2 needs to be answered.</p> <p>Question 2.2 is a Pass / Fail question. Potential Suppliers 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. Therefore, if Potential Suppliers cannot or are unwilling to suitably demonstrate that they have suitable safeguards to mitigate any risk, then their Tender will be deemed non-compliant and will be rejected.</p>		
Question Number	Question	Max Score	Weighting (%)
2.1	Please confirm whether you have any potential, actual or perceived conflicts of interest that may be relevant to this requirement.	None	N/A
2.2	We require that any potential, actual or perceived conflicts of interest in respect of this ITT 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.	Pass/Fail	N/A

QUESTIONNAIRE 3 – INFORMATION ONLY			
<b>GUIDANCE</b>	<p>The following questions are for information only and do not form part of the evaluation. Information provided in response to these questions may be used in the preparation of any Contract Award, and any omissions may delay completion of this Tender exercise.</p>		
Question Number	Question	Max Score	Weighting (%)
3.1	Please provide the name, office address, telephone number and email address for your organisation's Tender point of contract.	None	N/A
3.2	Please confirm whether your organisation is an SME as defined within <a href="#">EU recommendation 2003/361</a>	None	N/A
3.3	<p>Please provide details of any sub-contractors you propose to use in order to meet your obligations should you be awarded a Contract. Your response must include their;</p> <ul style="list-style-type: none"> <li>• Trading Name(s)</li> <li>• Registered Address(es) and contact details</li> </ul>	None	N/A



	<ul style="list-style-type: none"> <li>• Goods/Services to be provided</li> </ul>		
3.4	<p>If you are the Lead contact for a Group of Economic Operators, please provide details of all the members of the Group. Your response must include their;</p> <ul style="list-style-type: none"> <li>• Trading Names(s)</li> <li>• Registered address(es)</li> <li>• Dunns Number(s)</li> <li>• Role/responsibility within the Group</li> </ul>	None	N/A

- 3.5 The following Quality/Service Delivery Questionnaires are designed to test Potential Suppliers' ability to deliver the requirement as set out in Annex A - Specification. Potential Suppliers *MUST* answer all Quality/Service Delivery questions.
- 3.6 Potential Suppliers must achieve the minimum acceptable Quality Score, as described, for each of the questions below. Only those responses which achieve the minimum acceptable Quality Score will be included in the Price Evaluation Process.
- 3.7 Where only one (1) submission is received, which does not meet the minimum acceptable Quality Score, the Authority reserves the right to enter dialogue and seek assurances regarding the delivery of the requirement.
- 3.8 Potential Suppliers' responses must clearly demonstrate how they propose to meet the requirements set out in the question and address each element in the order they are asked.
- 3.9 Potential Suppliers' responses should be limited to and focused on each of the component parts of the question posed. They should refrain from making generalised statements and providing information not relevant to the topic.
- 3.10 Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas, including identifying key sections within responses.
- 3.11 Potential Suppliers will be marked in accordance with the marking scheme at Section 2.
- 3.12 Attachments may be submitted in Microsoft Word, Excel. PDF format and be in Arial font size 11. The page limit is set out in the questionnaires. This page limit must not be exceeded, and any text which is in excess of this limit shall be disregarded and shall not be considered in the evaluation process.



QUESTIONNAIRE 4 - Capability and Experience				Weighting – 40%
All Potential Suppliers MUST answer ALL the following questions				
Question Number	Question	Minimum Acceptable Score	Maximum Available Score	Weighting %
4.1	<p>Please provide examples of design codes your organisation has previously delivered that reflect well-established principles of urban form, enhance context and create character, and which reflect your vision for the project.</p> <p><i>Note: responses should not exceed four pages of A4.</i></p>	50	100	50%
4.2	<p>4.2 Please provide an overview of your proposed team, including details of:</p> <ul style="list-style-type: none"> <li>a) how they meet the skills and experience requirements in Section 5 of Annex A – Specification;</li> <li>b) their experience and commitment to the agenda set out in the Building Better, Building Beautiful Commission report; and</li> <li>c) thought leadership in relation to promoting beauty in the built environment.</li> </ul> <p>This should include summary CVs for the key members of the project team.</p> <p><i>Note: responses should not exceed four pages of A4 (excluding summary CVs of which each should not exceed 0.5 pages).</i></p>	50	100	50%





QUESTIONNAIRE 5 – Project Delivery				Weighting – 40 %
All Potential Suppliers MUST answer ALL the following questions				
Question Number	Question	Minimum Acceptable Score	Maximum Available Score	Weighting %
5.1	<p>5.1 Please explain your vision for the project, how it relates to the recommendations of the Building Better, Building Beautiful Commission report and how your approach to the project would support the delivery of relevant recommendations of the Commission in practice. This should cover both the product (with illustrations/examples where relevant) and your approach to producing the National Model Design Code template and the worked example.</p> <p><i>Note: responses should not exceed four pages of A4.</i></p>	25	100	80%
5.2	<p>Please outline the project management arrangements for the work, including how the project would be timetabled, and identification of risks and how they would be managed and mitigated. Your response should clearly address the requirements related to COVID 19 and the required approach to industry engagement.</p> <p><i>Note: responses should not exceed four pages of A4.</i></p>	25	100	20%



QUESTIONNAIRE 6 – Price		Weighting – 20%
<b>GUIDANCE</b>	<p>Potential Suppliers must upload Annex C Price Schedule to the 'event' within Bravo.</p> <p>The Price should be submitted in pounds Sterling inclusive of any expenses but exclusive of VAT.</p> <p>Potential Suppliers will be marked in accordance with the marking scheme at Section 2.</p> <p>Please confirm your pricing by uploading a completed Annex C Price Schedule. This should include pricing to produce the national model design code and worked example (see paragraph 14 of Annex A – Specification) of this Invitation to Tender.</p> <p>In so doing, you are also confirming that prices offered are inclusive of any expenses, exclusive of VAT and firm for a period of 90 days following the Deadline for Submission.</p> <p>Any bidders pricing submission exceeding the designated budget ceilings may be rejected.</p>	
Question Number	Question	Max Score
6.1	Total Price to produce the publishable National Model Design Code template and a worked example of how the National Model Design Code could be applied	100