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| Question Ref | Question | Evaluation Guidance | Response Format | Scored | Sub Weighting % |
| 1. Service Delivery - Approach | The Authority needs to be assured that the Tenderer can provide a structured methodology and approach to the requirement. This should include proposals for conducting the surveys in accordance with specification either through Net Promotor Score or more conventional arrangements. | The tenderer demonstrates compliance with the requirements by providing comprehensive details, including but not limited to: * Your proposal on how the service will be undertaken and demonstration of how you will efficiently meet all of the contract requirements and monthly response rates to enable full reporting, including the method and workflow.
* A detailed strategy of how the process for conducting the surveys in accordance with specification either through Net Promotor Score or more conventional arrangements will be undertaken.
* An organisation chart which includes the number of roles required and a narrative demonstrating you have sufficient resources and capability to meet the requirement.
* Your staff training plan, including but not limited, Customer Services and best practice, to demonstrate that staff have the skills required to undertake their roles.

The response will be scored in accordance with Section D of the DEFFORM 47, including but not limited to, the level of compliance against the requirement, whether your response meets or exceeds the requirement or provides additional value and the level of Authority assurance or input required.  | Tenderers should attach one response document at question 1. The document should be no more than 3,500 words in either word or PDF format and with a font size no less than 11.Tenderers can attach supporting workflow, process maps, training plan and organisation charts which should be no more than 2 sides of A3 for each document. | Scored in accordance with Table 2 below  | 35% |
| 2. Service Delivery - HouseMark Standard | The Authority needs to be assured that the Tenderer can meet the HouseMark STAR Guide to Running Perception Surveys Methodology in accordance with Schedule 20, Specification | The tenderer demonstrates compliance with the requirements by providing comprehensive details, including but not limited to; * Providing details and evidence of any relevant accreditations and memberships, or those which will be in place at the In Service Date, including but not limited to, HouseMark, Market Research Society or a similar organisation with comparable standards.
	+ Providing a narrative to demonstrate compliance with the Housemark STAR Guide to Running Perception Survey Methodologies, including but not limited to, Details of strengths, commitment to service excellence and continuous improvement within Customer Satisfaction survey delivery.
	+ Demonstration of how you meet business excellence within Customer Satisfaction provision.

The response will be scored in accordance with Section D of the DEFFORM 47, including but not limited to, the level of compliance against the requirement, whether your response meets or exceeds the requirement or provides additional value and the level of Authority assurance or input required. | Tenderers should attach one document at question 2 outlining their previous Customer Satisfaction survey delivery experience. The document should be no more than 2,500 words in either word or PDF format and with a font size no less than 11.Tenderers can attach supporting evidence of relevant accreditations and memberships which should be no more than 2 sides of A4 for each accreditation or membership. | Scored in accordance with Table 2 below | 25% |
| 3. GDPR | The Authority needs to be assured that the Tenderer can confirm that they have in place, or that you will have in place by contract award, the human and technical resources to perform the contract to ensure compliance with the General Data Protection Regulation and to ensure the protection of the rights of data subjects.  | Please provide details of the technical facilities and measures (including systems and processes) you have in place, or will have in place by contract award, to ensure compliance with the General Data Protection Regulation and to ensure the protection of the rights of data subjects. Your response should include, but should not be limited to facilities and measures: * to ensure ongoing confidentiality, integrity, availability and resilience of processing systems and services;
* to comply with the rights of data subjects in respect of receiving privacy information, and access, rectification, deletion and portability of personal data;
* to ensure that any consent-based processing meets standards of active, informed consent, and that such consents are recorded and auditable;
* to ensure legal safeguards are in place to legitimise transfers of personal data outside the EU (if such transfers will take place);
* to maintain records of personal data processing activities; and
* to regularly test, assess and evaluate the effectiveness of the above measures.

The response will be scored in accordance with Section D of the DEFFORM 47. | Tenderers should attach one document one document outlining how they will manage and protect sensitive personal information. The document should be no more than 2,500 words in either word or PDF format and with a font size no less than 11.Tenderers should attach an-up to-date (within the last 3 months) Security Plan in accordance with DEFCON 532B and Order Schedule 9 (Security). | Pass/Fail in accordance with Table 2 below | N/A – Pass/Fail |
| 4. Social Value | The Authority needs to be assured that the Tenderer has the organisation, processes, training and the capability to deliver a sustainable service and Social Value benefits in accordance with Joint Schedule 5, in the following areas:* Tackling economic equality through education and training
* Fighting Climate Change through influencing staff, suppliers, customers and communities in delivery of the contract.
* Equal Opportunities through demonstrating actions to identify and tackle inequality in employment, skills and pay in the contract workforce.
 | The Tenderer should Provide your Sustainability and Social Values Plan which demonstrates opportunities, current position and your commitments, throughout the duration of the contract in relation to the following criteria to:1. Tackling economic equality - Supporting educational attainment relevant to the contract, including training schemes that address skills gaps. Detail activities that demonstrate and describe the tenderer’s existing or planned:
* Understanding of employment and skills issues, and of the education and training issues relating to the contract. Illustrative examples could include; skills shortages, groups under-represented in the workforce (e.g. prison leavers, disabled people), geographic/local community and skills/employment challenges.
* Support for educational attainment relevant to the contract, including training schemes that address skills gaps.
* Activities to support relevant sector related skills growth and sustainability in the contract workforce. Illustrative examples could include; careers talks, curriculum support, literacy support, safety talks and volunteering.

2. Fighting Climate Change – Influencing environmental protection and improvement. Detail activities that demonstrate and describe the tenderer’s existing or planned:● Understanding of how to influence staff, suppliers, customers, communities and/or any other appropriate stakeholders through the delivery of the contract to support environmental protection and improvement.● Activities to reconnect people with the environment and increase awareness of ways to protect and enhance it. Illustrative examples could include:○ Engagement to raise awareness of the benefits of the environmental opportunities identified.○ Training and education. Influencing behaviour to reduce waste and use resources more efficiently in the performance of the contract.○ Volunteering opportunities for the contract workforce, e.g. undertaking activities that encourage direct positive impact.3. Equal Opportunities - Demonstrate action to identify and tackle inequality in employment, skills and pay in the contract workforce. Detail Activities that demonstrate and describe the tenderer’s existing or planned:* Measures to tackle inequality in employment, skills and pay in the contract workforce. Illustrative examples could include:

○ Inclusive and accessible recruitment practices, and retention-focussed activities.○ Measures to reduce barriers to securing more jobs for disabled people in the contract workforce○ Offering a range of quality opportunities with routes of progression if appropriate, e.g. students supported into higher level apprenticeships.○ Demonstrating how working conditions promote an inclusive working environment and promote retention and progression.○ Including multiple women, or others with protected characteristics, in shortlists for recruitment and promotions.○ Introducing transparency to promotion, pay and reward processes. Regular equal pay audits conducted.○ Positive action schemes in place to address under-representation in certain pay grades. | Potential bidders should attach evidence, no more than 2,500 words, at question 4 on their Social Values plan, which must cover all three criteria listed | Scored in accordance with Table 2 below | 10% |
| 5. Account Management | The Authority needs to be assured that the Tenderer has the relevant experience and key named roles in the assigned account management team to meet the requirements of the contract.  | The tenderer demonstrates compliance with the requirement by providing comprehensive details, including, but not limited to; * Detail of the comparable contract experience of the assigned delivery team and a narrative to demonstrate their ability to meet the requirements of the contract.
* Provide case study examples and details of a minimum of one and no more than three comparable contracts, of a similar nature and volume, including demonstration of successful performance Identification of key roles and the single point of contact in the account management team, providing detail and evidence of the experience of the assigned account management team by providing names and CVs, detailing relevant experience and membership/ accreditations.

The response will be scored in accordance with Section D of the DEFFORM 47, including but not limited to, the level of compliance against the requirement, whether your response meets or exceeds the requirement or provides additional value and the level of Authority assurance or input required. | Potential bidders should attach one document at question 5 with no more than 1000 words in either word or PDF format and with a font size no less than 11.Tenderers can attach supporting documents for Case Studies and CVs which should be no more than 1 sides of A4 for each Case Study or CV. | Scored in accordance with Table 2 below | 20% |
| 6. Complaints Management | The Authority needs to be assured that the Tenderer has a robust escalation procedure that will be in place should issues arise. These should cover both complaints from those surveyed and from the client. | The tenderer demonstrates compliance with the requirement by providing comprehensive details, including, but not limited to; * Providing details of your policy and procedures in dealing with complaints/issues from those surveyed and the client, including any escalation process. This should also include workflows.
* Provide details of timescale for the handling complaints, identify who is responsible for monitoring complaints and informing the client within 2 working days. You should also include details of how complaints records will be maintained, the detail that will be provided to the client and how records and data will be presented to the Authority.

The response will be scored in accordance with Section D of the DEFFORM 47, including, level of compliance with the requirement, whether your response exceeds the requirement or provides additional value and the level of Authority assurance or input required. | Potential bidders should attach one document at question 6 with no more than 500 words in either word or PDF format and with a font size no less than 11.Tenderers can attach supporting workflow, relevant Policy and Processes. Each supporting document should be no more than 2 sides of A4 for each document. | Scored in accordance with Table 2 below | 10% |

Table 1 – Technical Questions

The technical questions will be scored using the method set out in the table 2 below;

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| **Score** | **Rationale** |
| 10 | **Outstanding response (fully compliant, with some areas exceeding requirements)** – Submission sets out a robust solution and, in addition, provides or proposes additional value and/or elements of the solution at no additional cost which exceed the requirements in substance and outcomes in a manner acceptable to the Employer. Evidences the relevant understanding, expertise, skills and/or resources to deliver the requirements, but also exceed it as described. Requires minimal Authority assurance and/or input. |
| 7 | **Fully satisfactory /very good response (fully compliant with requirements)** – Submission sets out a robust solution that fully addresses and meets the requirements, with full details (and, where evidence is required or necessary, full and relevant evidence) provided to support the solution. Evidences the relevant ability, understanding, expertise, skills and/or resources to deliver the requirements. Requires limited Authority assurance and/or input. |
| 4 | **Satisfactory and acceptable response (substantial compliance with no major concerns)**– Submission sets out a solution that largely addresses and meet the requirements, with full details (or, where evidence is required or necessary, some relevant evidence) provided to support the solution. Response presents minor concerns and weakness in a few areas of the solution in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements. May require additional Authority assurance and/or input in some areas. |
| 2 | **Partially acceptable response** **(one or more areas of major weakness)** – Weak submission which does not set out a solution that fully addresses and meets the requirements. Response may be basic/ minimal with little or no detail (and, where evidence is required or necessary, with insufficient evidence) provided to support the solution. Response presents significant concerns and/or weaknesses to provide the services in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements. Will require significant Authority assurance and/or input in most areas. |
| 0 | **No Response (non-compliance) or Unsatisfactory Responses (non-compliance with major areas of weakness)** – No response at all or insufficient information provided in the response such that the solution is un-assessable and/or incomprehensible or Substantially unacceptable submission which fails in several significant areas to set out a solution that addresses and meets the requirements. Response has little or no detail (and, where evidence is required or necessary, no evidence) provided to support the solution. Response presents major concerns and/or weaknesses to provide the services in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements. |
| PASS / FAIL | **PASS** – Satisfactory and acceptable response which addresses all requirements of the question and demonstrates substantial compliance with no major concerns.**FAIL** – No response at all or insufficient information provided against one or more of the requirements. For example, if one of the requested measures is not provided or does not fully address and meet the requirements, this would constitute a FAIL. |

Table 2 – Scoring Mechanism