**DOCUMENT 3**

**EVALUATION CRITERIA**

Your bid should set out a response to 8 requirements covering 3 key areas:

* **Technical Assessment** – a clear strategy for delivering the support required.
* **Capacity and Capability** – having people with the right skills and knowledge and having appropriate systems to deliver the service to the required standard.
* **Finance** – ensuring value for money for the taxpayer.

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|  | **Requirements** (each will be scored 0-5) | **Weighting** | **Maximum Marks** |
| **Technical Assessment**  (100 marks) | 1. Generating high quality applications for new free schools in areas of educational underperformance | 10 | 50 |
| 1. Encouraging and supporting high quality applications for new special and alternative provision free schools | 3 | 15 |
| 1. Encouraging and supporting high quality applications for new schools approved via the local authority “presumption” process | 3 | 15 |
| 1. Identifying and sharing good practice on setting up and running a new school with open free schools and pre-opening projects | 3 | 15 |
| 1. Managing the logistics for a small number of the Department’s free school events | 1 | 5 |
| **Capacity and Capability**  (50 marks) | 1. Demonstrating access to people with the right skills and knowledge to deliver the service to the required standard | 6 | 30 |
| 1. Demonstrating the appropriate governance systems to ensure high performance and to manage risk | 4 | 20 |
| **Finance**  (30 marks) | 1. Value for money | 6 | 30 |
| **TOTAL** |  |  | **180** |

**Scoring each requirement**

Each requirement will be scored using a 0-5 rating. The descriptions in the table below will be used to ensure a consistent approach is used when scoring each requirement.

The score will then be multiplied by the weighting stated in the table above (e.g. a “satisfactory” answer to requirement A would receive 30 marks).

The maximum number of marks available to any bid is 180.

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| **Rating** | **Description** |
| **0** | **No Evidence / no response** |
| **1** | **Poor response:** Very little evidence of appropriate capability, experience or expertise; poor understanding; major weaknesses or gaps in the information provided. |
| **2** | **Unsatisfactory:** Some evidence of appropriate capability, experience or expertise; meets requirements in some areas but with important omissions; weak or inappropriate evidence. |
| **3** | **Satisfactory:** Reasonable evidence of appropriate capability, experience or expertise. Meets most requirements but some minor omissions. |
| **4** | **Very good:** Detailed evidence provided of appropriate capability, experience or expertise; evidence shows clearly what will be provided and how it will be achieved. |
| **5** | **Excellent:** Very strong evidence of appropriate capability, experience, or expertise; all solutions offered are linked directly to the programme’s requirements, show how they will be achieved and the impact they will have. |

**Length of bid**

We expect that bids will be approximately 25 to 30 pages in length (excluding annexes and responses to the Qualification Questionnaire and Declaration).

**The Requirements**

**Technical Assessment** (Total: 100 marks)

**The costs and value for money element of you bid will be assessed using information you provide for requirement H.**

**In response to requirements A-E please provide details of how the service will be delivered, including an estimate of the number of staff (and the time they will commit to the service) and other resources needed and the costs of these.**

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| **Requirement A: Generate high quality applications for new free schools in areas of educational underperformance. (50 marks)** |
| Demonstrate how you will deliver high quality new school applications that meet the Department’s criteria for approval in a way that takes appropriate account of the availability or shortage of places in an area.   * What is your strategy for identifying the groups capable of opening high quality mainstream schools in areas of educational underperformance? * How will you encourage groups to commit to setting up and running a new school? * How will you support each group in developing a high quality application for a new school that meets the Department’s criteria for approval? * How will you provide accurate, high quality advice to anyone enquiring about setting up a new school? |
| Higher scores will be awarded to bidders that:   * set out a clear strategy to deliver the key outcomes; * identify the main challenges and risks and provide practical solutions to overcome them; * demonstrate the ability to work effectively and collaboratively with DfE and local stakeholders; and * propose a customer-focused approach. |

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| **Requirement B: Encouraging and supporting high quality applications for new special schools and alternative provision free schools. (15 marks)** |
| Demonstrate how you will encourage and support applications for new special schools and alternative provision schools.   * What is your strategy for identifying and supporting groups capable of opening high quality new special schools or alternative provision schools? * How will you support groups in developing a high quality application for a new school that meets the Department’s criteria for approval? * How will you provide accurate, high quality advice to anyone enquiring about setting up a new special free school or alternative provision free school? |
| Higher scores will be awarded to bidders that:   * demonstrate an understanding of key elements that contribute to successful and viable new special schools and alternative provision schools; and * propose a customer-focused approach. |

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| **Requirement C: Encouraging and supporting high quality applications for new schools approved via the local authority “presumption” process. (15 marks)** |
| Demonstrate how you will increase the quality of proposals approved via local authority competitions.   * What is your strategy for identifying groups capable of opening high quality new schools in areas where local authorities are running competitions? * How will you encourage each group to submit a proposal to a local authority presumption competition? * How will you support groups in developing a high quality proposal that meets the requirements set out by the local authority? * How will you provide accurate, high quality advice to groups who might be interested in submitting a proposal, this includes advising groups that are not existing sponsors on the sponsor approval process? |
| Higher scores will be awarded to bidders that:   * demonstrate the ability to work collaboratively with sponsors and local authorities to diversify provision in each area and ensure the best outcome possible for each locality. |

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| **Requirement D: Identifying and sharing good practice on setting up and running a new school with open free schools and pre-opening projects (in any geographical area). (15 marks)** |
| Demonstrate that you will identify and share good practice on setting up and running a new school, and in doing so that you will help free schools close the gap and drive social mobility in their communities.   * What is your strategy for identifying good practice and how will you use an evidence based approach to deliver this work? * How will you measure and demonstrate the impact of your work? |
| Higher scores will be awarded to bidders that:   * have a strong understanding of the challenges facing newly opened schools and those in the pre-opening stage of the programme; * demonstrate a strong awareness of the factors that might lead to differences in the performance and financial viability of open free schools and the extent to which they can close the attainment gap and drive social mobility in their communities; * have a strong awareness of the context of the wider academies programme and the expectations set by Ofsted; and * demonstrate the ability to work closely with DfE and any other stakeholders to ensure your approach is aligned and complimentary. |

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| **Requirement E: Events. (5 marks)** |
| Demonstrate that you will successfully manage the logistics for a small number of the Department’s free school events (these events are over and above any events that you may propose as part of your strategy for delivering requirements A – D).  It is anticipated that there will be approximately 3 to 4 events per year with around 50 – 100 attendees at each (note: you will not be expected to cover the cost of venue hire). |
| Higher scores will be awarded to bidders that:   * demonstrate experience of organising and managing successful events that deliver value for money and gain positive customer feedback. |

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| **Requirement F:** **Capacity and Capability. (30 marks)** |
| Demonstrate that you have access to the appropriate skills and knowledge either within your organisation or externally to deliver the service to the required standard. This includes access to individuals with skills and experience in:   * providing education related advice, marketing, finances and project management; * influencing a wide range of stakeholders including organisations in both the public and private sector at both national and local levels; * running a successful support service for either national or local government; * working closely with civil servants; and * working closely to ministers and with sensitive government policy.   *To evidence this please ensure your bid includes an annex with the names and CVs of the key members of staff that will oversee the delivery of the service. You should explain the role they will play and the percentage of time they will dedicate to the role.*  *Please also include an organogram that makes clear where the work will sit within your organisation.* |

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| **Requirement G: Your governance and risk management systems. (20 marks)** |
| Demonstrate that you have a governance structure, and roles and responsibilities that will ensure high performance and accountability. This should include:   * identifying the key risks facing your proposal and the probability of their occurrence. Your plans for mitigating risks and controlling them if they materialise; * having key metrics for measuring the success of the service; * identifying any conflicts of interest and setting out how you will manage them (please identify perceived and potential conflicts of interests as well as actual ones); and * having a security plan that protects departmental and personal data and adheres to any relevant data regulations.   *The successful bidder will be asked to provide management information to meet the needs of the Department. The exact arrangements will be subject to further negotiation as part of the grant award process. This will include, as a minimum, monthly written reports on achievement of key outputs and milestones and two meetings per grant funded year with DfE policy leads to review overall performance and to set new key performance indicators (KPIs). Please indicate in answer to Question 4.1 in the Qualification Questionnaire and Declaration (see Document 4) that you agree to this.* |

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| **Requirement H: Value for money (30 marks)** |
| You have already been asked to provide an estimate of the number of staff, other resources and the costs associated with delivering the service in your responses to requirements A-E. You are now asked to identify and summarise these costs in a clearly identifiable way so that they can be compared to those from other bidders.  The costs table below is provided as a guide only and may be changed as long as you include the information shown in the table below. Your costings must:   * include a clear rationale for how you have devised the costings and explain the assumptions underpinning them and why you think they are realistic; * break down the costs within each row so that it is clear where money will be spent; * quote staffing costs against the relevant row (i.e. not in a separate row titled “staffing”). This excludes “management, governance and admin staff”, which should be quoted separately (see relevant row); and * indicate if VAT is applicable on any activities, and if so, detail VAT in the relevant row as this will form part of the overall grant award. |

**Costs Table**

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| **Annual Rate** | **Year 1**  **1 April 2018 to 31 March 2019**  **(£)** | **Year 2**  **1 April 2019 to 31 March 2020**  **(£)** | **Optional Year 3**  **1 April 2020 to 31 March 2021**  **(£)** | **Rationale** |
| **Generating high quality applications for new free schools in areas of educational underperformance.**  VAT (if applicable) |  |  |  |  |
| **Encouraging and supporting high quality applications for new special schools and alternative provision free schools.**  VAT (if applicable) |  |  |  |  |
| **Encouraging and supporting high quality applications for new schools approved via local authority “presumption” process.**  VAT (if applicable) |  |  |  |  |
| **Identifying and sharing good practice on setting up and running a new school with open free schools and pre-opening projects.**  VAT (if applicable) |  |  |  |  |
| **Managing the logistics for a small number of the Department’s free school events** (exc. cost of venue hire)  VAT (if applicable) |  |  |  |  |
| **Other staffing** (management, governance, admin only)  VAT (if applicable) |  |  |  |  |
| **Travel and subsistence**  VAT (if applicable) |  |  |  |  |
| **Running costs –** please broke breakdown  VAT (if applicable) |  |  |  |  |
| **Other (please identify)**  VAT (if applicable) |  |  |  |  |
| **TOTAL** |  |  |  |  |