



Maritime &
Coastguard
Agency

Bay 3/19
Spring Place
105 Commercial Road
Southampton
SO15 1EG
contracts@mcga.gov.uk

Redacted under FOIA No 40 – Personal Information

The MindWorks Marketing Company Ltd
9 The Old Flour Mill
Queens Street
Emsworth
Hampshire
PO10 7BT

Our
ref:

TCA 3/7/1425

7th of July 2023

Dear Mr Moran,

Contract for Southampton Boatshow 2023 – Exhibition Support Services (the “Proposed Contract”)

This is an Award Decision Notice pursuant to Regulation 86 of the Public Contracts Regulations 2015 (the “**Regulations**”).

I am writing on behalf of the Secretary of State for Transport acting through the Maritime and Coastguard Agency (the “**Department**”) to thank you for your Tender Submission dated 7th of July 2023 in response to the requirement for the above Proposed Contract (“**Tender Submission**”).

I am pleased to inform you that following the evaluation process the Department proposes to accept your offer for the Proposed Contract as contained in your Tender Submission.

Your scores against the evaluation criteria, as set out in the Invitation to Tender are as follows:

Weighted Scores	Your score	Potential Score
Price	52%	100%
Quality	97%	100%
Overall Total Score	79.15%	100%

The evaluation criteria against which your Tender Submission was evaluated is set out in Annex A. Your detailed scores and the reasons for the decision, including the characteristics and relative advantages of your winning tender are set out at Annex B.

This letter and the documents listed below will together form a binding agreement between the Maritime and Coastguard Agency and The MindWorks Marketing Company Ltd.

1. Invitation to Tender documents issued on the 22nd of June 2023.
2. The MindWorks Marketing Company Ltd Technical Response dated the 7th of July 2023
3. The MindWorks Marketing Company Ltd Commercial Response dated the 7th of July 2023
4. Framework Agreement RM6124 Core Terms, Joint Schedules, Order Schedules and Order Form.

The total price of this work is £25,000 (excluding VAT) and shall not be exceeded unless written confirmation is obtained from the Maritime & Coastguard Agency.

A contract start-up meeting should be organised as soon as possible between the appropriate parties. For information the MCAs initial contact will be **Redacted under FOIA No 40 – Personal Information** who's contact details are:

Tel : **Redacted under FOIA No 40 – Personal Information**
Email : **Redacted under FOIA No 40 – Personal Information**

To avoid delay in payment, it is important that the invoice is compliant and that it includes a valid Purchase Order (PO) number, PO item number (if applicable) and the details (name and telephone number) of your Customer Contact (i.e. Contract Manager) which should be submitted to:

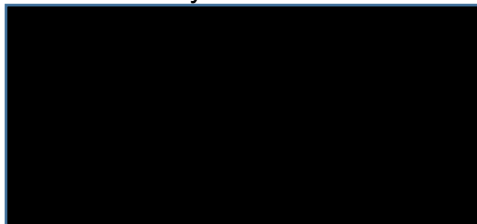
Via Email : ssa.invoice@sharedservicesarvato.co.uk

Or Via Post to : Maritime Coastguard Agency
Accounts Payable
5 Sandringham Park
Swansea
SA5 0EA

Non-compliant invoices may be sent back to you and may lead to a delay in payment. If you have a query regarding an outstanding payment, please contact our Accounts Payable section by email to accounts.payable@mcga.gov.uk between 09:00-17:00 Monday to Friday.

Please confirm receipt of this letter by signing and returning it me. You should also retain a copy for your records.

Yours sincerely



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Senior Procurement and Contracts Business Partner
Maritime Coastguard Agency
By authority of the Secretary of State for Transport

Annex A

Evaluation Criteria and Scoring Methodology

The scoring methodology used to assess and allocate scores to each criteria are as follows :

Score	Definition of Score
5	A score of 5 will be achieved by demonstrating a robust understanding and methodology that specifically meets the requirement. The response provided will have full and comprehensive supporting evidence and examples.
3	A score of a 3 will be achieved where the proposed approach meets the basic requirement with the exception that the supporting commentary and/or evidence does not fully explain, justify, or provide a fully comprehensive response or examples.
1	A score of a 1 will be achieved as per the criteria for achieving a score of a 3 with the exception that the supporting commentary and/or evidence does not fully explain or justify the approach, experience or allocated resource and only some aspects of the MCA's requirements are fully met.
0	A score of a 0 will be achieved for any answer that does not meet the level required to score a 1 or above, or if the tenderer chooses not to submit a response.

Annex B

Feedback on relative advantages and characteristics

TCA – 3/7/1425 Southampton Boatshow 2023 – Exhibition Support Services Supplier name: The MindWorks Marketing Company Ltd			
Quality Criteria	Your Score	Potential Score	Feedback comments
Supplier Solution Response Requirements – 60% of Quality Score			
Design Capabilities – 30%			
(2.1.1) Provide a detailed response to describe how you will deliver this requirement to the MCA. Please provide graphics and text to represent HM Coastguard/MCA which will be communicated to the winning bidder.	5	5	
(2.1.2) Provide a detailed response to describe how you will deliver this requirement to the MCA. Provide screen with facility to play looped films, positioned so that it attracts as much attention and engagement as possible.	5	5	

Build – 30%			
(2.2.1) Provide a detailed response to describe how you will deliver this requirement to the MCA. Walk-in lockable storage with enough space for personal belongings, coat rack, boxes of literature and an electric point for a kettle.	5	5	
(2.2.2) Provide a detailed response to describe how you will deliver this requirement to the MCA. Facility to display coastguard equipment to draw in the public – this might include lifejackets, emergency beacons and rescue equipment.	5	5	
(2.2.3) Provide a detailed response to describe how you will deliver this requirement to the MCA. Provide high stools and table(s).	3	5	
(2.2.4) Provide a detailed response to describe how you will deliver this requirement to the MCA. Provide freestanding provision to display literature.	5	5	

Examples and Experience – 10%			
<p>(2.3.1)</p> <p>Please provide an example of a case study of a similar stand you have produced.</p> <p>To include details of:</p> <ul style="list-style-type: none"> • Photos to illustrate the stand • Key Details of the project <p>How you delivered the project (including timelines)</p>	5	5	
Service Levels – 10%			
<p>(2.4.1)</p> <p>Please provide a visual timeline with key dates to show project start to end.</p> <p>To include the following milestones:</p> <ul style="list-style-type: none"> • Liaison meetings with MCA • Receipt, creation and print of graphics • Sourcing and hiring furniture <p>Details of dedicated project manager(s)</p>	5	5	
SOCIAL VALUE – 10% of Quality Score			
<p>Theme 1 – Environmental Sustainability – Energy/CO2e</p> <p>Provide a description of the action(s) you would take to minimise the amount of CO2 emitted by your</p>	5	5	

organisation whilst undertaking work on the MCA's behalf, for example, managing CO2 emissions in business travel for the purposes of the contract.			
Theme 2 – Skills & Employment Please describe your approach to any social or economic benefits that could be delivered to local communities, as a corollary of your organization carrying out this contract. Your answer could include (but should not necessarily be limited to): <ul style="list-style-type: none"> • Recruitment • Local area initiatives for your base operations • Career development and apprenticeships 	5	5	