



Mini Competition

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

**Subject: **ISCF Ageing Society: Campaigns and Communications
challenges****

Sourcing reference number **CS18071**

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Section 1 – About UK Shared Business Services

Putting the business into shared services

UK Shared Business Services Ltd (UK SBS) brings a commercial attitude to the public sector; helping Contracting Authorities improve efficiency, generate savings and modernise.

It is our vision to become the leading service provider for Contracting Authorities for in the UK public sector, continuously reducing cost and improving quality of business services for Government and the public sector.

Our broad range of expert services is shared by our Contracting Authorities. This allows Contracting Authorities the freedom to focus resources on core activities; innovating and transforming their own organisations.

Core services include Procurement, Finance, Grants Admissions, Human Resources, Payroll, ISS, and Property Asset Management all underpinned by our Service Delivery and Contact Centre teams.

UK SBS is a people rather than task focused business. It's what makes us different to the traditional transactional shared services centre. What is more, being a not-for-profit organisation owned by the Department for Business, Energy & Industrial Strategy (BEIS), UK SBS' goals are aligned with the public sector and delivering best value for the UK taxpayer.

Growing from a foundation of supporting the Research Councils, 2012/13 saw Business Innovation and Skills (BEIS) transition their procurement to UK SBS and Crown Commercial Service (CCS) agree a Memorandum of Understanding with UK SBS to deliver two major procurement categories (construction and research) across Government.

UK SBS currently manages £700m expenditure for its Contracting Authorities.

Contracting Authorities who have access to our services and Contracts are detailed [here](#).

Privacy Statement

At UK Shared Business Services (UK SBS) we recognise and understand that your privacy is extremely important and we want you to know exactly what kind of information we collect about you and how we use it.

This privacy notice link below details what you can expect from UK SBS when we collect your personal information.

- We will keep your data safe and private.
- We will not sell your data to anyone.
- We will only share your data with those you give us permission to share with and only for legitimate service delivery reasons.

<https://www.ukpbs.co.uk/use/pages/privacy.aspx>

For details on how the Contracting Authority protect and process your personal data please follow the link below:

<https://www.ukri.org/privacy-notice/>

Section 2 – About the Contracting Authority

UK Research and Innovation

Operating across the whole of the UK and with a combined budget of more than £6 billion, UK Research and Innovation represents the largest reform of the research and innovation funding landscape in the last 50 years.

As an independent non-departmental public body UK Research and Innovation brings together the seven Research Councils (AHRC, BBSRC, EPSRC, ESRC, MRC, NERC, STFC) plus Innovate UK and a new organisation, Research England.

UK Research and Innovation ensures the UK maintains its world-leading position in research and innovation. This is done by creating the best environment for research and innovation to flourish.

For more information, please visit: www.ukri.org

Innovate UK

Innovate UK works with people, companies and partner organisations to find and drive the science and technology innovations that will grow the UK economy. They drive growth by working with companies to de-risk, enable and support innovation.

<https://www.gov.uk/government/organisations/innovate-uk>

Section 3 - Working with UK Research and Innovation (UKRI)

In this section you will find details of your Procurement contact point and the timescales relating to this opportunity.

Section 3 – Contact details		
3.1	Contracting Authority (CA) Name and address	UK Research and Innovation (UKRI), Polaris House, North Star Avenue, Swindon, SN2 1FL
3.2	Buyer name	Liz Vincent
3.3	Buyer contact details	professionalservices@uksbs.co.uk
3.4	Maximum value of the Opportunity	The maximum value of the 2-year duration of the contract shall not exceed £240,000.00 exclusive of VAT
3.5	Process for the submission of clarifications and Bids	<p>All correspondence shall be submitted within the Emptoris e-sourcing tool. Guidance Notes to support the use of Emptoris is available here.</p> <p>Please note submission of a Bid to any email address including the Buyer <u>will</u> result in the Bid <u>not</u> being considered.</p>

Section 3 - Timescales		
3.6	Date of Issue of Mini Competition to all Bidders	24/12/2018
3.7	Latest date/time Mini Competition clarification questions shall be received through Emptoris messaging system	09/01/2019 14:00
3.8	Latest date/time Mini Competition clarification answers should be sent to all Bidders by the Buyer through Emptoris	11/01/2019
3.9	Latest date/time Mini Competition Bid shall be submitted through Emptoris	18/01/2019 14:00
3.10	Date/time Bidders should be available for interview	30/01/2019
3.11	Anticipated selection and de selection of Bids notification date	07/02/2019

3.12	Anticipated Award Date	07/02/2019
3.13	Anticipated Contract Start Date	13/02/2019
3.14	Anticipated Contract End Date	12/02/2021
3.15	Bid Validity Period	60 days
3.16	Framework and or Lot the Mini competition will be based on	CCS RM3774 Campaign Solutions

• Section 4 – Specification

1. Introduction

UK Research and Innovation is the national funding agency investing in science and research in the UK. Operating across the whole of the UK with a combined budget of more than £6 billion, UKRI brings together the seven Research Councils, Innovate UK and Research England.

We are an independent organisation with a strong voice for research and innovation, both to government and internationally, we are supported and challenged by an independent chair and board. We are principally funded through the Science Budget by the Department for Business, Energy and Industrial Strategy (BEIS).

Our mission is to be a trusted partner and to ensure research and innovation continues to flourish in the UK. We will support and help connect the best researchers and innovators with customers, users and the public. We will invest every pound of taxpayers' money wisely in a way that maximises impact for citizens, in the UK and across the world.

We will be measured by the impact we deliver, and this will have three elements:

- We will push the frontiers of **human knowledge** and understanding
- We will deliver **economic impact** and social prosperity
- We will create **social and cultural impact** by supporting our society and others to become enriched, healthier, more resilient and sustainable.

This support requirement request is made by the Communications department of Innovate UK on behalf of UK Research and Innovation.

Innovate UK drives productivity and economic growth by supporting businesses to develop and realise the potential of new ideas. We connect businesses to the partners, customers and investors that can help them turn ideas into commercially successful products and services and business growth.

We fund business and research collaborations to accelerate innovation and drive business investment into R&D. Our support is available to businesses across all economic sectors, value chains and UK regions.

2. Aims

In the 2017 Autumn Statement we saw a significant increase in our funding through the creation of the Industrial Strategy Challenge Fund (ISCF).

Our overarching aims for our ISCF communications activity can be summarised as:

- We need **effective engagement** with businesses and academia to inspire successful collaborations to address the challenges that the ISCF is setting
- We want to reach out to a much **broader audience** across business and academia
- We want to see much **wider understanding and recognition** of the ambition, the value and the impact of the ISCF on behalf of UKRI and HMG

3. Objectives

Our main objectives are:

- Reach and engage a much broader public audience beyond business and academia who'll actually apply for our funding
- Spark and encourage two-way dialogue and debate with the public on Ageing Society-related issues that they care about
- Create a call to action to support the challenge and its aim to grow the UK economy in this area
- To encourage high quality application, proposals and ideas from businesses and researchers

4. Background to the Requirement

4.1 Background to Industrial Strategy Challenge Fund

- The government has allocated a further £2.3 billion for investment in R&D towards the ambition to drive up R&D investment across the economy to 2.4% of GDP
- The Industrial Strategy will propel Britain to global leadership of the industries of the future, seizing the big opportunities of our time – from Artificial Intelligence and Big Data to healthy, independent living in an Ageing Society.
- The Industrial Strategy focuses on five priorities: Ideas (innovation), People (skills), Infrastructure, Business Environment, Places
- It has a strong thread of innovation running through it. This really is the future of innovation – industry-led and powered by multi-disciplinary research and business academic collaboration.
- The Fund will bridge research, translation and business. And it will be challenge-focused – bringing sectors together to focus on the big problems that we can better solve by working together, combining science and business expertise.
- Three other grand challenges run alongside that of Ageing Society - AI and Data Economy, Future of Mobility and Clean Growth

4.2 Background to the Ageing Society grand challenge

Overview

Ageing is a global phenomenon – we are all living longer and this is already having a profound impact on our society and our economy. Of everyone alive in Britain today, 10 million can expect to live to their 100th birthday. This means we need to radically rethink as a society, at each stage of our life, how we approach work, our finances, our health, our built environment and how we support our families and communities.

Ageing populations will create new demands for technologies, products and services, including new care technologies, new housing models and innovative savings products for retirement. We have an obligation to help our older citizens lead independent, fulfilled lives, continuing to contribute to society.

This Ageing Society Grand Challenge has three distinct challenges with mutually-supportive elements:

- **£210 million for *Early Diagnosis and Precision Medicine***, developing and delivering diagnostic tools to identify diseases before symptoms appear, then creating treatments that target them at the earliest possible point. This challenge will see new products and medicines developed to help ensure people not only live longer lives, but also healthier and happier ones. Ultimately – in the future - we will have the potential to prevent some diseases from happening altogether.
- **£146 million for *Medicines Manufacturing*** over the next four years to support the development of technologies and facilities for the manufacture of innovative medicines. This aims to speed up patient access to new medicines and treatments, build on the UK's position as a leader in medicines manufacturing, increase UK productivity, and stimulate further investment in this sector in the UK.
- **£98 million for *Healthy Ageing***, to research, design and create new consumer products and services underpinned by technology that fits into people's lives. We need to challenge communities to engage with new ways of connecting, challenge businesses to create new models and challenge retailers to create new products and routes to the growing consumer market.

Further information on the scope of these challenges can be found at www.ukri.org/innovation/industrial-strategy-challenge-fund/

To date we have promoted and communicated new investments from the first two ISCF themes above. Although funding was announced in March 2018, we are yet to significantly communicate around the Healthy Ageing theme although our earlier research and thinking has suggested that 'Healthy Ageing' has the most potential for a wide-reaching communications 'campaign'.

4.2.1 Ageing Society communications activity and potential campaign approach

4.2.1.1 Communications aim

By developing and implementing effective campaigns we are looking for the widest public to recognise and understand the ambition, value and impact of the ISCF on behalf of UKRI and HM Government.

4.2.1.2 Objectives for this communications project

Increase awareness and understanding amongst key audiences of the impact the Ageing Society funding will have on the economy and citizen's quality of life.

4.2.1.3 Core narrative for the 'Healthy Ageing' challenge

The Healthy Ageing challenge is about harnessing the power of innovation and technology to design and create new, ageless products and services to help us live better for longer. By doing this we will provide everyone with the best possible chance to grow old in a place of their choice and most importantly, their own home.

The money going into this challenge is an unprecedented opportunity to create consumer products that care; ageless designs that will grow with us; long-term, sustainable communities: all of which will have a seamless and positive impact on our own lives and those we care for.

Today many of us are time poor and we use technology to help us use our time well. We are all used to using, even depending on smart phones or the tablet computer – these have become everyday items that are invaluable for so many aspects of our lives. People are carrying round in their pocket more computer power than we used to send Neil Armstrong to the moon. This is the type of intuitive, iterative design and purposeful technology that when combined with new or redesigned existing services can transform the way we age.

In the UK, we are researching and developing amazing technology; the Healthy Ageing Challenge Fund will work with businesses large and small, designers, marketers, researchers, academics and the third sector to develop the technology of tomorrow today – more importantly we will work with retailers and consumers to make sure that the technology and services will offer choice, have impact and will support us through our lives.

The goal of this Challenge is to design around people, to create new consumer products and services underpinned by technology that fits into people's lives. We need to challenge communities to engage with new ways of connecting, challenge businesses to create new models and challenge retailers to create new products and routes to the growing consumer market.

The ISCF has £98 million to invest in the Healthy Ageing challenge, which currently has three strands:

1. Demonstrators

There are already brilliant examples of academia, businesses and communities working together to research and develop products and services to help us live better lives for longer. A good example is VOICE in Newcastle upon Tyne which supports a range of research activity as well as working with businesses and community organisations to shape products and services.

There will be a competitive process to select centres as 'demonstrators', supporting those involved in product and service development, helping them to scale-up those products and 'de-risking' the involvement in projects for larger companies. This will help us to build on that existing expertise and further develop links between businesses and consumers to make sure this new generation of solutions are truly innovative and of exceptional benefit to an ageing society.

2. Collaborative research and development

We will provide financial support to academic researchers and SMEs working together to develop new products and services. This is early stage innovation activity and it will attract match funding from existing funding streams that focus on digital healthcare and older adults. Products and services developed here will benefit from the testing facilities and expertise based in the demonstrators.

3. Research

To ensure the development work produces products that are cutting edge and that work for customers, we will invest in a research programme. We will use the latest behavioural science and cutting-edge design insights and work with retailers, designers, the third sector, consumers, families and industry specialists.

Knowledge generated through research will be put into practice in the demonstrators and research needs identified in the demonstrators will be fed back into the research programme.

By working together, industry and government can address the challenges of ageing, whilst capturing a growing global market to provide products and services.

£1 invested in adaptations to help people stay in their own home saves the public sector £3.70, so focusing on harnessing the power of innovation and technology to design and create new, ageless products and services to help us live better for longer is a sensible approach.

4.2.1.4 Audiences for Healthy Ageing challenge campaign activity

Innovate UK is clear that it wants to capture interest from different groups and organisations. These organisations will come from:

- SMEs
- Academia
- Designers
- Local Authorities
- Health sector
- Third sector
- Infrastructure providers
- Retailers/FMCG companies
- Media (regional, national and trade)

Through the campaign we are looking to build visibility and awareness amongst the widest, most relevant, public. We would expect the agency, in collaboration with UKRI-Innovate UK, to build and use insight about the most influential public we can engage with in order to meet our communication aims.

What do we want them to:

Feel

- This is an interesting opportunity; the government is investing in the right sector
- Design is critical to creating these products and services
- Products in this sector are ugly, symbols of frailty and stigmatising – we can do better

Think

- My organisation could be part of a consortium
- I know regional players who may be interested; my organisation could be successful and make a difference
- My organisation can help to create products and services that people will use; that are mass-market, age-inclusive and beautiful

Do

- Approach their own network and cascade information
- Attend IUK/UKRI promotional and competition events
- Consider forming a consortium

- Enter the UKRI/Innovate UK competitions either as individual organisations or as part of a consortium

4.2.1.5 Timing

Feb-April 2019: preliminary activity – thought leadership, raise awareness of the issue and the potential for innovative products and services to help

April-May 2019 – announcement of the main Healthy Ageing campaign to support the competitions

2019 and 2020 – various campaign opportunities to tell the journey story, as well as spikes of prototypes ready to share, as well as celebrate the industry progress in general

4.3 Campaign strategy framework

Innovate UK uses a campaigning framework as follows

- **Cause/Issue** - the problem that the campaign looks to address
- **Evidence** – data to provide authority and substance
- **Stories** – to inspire and provoke
- **Opinions** – that bring credibility and controversy
- **Participation**– create opportunities for consumers and collaborators to get involved

4.4 Principles of a successful campaign implementation

- Simple inspiring messaging – each activation to have an easy-to-grasp campaign message
- Strong visual storytelling – each campaign to have video/imagery at the heart of the story
- Physical elements – important for the campaign to have a real world element. Experienced by few. Witnessed by many in social media.
- Omni-channel – start with story, emphasising earned and social media before tailoring to channels
- Request a small action – ask consumers to do something that is easy for them to do

5. Summary of requirement

- Consumer-focussed campaign support agency to develop strategy, plan, and drive media engagement in the individual Ageing Society grand challenge themes
- Proactive newsroom function to map out potential media engagement opportunities aligned to internal milestones or external opportunities.
- Delivery and evaluation of campaign strategies and implementation plans; the immediate priority focus being Healthy Ageing. Further opportunities exist across the other challenges and the wider opportunity to engage in other application areas

e.g. major funding announcements in Digital Health and Medicines Manufacturing etc.

6. Detail

Kick off meeting

Audience insight from primary and secondary research

Weekly/fortnightly/monthly campaign meetings/calls

We would expect strategies to be presented to us in the OASIS framework or similar

- Objectives
- Audience
- Strategy
- Implementation
- Score/metrics

Creation and delivery of a newsroom function including monthly forward look of opportunities

Status reporting using a RAG-style approach

Evaluation - to be conducted under framework of:

- Input
- Outputs
- Outtakes
- Outcomes
- Impact

Partnerships – engaging at least one partner per campaign from commercial, industry, media, or 3rd sector

Support to stakeholder updates

Use of coverage book to demonstrate reach and impact of media and social media coverage

6. Requirement

6.1 We are looking for a consumer-focused campaign solutions agency to develop and support the delivery of Ageing Society communications:

- Proposing approaches for new campaign platforms and delivery
- Engaging consumer media in campaigns through news and features for on and offline media. Owned, earned, and paid media are in scope
- Developing and delivering omni-channel content proposals
- Recommending and developing partnerships with media, commercial and 3rd sector organisations

- Designing stunts/real world opportunities for a consumer audience to participate in that create social media, and media engagement
- Reviewing announcements to-date to inform future campaign and press office potential and function

6.2 Our initial focus will be on the Healthy Ageing campaign. Tasks to include:

- Development and delivery of a thought-leadership campaign, aimed at stakeholder and business audience – immediate delivery
- Development of consumer-focussed campaigns aligned to issues the audience care about and the funding programme schedule

7. Timetable

Thought leadership campaign Q418/19+

Consumer-focussed campaign Q119/20+

Proactive newsroom – immediate delivery

Terms and Conditions

Bidders are to note that any requested modifications to the Contracting Authority Terms and Conditions on the grounds of statutory and legal matters only, shall be raised as a formal clarification during the permitted clarification period.

Expenses

Please note, all expenses must be approved and must be in line with UKRI policy.

A copy of the expenses policy can be found in the below web link:

<https://www.ukri.org/files/termsconditions/rcukukriterms/travel-subsistence-and-expenses-pdf/>

Section 5 – Evaluation of Bids

The evaluation model below shall be used for this Mini Competition, which will be determined to two decimal places.

Where a question is 'for information only' it will not be scored.

To maintain a high degree of rigour in the evaluation of your bid, a process of moderation will be undertaken to ensure consistency by all evaluators.

After moderation the scores will be finalised by performing a calculation to identify (at question level) the mean average of all evaluators (Example – a question is scored by three evaluators and judged as scoring 5, 5 and 6. These scores will be added together and divided by the number of evaluators to produce the final score of 5.33 ($5+5+6 = 16 \div 3 = 5.33$))

Pass / fail criteria		
Questionnaire	Q No.	Question subject
Commercial	SEL3.12	Cyber Essentials
Commercial	SEL3.13	General Data Protection Regulations (GDPR)
Commercial	FOI1.1	Freedom of Information Exemptions
Commercial	AW1.1	Form of Bid
Commercial	AW1.3	Certificate of Bona Fide Bid
Commercial	AW4.1	Special Terms
Commercial	AW6.4	Non-Disclosure Agreement
Price	AW5.1	Maximum Budget
Quality	AW6.1	Compliance to the Specification
Quality	AW6.2	Variable bids
-	-	Invitation to Quote – received on time within e-sourcing tool

Scoring criteria

Evaluation Justification Statement

In consideration of this particular requirement the Contracting Authority has decided to evaluate Potential Providers by adopting the weightings/scoring mechanism detailed within this Mini Competition. The Contracting Authority considers these weightings to be in line with the framework.

Questionnaire	Q No.	Question subject	Maximum Marks
Price	AW5.2	Price Schedule	15%
Quality	PROJ1.1	Understanding	5%
Quality	PROJ1.2	Methodology	5%
Quality	PROJ1.3	Project and Risk Management	10%
Quality	PROJ1.4	Project Team	5%
Quality	PROJ1.7	Proposed Campaign	30%
Interview	PROJ1.8	Interview	30%

Evaluation of criteria

Non-Price elements

Non-Price (Quality) elements

Each question will be judged on a score from 0 to 100, which shall be subjected to a multiplier to reflect the percentage of the evaluation criteria allocated to that question.

Where an evaluation criterion is worth 20% then the 0-100 score achieved will be multiplied by 20%.

Example if a Bidder scores 60 from the available 100 points this will equate to 12% by using the following calculation:

$$\text{Score} = \{\text{weighting percentage}\} \times \{\text{bidder's score}\} = 20\% \times 60 = 12$$

The same logic will be applied to groups of questions which equate to a single evaluation criterion.

The 0-100 score shall be based on (unless otherwise stated within the question):

0	The Question is not answered or the response is completely unacceptable.
10	Extremely poor response – they have completely missed the point of the question.
20	Very poor response and not wholly acceptable. Requires major revision to the response to make it acceptable. Only partially answers the requirement, with major deficiencies and little relevant detail proposed.

40	Poor response only partially satisfying the selection question requirements with deficiencies apparent. Some useful evidence provided but response falls well short of expectations. Low probability of being a capable supplier.
60	Response is acceptable but remains basic and could have been expanded upon. Response is sufficient but does not inspire.
80	Good response which describes their capabilities in detail which provides high levels of assurance consistent with a quality provider. The response includes a full description of techniques and measurements currently employed.
100	Response is exceptional and clearly demonstrates they are capable of meeting the requirement. No significant weaknesses noted. The response is compelling in its description of techniques and measurements currently employed, providing full assurance consistent with a quality provider.

All specific: quality questions will be marked based on the above mechanism. Please be aware that there may be multiple evaluators. If so, their individual scores will be averaged to determine your final score as follows:

Example

Evaluator 1 scored your bid as 60

Evaluator 2 scored your bid as 40

Evaluator 3 scored your bid as 80

Evaluator 4 scored your bid as 60

Your final score will be calculated as follows $(60+40+80+60) \div 4 = 60$

Price elements will be judged on the following criteria.

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 score is then subject to a multiplier to reflect the percentage value of the price criterion.

- For example - Bid 1 £100,000 scores 100,
- Bid 2 £120,000 differential of £20,000 or 20% remove 20% from price scores 80
- Bid 3 £150,000 differential £50,000 remove 50% from price scores 50.
- Bid 4 £175,000 differential £75,000 remove 75% from price scores 25.
- Bid 5 £200,000 differential £100,000 remove 100% from price scores 0.
- Bid 6 £300,000 differential £200,000 remove 100% from price scores 0.

Where the scoring criterion is worth 50% then the 0-100 score achieved will be multiplied by 50

In the example if a supplier scores 80 from the available 100 points this will equate to 40% by using the following calculation: $\text{Score/Total Points multiplied by 50}$ $(80/100 \times 50 = 40)$

The lowest score possible is 0 even if the price submitted is more than 100% greater than the lowest price.

Section 6 – Evaluation questionnaire

Bidders should note that the evaluation questionnaire is located within the **e-sourcing questionnaire**.

Guidance on completion of the questionnaire is available at <http://www.ukpbs.co.uk/services/procure/Pages/supplier.aspx>

PLEASE NOTE THE QUESTIONS ARE NOT NUMBERED SEQUENTIALLY

Section 7 – General Information

What makes a good bid – some simple do's 😊

DO:

- 7.1 Do comply with Procurement document instructions. Failure to do so may lead to disqualification.
- 7.2 Do provide the Bid on time, and in the required format. Remember that the date/time given for a response is the last date that it can be accepted; we are legally bound to disqualify late submissions. Responses received after the date indicated in the ITQ shall not be considered by the Contracting Authority, unless the Bidder can justify that the reason for the delay, is solely attributable to the Contracting Authority
- 7.3 Do ensure you have read all the training materials to utilise e-sourcing tool prior to responding to this Bid. If you send your Bid by email or post it will be rejected. Unless formally requested to do so by UK SBS e.g. Emptoris system failure
- 7.4 Do use Microsoft Word, PowerPoint Excel 97-03 or compatible formats, or PDF unless agreed in writing by the Buyer. If you use another file format without our written permission we may reject your Bid.
- 7.5 Do ensure you utilise the Emptoris messaging system to raise any clarifications to our Mini Competition. You should note that we will release the answer to the question to all Bidders and where we suspect the question contains confidential information we may modify the content of the question to protect the anonymity of the Bidder or their proposed solution
- 7.6 Do answer the question, it is not enough simply to cross-reference to a 'policy', web page or another part of your Bid, the evaluation team have limited time to assess bids and if they can't find the answer, they can't score it.
- 7.7 Do consider who the Contracting Authority is and what they want
A generic answer does not necessarily meet every Contracting Authority's needs.
- 7.8 Do reference your documents correctly, specifically where supporting documentation is requested e.g. referencing the question/s they apply to.
- 7.9 Do provide clear and concise and ideally generic contact details; telephone numbers, e-mail details.
- 7.10 Do complete all questions in the questionnaire or we may reject your Bid.
- 7.11 Do ensure that the Response and any documents accompanying it are in the English Language, the Contracting Authority reserve the right to disqualify any full or part responses that are not in English
- 7.12 Do check and recheck your Bid before dispatch.

What makes a good bid – some simple do not's ☹

DO NOT

- 7.12 Do not cut and paste from a previous document and forget to change the previous details such as the previous buyer's name.
- 7.13 Do not attach 'glossy' brochures that have not been requested, they will not be read unless we have asked for them. Only send what has been requested and only send supplementary information if we have offered the opportunity so to do.
- 7.14 Do not share the Procurement documents, they are confidential and should not be shared with anyone without the Buyers written permission.
- 7.15 Do not seek to influence the procurement process by requesting meetings or contacting UK SBS or the Contracting Authority to discuss your Bid. If your Bid requires clarification the Buyer will contact you. All information secured outside of formal Buyer communications shall have no Legal standing or worth and should not be relied upon.
- 7.16 Do not contact any UK SBS staff or the Contracting Authority without the Buyers written permission or we may reject your Bid.
- 7.17 Do not collude to fix or adjust the price or withdraw your Bid with another Party as we will reject your Bid.
- 7.18 Do not offer UK SBS or the Contracting Authority staff any inducement or we will reject your Bid.
- 7.19 Do not seek changes to the Bid after responses have been submitted and the deadline for Bids to be submitted has passed.
- 7.20 Do not cross reference answers to external websites or other parts of your Bid, the cross references and website links will not be considered.
- 7.21 Do not exceed word counts, the additional words will not be considered.
- 7.22 Do not make your Bid conditional on acceptance of your own Terms of Contract, as your Bid will be rejected, unless the Framework explicitly permits this.
- 7.23 Do not unless explicitly requested by the Contracting Authority either in the procurement documents or via a formal clarification from the Contracting Authority send your response by any way other than via e-sourcing tool. Responses received by any other method than requested will not be considered for the opportunity

Some additional guidance notes

- 7.23 All enquiries with respect to access to the e-sourcing tool and problems with functionality within the tool must be submitted to Crown Commercial Service (CCS – previously Government Procurement Service), Telephone 0345 010 3503.
- 7.24 Bidders will be specifically advised where attachments are permissible to support a question response within the e-sourcing tool. Where they are not permissible any attachments submitted will not be considered as part of the evaluation process.
- 7.25 Question numbering is not sequential and all questions which require submission are included in the Section 6 Evaluation Questionnaire.
- 7.26 Any Contract offered may not guarantee any volume of work or any exclusivity of supply.
- 7.27 We do not guarantee to award any Contract as a result of this procurement
- 7.28 All documents issued or received in relation to this procurement shall be the property of the Contracting Authority / UKSBS.
- 7.29 We can amend any part of the procurement documents at any time prior to the latest date / time Bids shall be submitted through Emptoris.
- 7.30 If you are a Consortium you must provide details of the Consortiums structure.
- 7.31 Bidders will be expected to comply with the Freedom of Information Act 2000 or your Bid will be rejected.
- 7.32 Bidders should note the Government's transparency agenda requires your Bid and any Contract entered into to be published on a designated, publicly searchable web site. By submitting a response to this Mini Competition Bidders are agreeing that their Bid and Contract may be made public
- 7.33 Your bid will be valid for 60 days or your Bid will be rejected.
- 7.34 Bidders may only amend the contract terms during the clarification period only, if you can demonstrate there is a legal or statutory reason why you cannot accept them. If you request changes to the contract terms without such grounds and the Contracting Authority fail to accept your legal or statutory reason is reasonably justified we may reject your Bid.
- 7.35 We will let you know the outcome of your Bid evaluation and where requested will provide a written debrief of the relative strengths and weaknesses of your Bid.
- 7.36 If you fail mandatory pass / fail criteria we will reject your Bid.
- 7.37 Bidders are required to use IE8, IE9, Chrome or Firefox in order to access the functionality of the Emptoris e-sourcing tool.

- 7.38 Bidders should note that if they are successful with their proposal the Contracting Authority reserves the right to ask additional compliancy checks prior to the award of any Contract. In the event of a Bidder failing to meet one of the compliancy checks the Contracting Authority may decline to proceed with the award of the Call Off Contract to the successful Bidder.
- 7.39 All timescales are set using a 24 hour clock and are based on British Summer Time or Greenwich Mean Time, depending on which applies at the point when Date and Time Bids shall be submitted through Emptoris
- 7.40 All Central Government Departments and their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further, the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement - including ensuring value for money and related aspects of good procurement practice.

For these purposes, the Contracting Authority may disclose within Government any of the Bidders documentation/information (including any that the Bidder considers to be confidential and/or commercially sensitive such as specific bid information) submitted by the Bidder to the Contracting Authority during this Procurement. The information will not be disclosed outside Government. Bidders taking part in this Mini Competition consent to these terms as part of the competition process.

- 7.41 The Government is introducing its new Government Security Classifications (GSC) classification scheme on the 2nd April 2014 to replace the current Government Protective Marking System (GPMS). A key aspect of this is the reduction in the number of security classifications used. All Bidders are encouraged to make themselves aware of the changes and identify any potential impacts in their Bid, as the protective marking and applicable protection of any material passed to, or generated by, you during the procurement process or pursuant to any Contract awarded to you as a result of this tender process will be subject to the new GSC. The link below to the Gov.uk website provides information on the new GSC:

<https://www.gov.uk/government/publications/government-security-classifications>

The Contracting Authority reserves the right to amend any security related term or condition of the draft contract accompanying this Mini Competition to reflect any changes introduced by the GSC. In particular where this Mini Competition is accompanied by any instructions on safeguarding classified information (e.g. a Security Aspects Letter) as a result of any changes stemming from the new GSC, whether in respect of the applicable protective marking scheme, specific protective markings given, the aspects to which any protective marking applies or otherwise. This may relate to the instructions on safeguarding classified information (e.g. a Security Aspects Letter) as they apply to the procurement as they apply to the procurement process and/or any contracts awarded to you as a result of the procurement process.

USEFUL INFORMATION LINKS

- [Emptoris Training Guide](#)
- [Emptoris e-sourcing tool](#)