

Invitation to Tender

Attachment 2 – How to Bid

RM6349 Income Generation from Estates and Assets

Contents

[**1.**](#_heading=h.1t3h5sf) **How to Make your Bid** 2

[**2.**](#_heading=h.4d34og8) **Selection Stage** 3

[**3.**](#_heading=h.2s8eyo1) **Selection Process** 4

[**4.**](#_heading=h.lnxbz9) **Selection Criteria** 4

[**5.**](#_heading=h.35nkun2) **Selection Questionnaire** 5

[**6.**](#_heading=h.44sinio) **Award Stage** 5

[**7.**](#_heading=h.z337ya) **Award Criteria** 6

[**8.**](#_heading=h.3j2qqm3) **Award Process** 6

[**9.**](#_heading=h.1y810tw) **Quality Evaluation** 8

[**10.**](#_heading=h.4i7ojhp) **Award Quality Questionnaire** 9

[**11.**](#_heading=h.2xcytpi) **Price Questionnaire and Evaluation** 28

[**12.**](#_heading=h.3as4poj) **Final Decision to Award** 36

# **How to Make your Bid**

* 1. Your bid must be made by the organisation that will be responsible for providing the goods and/or services if your bid is successful.
	2. You may bid for one or more of the Lots, ensure you read section 3.5 of Attachment 1.
	3. Your bid must be entered into the eSourcing Suite. We can only accept bids that we receive through the eSourcing Suite.
	4. If you are bidding as a consortium, please submit your bid in the name of the lead member and follow the instructions when completing the Qualification Envelope, including providing the name of the consortium in Section 1.12.2.
	5. If you are bidding as a single entity on a Lot and as a consortium on another Lot, you will need to set up an additional account in the eSourcing Suite. Please submit your bids as follows:
* for your bid as a single entity, please submit your bid in the eSourcing Suite in the name of your organisation.
* for your bid as a consortium, please create an additional account in the eSourcing Suite in the name of your consortium

In both cases, when submitting your bid(s) please continue to follow the instructions when completing the Qualification Envelope section 1.8 Group or Consortium Details.

* 1. If you are bidding as a consortium, each consortium member (other than the consortium member responding to the electronic Selection Questionnaire within the eSourcing Suite) will be required to complete an Attachment 4a – Information & Declarations\_Consortium. In this attachment, consortium members will respond to part 1 and 2 Selection Questionnaire declarations and some part 3 selection questions in their own right. It is clearly indicated within the electronic Selection Questionnaire (a copy of which can be found at Attachment 2a Selection Questionnaire) when the consortium member completing the electronic Selection Questionnaire should respond on behalf of ALL consortium members for part 3 selection questions.
	2. Upload ONLY those attachments we have asked for. Do not upload any attachments we haven’t asked for.
	3. Make sure you answer every question.
	4. You must submit your bid before the bid submission deadline, in section 5 “Timelines for the competition” in Attachment 1 - About the Framework.
	5. You must regularly check for messages in the eSourcing Suite throughout the competition. You must log on to the eSourcing Suite and access your message inbox for this competition to check for messages.
	6. If anything is unclear, or you are unsure how to complete your bid submission, you can raise a question before the clarification question deadline, via the eSourcing Suite. Read section 6 “When and how to ask questions” in Attachment 1 - About the Framework.
	7. We may require you to clarify aspects of your bid in writing and/or provide additional information. Failure to respond within the time required, or to provide an adequate response will result in the rejection of your bid and your exclusion from this competition.

# **Selection Stage**

* 1. At the selection stage, we evaluate Bidders’ technical, professional and financial capabilities. We will ask a range of questions appropriate to the procurement. It is important that you answer these questions accurately.
	2. When responding to part 1 and part 2 Selection Questionnaire declarations, you must respond on behalf of all relevant persons in your organisation as per PCR 2015, regulation 57(2), i.e., members of the administrative, management or supervisory body of your organisation including those with powers of representation, decision or control.
	3. If you are relying on any Key Subcontractors to meet the selection criteria within Part 3 of the Selection Questionnaire, you must tell us. If a Key Subcontractor is being relied on to meet Part 3 selection criteria, you must clearly tell us within Attachment 7 – Key Subcontractor Details which criteria you are relying on them for and you must ensure that each of these applicable Key Subcontractors completes Attachment 4b – Information and Declarations\_Key Subcontractor\_Guarantor and this is submitted via the applicable question within the electronic Selection Questionnaire.
	4. If, following financial assessment, we require you to nominate a guarantor, we will contact you and tell you. You are not permitted to nominate a guarantor for Part 3 – Financial Risk Viability Assessment (FVRA) at the point of tender submission. You must undergo the financial assessment within your own right initially. Should we deem it appropriate to offer you the opportunity to nominate a guarantor post tender submission, we will also require the nominated guarantor to complete Attachment 4b – Information and Declarations\_Key Subcontractor\_Guarantor.
	5. Tackling Modern Slavery, we require all Key Subcontractors you have named within Attachment 7 – Key Subcontractor Details to complete Attachment 4b – Information and Declarations\_Key Subcontractor\_Guarantor and the completed documents must be attached to question 1.14.3 of the electronic Selection Questionnaire.
	6. It is essential that you clearly and unambiguously fall within the scope of the requirement for each lot you are bidding for, as set out in Framework Schedule 1 (Specification) and fully comply with the instructions contained within Attachment 2b (i - iv) Certificate of Technical and Professional Ability (COTPA).
	7. Remember CCS may contact the Contract Customer to verify the information provided in your Attachment 2b(s), if the Contract Customer cannot or will not verify the information or fails to respond to a verification request from CCS, your bid may be rejected and you may be excluded from the competition. We will tell you why your bid has been excluded.

# **Selection Process**

* 1. After the bid submission deadline, we will check all bids to make sure we have received everything we have asked for.
	2. We may ask you to clarify information you provide, if that is necessary. Don’t forget to check for messages in the eSourcing Suite throughout the competition on a daily basis. You must log on to the eSourcing Suite and access your message inbox for this competition to check for messages.
	3. If your bid is not compliant we will reject your bid and you will be excluded from the competition. We will tell you why your bid is not compliant.
	4. Not all selection questions need guidance as the questions are self-evident. However other questions such as the financial question, require a process to be undertaken before we can assess your response. In those instances, we have told you what we will do in the **evaluation guidance**.

# **Selection Criteria**

* 1. We may exclude you from the competition at the selection stage if:
* You, or a member of your consortium, receive a ‘fail’ for any of the evaluated selection questions.
* You, or a member of your consortium, do not pass the economic and financial standing assessment to the satisfaction of CCS.
* Your bid is deemed non-compliant.
* any of the information you have provided proves to be false or misleading.
* You have broken any of the competition rules in Attachment 1 About the Framework, or not followed the instructions given in this ITT pack.
* You receive a ‘fail’ for any of the selection questions contained in part 12 technical and professional ability. For the avoidance of doubt, if a customer indicates OPTION B when completing TABLE B of your Attachment 2b(s) or cannot or will not verify the information you have provided or fails to respond to a verification request from CCS, this may result in you being awarded a fail.
	1. If we exclude you from the competition we will tell you and explain why.

# **Selection Questionnaire**

* 1. Please refer to Attachment 2a Selection Questionnaire. Remember you must complete the questionnaire online in the eSourcing Suite (Qualification Envelope).

# **Award Stage**

* 1. If you have successfully passed the selection stage, you will proceed to the award stage.
	2. We have tried to make our award stage as simple as possible, whilst achieving the best possible commercial outcomes.
	3. Your bid must deliver what our Buyers need, at the best possible price you can give.
	4. When completing your bid you must:
* read through the entire ITT pack, including Attachment 1a - Framework Schedule 1 (Specification)carefully, and read more than once.
* read each question, the response guidance, marking scheme, evaluation criteria, and the instructions on response parameters and required format.
* read the contract terms set out at Attachment 9 - Framework Contract Documents.
* if you are unsure, ask questions before the clarification questions deadline See section 5 ‘Timelines for the competition’ and section 6 ‘When and how to ask questions’ in Attachment 1 - About the framework document
* allow plenty of time to complete your responses; it always takes longer than you think to submit your bid via the eSourcing Suite and to ensure any completion errors are rectified before the bid submission deadline.
* your prices should be in line with the service level you offer in response to the award quality questions.

# **Award Criteria**

* 1. The Award Stage consists of a quality evaluation (see section 10 of this document) and a price evaluation (see section 11 of this document).
	2. The award of this framework will be on the basis of the ‘Most Economically Advantageous Tender’ (MEAT).
	3. In this competition, the weighting for the quality evaluation is 80% Quality and 10% Social Value; and, the weighting for the Price evaluation is worth 10%.

# **Award Process**

* 1. What YOU need to do:
* answer the quality questions section A, B, C and D of the quality questionnaire in the eSourcing Suite in the Technical Envelope.
* complete the price matrix Attachment 3a - 3d for the Lot(s) for which you are bidding.
* upload your completed price matrix into the eSourcing Suite in the Commercial Envelope to question PQ1 (Lot 1, Attachment 3a), PQ2 (Lot 2, Attachment 3b), PQ3 (Lot 3, Attachment 3c) and PQ4 (Lot 5, Attachment 3d).
	1. What **WE** will do at the award stage

| 1. | **Compliance Check**First, we will do a check to make sure that you completed the questionnaires and pricing matrix in line with our instructions.  |
| --- | --- |
| 2. | **Quality Evaluation**We will give your responses to our evaluation panel. Each evaluator will independently assess your responses to the quality questions using the response guidance and the evaluation criteria. Each evaluator will give a mark and a reason for their mark for each question they are assessing. Each evaluator will enter their marks and reasons into the eSourcing Suite. |
| 3. | **Consensus** Once the evaluators have independently assessed your answers to the questions we will arrange for the evaluators to meet and we will facilitate the discussion. At this consensus meeting, the evaluators will discuss the quality of your answers and discuss their marks and reasons for that mark. The discussion will continue until they reach a consensus regarding the mark, and a reason for that mark, for each question. These final marks will be used to calculate your Quality Score for each Lot you have bid for.  |
| 4. | **Moderation**​Once the consensus meetings have taken place, the consensus manager(s) will review the consensus marks and reasons for the marks agreed with evaluators for any errors or discrepancies. If any errors or discrepancies are identified, marks may be changed as a result of this moderation exercise. The reasons for revisiting the marks and the outcome of revisiting the marks will be fully recorded. |
| 5. | **Quality Threshold**If you receive a mark of 0 (zero) for any of the quality questions~~,~~ we will reject your bid and you will be excluded from the competition. We will tell you that your bid has been excluded from the competition and why. Refer to tables at section 9.6 for an example of how your **Quality Score** for each Lot will be calculated. |
| 6. | **Evaluate Pricing**We will give your pricing to the price evaluation panel, who are different evaluators from those who assess your quality responses.They will calculate your Price Score using the evaluation criteria in Section 11 of this document |
| 7. | **Final Score**Your Quality Score will be added to your Price Score, to create your Final Score as illustrated in Section 12 - Final decision to award. |
| 8. | **Award** Awards will be made to the successful Bidders following the standstill period, subject to contract. |

# **Quality Evaluation**

* 1. Questions 2.1.1 and 2.1.2 are mandatory questions and will be evaluated PASS / FAIL. Questions 2.1.3, 2.1.4, 2.1.5, 2.1.6 and 2.1.7 are mandatory questions specific to the Lot(s) you are bidding for. If you answer no to any of these questions, we will reject your bid and you will be excluded from the competition. We will tell you that your bid has been excluded and why.
	2. Each question must be answered in its own right. You must not answer any of the questions by cross referencing other questions or other materials for example reports or information located on your website.
	3. Each of the quality questions, in section B, C and D of the quality questionnaire will be independently assessed by our evaluation panel.
	4. When the consensus meeting has taken place and the final mark for each question has been agreed by the evaluators, your final mark for each question will be multiplied by that question's weighting to calculate your weighted mark for that question.
	5. Each weighted mark for each question for each Lot you have submitted a bid for will then be added together to calculate your Quality Score.
	6. Please see tables A, B and C below for an example of how your Quality Score will be calculated.

Table A – Lot 1 to 3

| **Question**  | **Question Weighting**  | **Maximum mark available**  | **Your final mark** | **Your weighted mark** |
| --- | --- | --- | --- | --- |
| Social Value: Tackling economic inequality, Fighting climate change and Equal opportunity (ALL LOTS) | 10% | 100 | 100 | 10.00 |
| Account Management and Team expertise (LOTS 1 - 3) | 40% | 100 | 100 | 40.00 |
| Advertising revenue generation capability (LOTS 1 - 3) | 40% | 100 | 100 | 40.00 |
| **Quality score (Lots 1 -3)**  | **90.00** |

Table B – Lot 5

| **Question**  | **Question Weighting**  | **Maximum mark available**  | **Your final mark** | **Your weighted mark** |
| --- | --- | --- | --- | --- |
| Social Value: Tackling economic inequality, Fighting climate change and Equal opportunity (ALL LOTS) | 10% | 100 | 100 | 10.00 |
| Account Management and Team expertise (LOT 5) | 40% | 100 | 100 | 40.00 |
| Delivering a quality service (LOT 5) | 40% | 100 | 100 | 40.00 |
| **Quality score (Lots 5)**  | **90.00** |

# **Award Quality Questionnaire**

* 1. The quality questionnaire is split into 4 sections:
* Section A – Mandatory Questions
* Section B – Social Value - all lots
* Section C – Quality Questions Lots 1, 2 & 3
* Section D – Quality Questions Lot 5
	1. Some of the Quality Questions are applicable to all Lots, you will only need to complete these questions once for the Lot(s) you are bidding for.
	2. The table below illustrates which questions are associated with which Lot(s)

| Section A - Question  | Associated Lots | How to complete  |
| --- | --- | --- |
| 2.1.1 | Mandatory service requirements - Compliance Competition Rules | All Lots | Only once and will apply to all lots you are bidding on. |
| 2.1.2 | Mandatory service requirements - Compliance with Framework Award Form | All Lots | Only once and will apply to all lots you are bidding on. |
| 2.1.3 | Mandatory service requirements - Compliance with Framework Schedule 1 (Specification) | Lot 1 only  | Once if you are bidding for Lot 1 - Internal Commercial Advertising ~~(Internal)~~ |
| 2.1.4 | Mandatory service requirements - Compliance with Framework Schedule 1 (Specification) | Lot 2 only | Once if you are bidding for Lot 2 - External Commercial Advertising ~~(External)~~ |
| 2.1.5 | Mandatory service requirements - Compliance with Framework Schedule 1 (Specification) | Lot 3 only | Once if you are bidding for Lot 3 - Commercial Experiential Advertising |
| 2.1.6 | Mandatory service requirements - Compliance with Framework Schedule 1 (Specification) | Lot 5 only | Once if you are bidding for Lot 5 - End to End Car Parking Management  |
| 2.1.7 | If you are bidding on Lot 1, Lot 2 OR Lot 3 and are successful, do you wish to be awarded a place on Lot 4 - Commercial Advertising (Combined Lots 1, 2 & 3)? | Lot 1, Lot 2 & Lot 3 | Once if you are bidding for Lot 1 - Internal Commercial Advertising or Lot 2 - External Commercial Advertising ~~(External)~~ or Lot 3 - Commercial Experiential Advertising |

| Section B, C & D - Question  | Associated Lots | How to complete  |
| --- | --- | --- |
| 2.2.1 | Social Value: Tackling economic inequality, Fighting climate change and Equal opportunity | All Lots | Once (will be evaluated for all Lots) |
| 2.3.1 | Account Management and Team expertise | Lots 1-3 | Once (will be evaluated for all Lots) |
| 2.4.1 | Advertising Income generation capability | Lots 1-3 | Once (will be evaluated for all Lots) |
| 2.5.1 | Account Management and Team expertise | Lot 5 only | Only if you are bidding for Lot 5 |
| 2.6.1 | Delivering a quality service | Lot 5 only | Only if you are bidding for Lot 5 |

* 1. A summary of all the questions in the quality questionnaire, along with the marking scheme, and weightings for each question is set out below:

|  | **Marking Scheme** |
| --- | --- |
| **Section A – Mandatory Service Requirements**  |
| 2.1.1 | Do you accept the competition rules, as described in the ITT pack Attachment 1 - About the Framework, paragraph 9 Competition Rules? | Pass / Fail |
| 2.1.2 | Do you accept the contract terms as incorporated in the Framework Award Form? | Pass / Fail |
| 2.1.3 | Lot 1 - Internal Commercial Advertising ~~(Internal)~~ - Compliance with General Mandatory Service Requirements detailed in Section A and all Mandatory Requirements set out in Section B of Framework Schedule 1: Specification. | Pass / Fail |
| 2.1.4 | Lot 2 - External Commercial Advertising ~~(External)~~ -Compliance with General Mandatory Service Requirements detailed in Section A and all Mandatory Requirements set out in Section C of Framework Schedule 1: Specification | Pass / Fail |
| 2.1.5 | Lot 3 - Commercial Experiential Advertising - Compliance with General Mandatory Service Requirements detailed in Section A and all Mandatory Requirements set out in Section D of Framework Schedule 1: Specification | Pass / Fail |
| 2.1.6 | Lot 5 - End to End Car Parking Management - Compliance with General Mandatory Service Requirements detailed in Section A and all Mandatory Requirements set out in Section F of Framework Schedule 1: Specification | Pass / Fail |
| 2.1.7 | If you are bidding on Lot 1, Lot 2 OR Lot 3 and are successful, do you wish to be awarded a place on Lot 4 - Commercial Advertising (Combined Lots 1, 2 & 3) and confirm compliance with General Mandatory Service Requirements detailed in Section A and all Mandatory Requirements set out in Section F of Framework Schedule 1: Specification? | Pass / Fail |
|  |
|  | **Marking Scheme** | **Weighting (%)** |
| **Section B – Social Value – ALL LOTS** |
| 2.2.1 | Social Value: Tackling economic inequality, Fighting climate change and Equal opportunity | 100/66/33/0  | **10** |

|  | **Marking Scheme** | **Weighting (%)** |
| --- | --- | --- |
| **Section C – Lot 1 - 3 Specific Questions** |
| 2.3.1 | Account Management and Team Expertise | 100/66/33/0 | **40** |
| 2.4.1 | Advertising Revenue Generation Capability | 100/66/33/0 | **40** |
| **Section D – Lot 5 Specific Questions** |
| 2.5.1 | Account Management and Team Expertise | 100/66/33/0 | **40** |
| 2.6.1 | Delivering a Quality Service | 100/66/33/0 | **40** |

| **Section A – Mandatory Service Requirements** |
| --- |
| **2.1.1 Accept Competition Rules** |
| Do you accept the competition rules, as described in the ITT pack Attachment 1 - About the framework, paragraph 9 Competition rules? Please answer ‘Yes’ or ‘No’**Yes -** You accept the competition rules, as described in the ITT pack Attachment 1 - About the framework, paragraph 9 Competition rules.**No** **-** You do not accept the competition rules, as described in the ITT pack Attachment 1 - About the framework, paragraph 9 Competition rules.  |
| **2.1.1 Response Guidance**This is a Pass/Fail question. If you cannot or are unwilling to select ‘Yes’ to this question, you will be disqualified from further participation in this competition.You are required to select either option YES or NO from the drop down list.Providing a ‘Yes’ response means you accept the competition rules, as described in the ITT pack Attachment 1 - About the framework, paragraph 9 Competition rules. If you select ‘No’ to indicate that you do not accept the competition rules, as described in the ITT pack Attachment 1 - About the framework, paragraph 9 Competition rules, you will be excluded from further participation in this competition. |
| **Marking Scheme** | **Evaluation Guidance** |
| Pass | You have selected option ‘Yes’ confirming that you accept the competition rules, as described in the ITT pack Attachment 1 - About the framework, paragraph 9 Competition rules. |
| Fail  | You have selected ‘No’ confirming that you do not accept the competition rules, as described in the ITT pack Attachment 1 - About the framework, paragraph 9 Competition rules and you will be removed from the competition. |

| **2.1.2 Accept Contract Terms** |
| --- |
| Do you accept the contract terms as incorporated in the Framework Award Form? Please answer ‘Yes’ or ‘No’**Yes -** You accept the contract terms as incorporated in the Framework Award Form.**No** **-** You do not accept the contract terms as incorporated in the Framework Award Form.  |
| **2.1.2 Response Guidance**This is a Pass/Fail question. If you cannot or are unwilling to select ‘Yes’ to this question, you will be disqualified from further participation in this competition.You are required to select either option YES or NO from the drop down list.Providing a ‘Yes’ response means you accept the contract terms as incorporated in the Framework Award Form. If you select ‘No’ to indicate that you do not accept the contract terms as incorporated in the Framework Award Form, you will be excluded from further participation in this competition. |
| **Marking Scheme** | **Evaluation Guidance** |
| Pass | You have selected option ‘Yes’ confirming that you accept the contract terms as incorporated in the Framework Award Form. |
| Fail  | You have selected ‘No’ confirming that you do not accept the contract terms as incorporated in the Framework Award Form. |

| **2.1.3 Compliance with Framework Schedule 1 (Specification) - Lot 1 - Internal Commercial Advertising ~~(Internal)~~** |
| --- |
| If you are awarded a framework contract, will you unreservedly deliver in full all the Compliance with General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part B of Framework Schedule 1: SpecificationPlease answer ‘Yes’ or ‘No’.**Yes -** You will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part B of Framework Schedule 1: Specification.**No** **-** You will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part B of Framework Schedule 1: Specification. |
| **2.1.3 Response Guidance**This is a Pass/Fail question. If you cannot or are unwilling to select ‘Yes’ to this question, you will be disqualified from further participation in this competition.You are required to select either option YES or NO from the drop-down list.Providing a ‘Yes’ response means you will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part B of Framework Schedule 1: Specification, you will be excluded from further participation in this competition.If you select ‘No’ (or do not answer the question) to indicate that you will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in part B of Framework Schedule 1: Specification, you will be excluded from further participation in this competition. |
| **Marking Scheme** | **Evaluation Guidance** |
| Pass | You have selected option ‘Yes’ confirming that you will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part B of Framework Schedule 1: Specification. |
| Fail  | You have selected ‘No’ confirming that you will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part B of Framework Schedule 1: Specification, and will be excluded from further participation in this competition.**OR**You have not selected either ‘Yes’ or ‘No’ and will be excluded from further participation in this competition. |

| **2.1.4 Compliance with Framework Schedule 1 (Specification) - Lot 2 - External Commercial Advertising ~~(External)~~** |
| --- |
| If you are awarded a framework contract, will you unreservedly deliver in full all the Compliance with General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part C of Framework Schedule 1: SpecificationPlease answer ‘Yes’ or ‘No’.**Yes -** You will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part C of Framework Schedule 1: Specification.**No** **-** You will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part C of Framework Schedule 1: Specification. |
| **2.1.4 Response Guidance**This is a Pass/Fail question. If you cannot or are unwilling to select ‘Yes’ to this question, you will be disqualified from further participation in this competition.You are required to select either option YES or NO from the drop-down list.Providing a ‘Yes’ response means you will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part C of Framework Schedule 1: SpecificationIf you select ‘No’ (or do not answer the question) to indicate that you will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part C of Framework Schedule 1: Specification, you will be excluded from further participation in this competition. |
| **Marking Scheme** | **Evaluation Guidance** |
| Pass | You have selected option ‘Yes’ confirming that you will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part C of Framework Schedule 1: Specification. |
| Fail  | You have selected ‘No’ confirming that you will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part C of Framework Schedule 1: Specification and will be excluded from further participation in this competition.**OR**You have not selected either ‘Yes’ or ‘No’ and will be excluded from further participation in this competition. |

| **2.1.5 Compliance with Framework Schedule 1 (Specification) - Lot 3 - Commercial Experiential Advertising** |
| --- |
| **2.1.5**If you are awarded a framework contract, will you unreservedly deliver in full all the Compliance with General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part D of Framework Schedule 1: SpecificationPlease answer ‘Yes’ or ‘No’.**Yes -** You will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part D of Framework Schedule 1: Specification.**No** **-** You will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part D of Framework Schedule 1: Specification. |
| **2.1.5 Response Guidance**This is a Pass/Fail question. If you cannot or are unwilling to select ‘Yes’ to this question, you will be disqualified from further participation in this competition.You are required to select either option YES or NO from the drop-down list.Providing a ‘Yes’ response means you will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Section A and all Mandatory Requirements set out in Part D of Framework Schedule 1: Specification.If you select ‘No’ (or do not answer the question) to indicate that you will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part D of Framework Schedule 1: Specification, you will be excluded from further participation in this competition. |
| **Marking Scheme** | **Evaluation Guidance** |
| Pass | You have selected option ‘Yes’ confirming that you will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part D of Framework Schedule 1: Specification. |
| Fail  | You have selected ‘No’ confirming that you will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part D of Framework Schedule 1: Specification and will be excluded from further participation in this competition.**OR**You have not selected either ‘Yes’ or ‘No’ and will be excluded from further participation in this competition. |

| **2.1.6 Compliance with Framework Schedule 1 (Specification) - Lot 5 - End to End Car Parking Management** |
| --- |
| If you are awarded a framework contract, will you unreservedly deliver in full all the Compliance with General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part F of Framework Schedule 1: SpecificationPlease answer ‘Yes’ or ‘No’.**Yes -** You will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part F of Framework Schedule 1: Specification.**No** **-** You will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part F of Framework Schedule 1: Specification. |
| **2.1.6 Response Guidance**This is a Pass/Fail question. If you cannot or are unwilling to select ‘Yes’ to this question, you will be disqualified from further participation in this competition.You are required to select either option YES or NO from the drop-down list.Providing a ‘Yes’ response means you will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part F of Framework Schedule 1: Specification.If you select ‘No’ (or do not answer the question) to indicate that you will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part F of Framework Schedule 1: Specification, you will be excluded from further participation in this competition. |
| **Marking Scheme** | **Evaluation Guidance** |
| Pass | You have selected option ‘Yes’ confirming that you will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part F of Framework Schedule 1: Specification. |
| Fail  | You have selected ‘No’ confirming that you will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part F of Framework Schedule 1: Specification and will be excluded from further participation in this competition.**OR**You have not selected either ‘Yes’ or ‘No’ and will be excluded from further participation in this competition. |

| **2.1.7 Compliance with Framework Schedule 1 (Specification) - Lot 4 - Commercial Advertising - Combined Lot 1, Lot 2 and Lot 3** |
| --- |
| If you are successful on Lot 1, Lot 2 or Lot 3 and wish to be awarded a framework contract for Lot 4, will you unreservedly deliver in full all the Compliance with General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part E of Framework Schedule 1: SpecificationPlease answer ‘Yes’ or ‘No’.**Yes -** You will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part E of Framework Schedule 1: Specification.**No** **-** You will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part E of Framework Schedule 1: Specification. |
| **2.7 Response Guidance**This is a Pass/Fail question. If you cannot or are unwilling to select ‘Yes’ to this question, you will be disqualified from further participation in this competition.You are required to select either option YES or NO from the drop-down list.Providing a ‘Yes’ response means you will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part E of Framework Schedule 1: Specification.If you select ‘No’ (or do not answer the question) to indicate that you will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part E of Framework Schedule 1: Specification, you will be excluded from further participation in this competition. |
| **Marking Scheme** | **Evaluation Guidance** |
| Pass | You have selected option ‘Yes’ confirming that you will unreservedly deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part E of Framework Schedule 1: Specification. |
| Fail  | You have selected ‘No’ confirming that you will not, or cannot, deliver in full all the General Mandatory Service Requirements detailed in Part A and all Mandatory Requirements set out in Part E of Framework Schedule 1: Specification and will be excluded from further participation in this competition.**OR**You have not selected either ‘Yes’ or ‘No’ and will be excluded from further participation in this competition. |

| **Section B – Social Value Question - All Lots**  |
| --- |
| **2.2.1 Requirement:** The Potential Supplier will be required to provide or deliver reasonable and proportionate social value benefits within all Call-Off contracts under this Framework Agreement lot to support the delivery of PPN06/20 in line with Framework Schedule 1 - Specification Paragraph 7, Paragraph 9 and Paragraph 10, with specific focus on the following themes:* Theme 2 - Tackling economic inequality;
* Theme 3 - Fighting climate change;
* Theme 4 - Equal opportunity

Suppliers are required to have appropriate measures in place to tackle inequality in employment, skills and pay in the contract workforce, Suppliers are required to demonstrate their ability to support Buyer’s in their duty to meet the requirements under the Social Value Model theme 4 - Equal Opportunity.Suppliers are required to have appropriate measures in place to tackle economic inequality in line with Policy Outcome: Theme 2: Tackling economic inequalitySuppliers are required to demonstrate their ability to support any Buyer in its duty to meet the requirements under the Social Value Model’s Theme 3 (Fighting Climate Change, Effective Stewardship of the environment) |
| **2.2.1 Response Guidance** **All Bidders must answer this question.****You must insert your response into the text fields in the eSourcing Suite.**In order to satisfy the requirement, and the question associated with the requirement, you must: Your response must clearly demonstrate: 1. How your organisation will deliver a diverse supply chain through the promotion of opportunities with SMEs & Social Enterprises (as per Framework Schedule 1 – Specification Part A Paragraph 9); and MAC 3.1: Diverse supply chains
2. How your organisation will deliver additional environmental benefits in the performance of the contract including working towards net zero greenhouse gas emissions. (as per Framework Schedule 1 – Specification Part A Paragraph 7); and MAC 4.1: Additional environmental benefits.
3. Your organisation's processes for promoting an inclusive working environment and promoting retention and progression of staff in accordance with Framework Schedule 1 (Specification Part A Paragraph 10) and MAC 6.1: Tackling inequality in the contract workforce

Your response should be limited to, and focused on, each of the component parts of the question posed (a to c). You must not make generalised statements or give irrelevant information. Please attend to layout, spelling, punctuation and grammar. Address each of the component parts in the order they are listed in this response guidance. State which part you are responding to.Maximum character count – 6,000 characters including spaces and punctuation. You must not exceed the character count within the eSourcing Suite. Responses must include spaces between words. No attachments or hyperlinks to external content are permitted; any additional documents or hyperlinks submitted will be ignored in the evaluation of this question.You are required to insert your response to this question in the technical envelope in boxes 2.2.1, 2.2.2, and 2.2.3 each box has a character count of 2,000 characters. |
| **Marking Scheme 100/66/33/0** |
| **Marking Scheme** | **Evaluation Criteria**  |
| **100** | The Bidder’s response fully addresses all 3 of the component parts (a to c) of the response guidance above. |
| **66** | The Bidder’s response fully addresses 2 of the 3 component parts (a to c) of the response guidance above. |
| **33** | The Bidder’s response fully addresses 1 of the 3 component parts (a to c) of the response guidance above. |
| **0** | The Bidder’s response has not fully addressed any of the 3 component parts (a to c) of the response guidance above.ORA response has not been provided to this question. |
|  |  |

| **Section C – Account Management and Onboarding Lot 1, Lot 2 & Lot 3** |
| --- |
| **2.3.1 Requirement:** The Potential Supplier is required to deliver the full scope of services in accordance with Framework Schedule 1 (Specification). The Supplier must:* Be capable of successfully managing the delivery of services and the relationship with Buyers.
* Keep Buyers informed on income forecasts and make them aware of income generating opportunities.
* Be capable of flagging risks and factors that may result in income decline.
* Adhere to industry best practice.
 |
| **2.3.1 Response Guidance** **All Bidders must answer this question.****You must insert your response into the text fields in the eSourcing Suite.**In order to satisfy the requirement, and the question associated with the requirement, you must clearly demonstrate: 1. Demonstrate how your capabilities, processes, and structure for account management and account leadership will ensure that the appropriate resource, skills and expertise are available to deliver all of the service requirements for customers at call off, in accordance with Part A Paragraph 4.2 of Framework Schedule 1 (Specification);
2. Demonstrate how your capabilities and processes to mobilise a new Call-Off contract under this framework agreement, will ensure a continuity of service that has no adverse impact to the Buyer, including key activities and any generic requirements in accordance with Part A Paragraph 15 of Framework Schedule 1 (Specification);
3. Demonstrate how your processes for installing and maintaining new and existing advertising assets on the Buyer’s site will ensure consistent levels of availability in accordance with Part A Paragraph 2.1.4 of Framework Schedule 1 (Specification).

Your response should be limited to, and focused on, each of the component parts of the question posed (a to c). You must not make generalised statements or give irrelevant information. Please attend to layout, spelling, punctuation and grammar. Address each of the component parts in the order they are listed in this response guidance. State which part you are responding to.Maximum character count – 6,000 characters including spaces and punctuation. You must not exceed the character count within the e-Sourcing Suite. Responses must include spaces between words. No attachments or hyperlinks to external content are permitted; any additional documents or hyperlinks submitted will be ignored in the evaluation of this question.You are required to insert your response to this question in the technical envelope in boxes 2.3.1, 2.3.2 and 2.3.3 each box has a character count of 2,000 characters. |
| **Marking Scheme 100/66/33/0** |
| **Marking Scheme** | **Evaluation Criteria**  |
| **100** | The Bidder’s response fully addresses all 3 of the component parts (a to c) of the response guidance above. |
| **66** | The Bidder’s response fully addresses 2 of the 3 component parts (a to c) of the response guidance above. |
| **33** | The Bidder’s response fully addresses 1 of the 3 component parts (a to c) of the response guidance above. |
| **0** | The Bidder’s response has not fully addressed any of the 3 component parts (a to c) of the response guidance above.ORA response has not been provided to this question. |

| **Section C – Advertising Income Generation Capability - Lot 1, Lot 2 & Lot 3** |
| --- |
| **2.4.1 Requirement:** The Potential Supplier is required to provide advertising income generation services for public sector site owners using this framework agreement. The requirements will vary considerably depending on the nature and size of the Buyer’s estate.Suppliers must be able to support a substantial breadth of that variety, ensuring that the quality of service and income generated is of the required standard specified by individual Buyers in accordance with framework schedule 1 (specification).The Supplier is required to constantly seek to maximise income in line with Buyer requirements.The Supplier is required to hold key relationships with key industry partners including media agencies, Out of Home specialist agencies and advertisers to sell and manage static and digital Out of Home advertising or Experiential Advertising in Accordance with Framework Schedule 1 (specification). |
| **2.4.1 Response Guidance** **All Bidders must answer this question.****You must insert your response into the text fields in the eSourcing Suite.**In order to satisfy the requirement, and the question associated with the requirement, you must clearly: 1. Demonstrate how your capability and capacity will increase Buyers income from their existing advertising estate and identify new sources of advertising income in accordance with Part A Paragraph 1.7, 2.1.2 and 2.1.3 of Framework Schedule 1 (Specification)
2. Demonstrate how you will use your relationships with industry specialists and your other existing estates to leverage sales and drive best value for the Buyer in accordance with Part A Paragraphs 4.4 and 4.5 of Framework Schedule 1 (Specification)
3. Demonstrate how you will adapt to the needs of Buyers with varying levels of maturity, complexity and who operate in a range of different environments, to ensure the maximum income attainable for individual Buyers is achieved in accordance with Part A paragraph 1.5 of Framework Schedule 1 (Specification).

Your response should be limited to, and focused on, each of the component parts of the question posed (a to c). You must not make generalised statements or give irrelevant information. Please attend to layout, spelling, punctuation and grammar. Address each of the component parts in the order they are listed in this response guidance. State which part you are responding to.Maximum character count – 6,000 characters including spaces and punctuation. You must not exceed the character count within the e-Sourcing Suite. Responses must include spaces between words. No attachments or hyperlinks to external content are permitted; any additional documents or hyperlinks submitted will be ignored in the evaluation of this question.You are required to insert your response to this question in the technical envelope in boxes 2.4.1, 2.4.2 and 2.4.3 each box has a character count of 2,000 characters. |
| **Marking Scheme 100/66/33/0** |
| **Marking Scheme** | **Evaluation Criteria**  |
| **100** | The Bidder’s response fully addresses all 3 of the component parts (a to c) of the response guidance above. |
| **66** | The Bidder’s response fully addresses 2 of the 3 component parts (a to c) of the response guidance above. |
| **33** | The Bidder’s response fully addresses 1 of the 3 component parts (a to c) of the response guidance above. |
| **0** | The Bidder’s response has not fully addressed any of the 3 component parts (a to c) of the response guidance above.ORA response has not been provided to this question. |

| **Section D – Account Management and Team Expertise Lot 5 Only** |
| --- |
| **2.5.1 Requirement:** The Potential Supplier is required to deliver the full scope of services in this Lot. The Supplier must:* Be capable of successfully managing the delivery of end to end car parking services and the relationship with Buyers using this Lot in accordance with Part A paragraph 2.2 and Part F of Framework Schedule 1 (specification).
* Adhere to industry best practice.
 |
| **2.5.1 Response Guidance** **All Bidders must answer this question.****You must insert your response into the text fields in the eSourcing Suite.**In order to satisfy the requirement, and the question associated with the requirement, you must clearly demonstrate: 1. Demonstrate how your capabilities, process and structure for account management and account leadership to ensure that the appropriate resource, skills and expertise will deliver all of the service requirements of this Lot, in accordance with Part A Paragraph 4.2 and Part F of Framework Schedule 1 (Specification)
2. Demonstrate how, through continuous improvement, you will proactively seek opportunities to improve and maximise the commercial returns, quality of service and sustainability at all locations in the Buyer’s portfolio in relation to car parking management in accordance with Part A Paragraph 12.1.2 of Framework Schedule 1 (Specification)
3. Demonstrate how you will identify and report risks and issues that may result in income decline on the Buyer’s car parking estate in accordance with Part A Paragraph 4.7 of Framework Schedule 1 (Specification) and the remedial steps that will to be taken when services have been identified in accordance with Part A Paragraph 12.1.1 of Framework Schedule 1

Your response should be limited to, and focused on, each of the component parts of the question posed (a to c). You must not make generalised statements or give irrelevant information. Please attend to layout, spelling, punctuation and grammar. Address each of the component parts in the order they are listed in this response guidance. State which part you are responding to.Maximum character count – 6,000 characters including spaces and punctuation. You must not exceed the character count within the e-Sourcing Suite. Responses must include spaces between words. No attachments or hyperlinks to external content are permitted; any additional documents or hyperlinks submitted will be ignored in the evaluation of this question.You are required to insert your response to this question in the technical envelope in boxes 2.5.1, 2.5.2 and 2.5.3 each box has a character count of 2,000 characters. |
| **Marking Scheme 100/66/33/0** |
| **Marking Scheme** | **Evaluation Criteria**  |
| **100** | The Bidder’s response fully addresses all 3 of the component parts (a to c) of the response guidance above. |
| **66** | The Bidder’s response fully addresses 2 of the 3 component parts (a to c) of the response guidance above. |
| **33** | The Bidder’s response fully addresses 1 of the 3 component parts (a to c) of the response guidance above. |
| **0** | The Bidder’s response has not fully addressed any of the 3 component parts (a to c) of the response guidance above.ORA response has not been provided to this question. |

| **Section D – Delivering a Quality Service – Lot 5 Only** |
| --- |
| **2.6.1 Requirement:** Car parks are often an extension of the core function of the Buyer and a seamless end user experience is vital. A key part of this is to ensure all assets and equipment are appropriately maintained and faults are addressed quickly to ensure continuity of service for car park users in accordance with Part A paragraph 2.2 and Part F framework schedule 1 (specification). |
| **2.6.1 Response Guidance** **All Bidders must answer this question.****You must insert your response into the text fields in the eSourcing Suite.**In order to satisfy the requirement, and the question associated with the requirement, you must clearly demonstrate: 1. How your organisation will maximise car parking occupancy and income for Buyers from their car parking estates whilst ensuring there is no detrimental impact on the experience of car park users in accordance with Part F Paragraph 25.1.6 and 25.2.5 of Framework Schedule 1 (Specification).
2. How your capabilities and processes to mobilise a new Call-Off contract under this framework agreement, will ensure continuity of service for car park users. This should include key activities and any generic requirements on the buyer in accordance with Part A Paragraph 15 of Framework Schedule 1 (Specification);
3. How your capabilities and processes for maximising the availability of all assets and equipment on a Buyer’s site which relate to the user experience will ensure consistent levels of service for users of the car park in accordance with Part A Paragraph 2.2.8 of Framework Schedule 1 (Specification).

Your response should be limited to, and focused on, each of the component parts of the question posed (a to c). You must not make generalised statements or give irrelevant information. Please attend to layout, spelling, punctuation and grammar. Address each of the component parts in the order they are listed in this response guidance. State which part you are responding to.Maximum character count – 6,000 characters including spaces and punctuation. You must not exceed the character count within the e-Sourcing Suite. Responses must include spaces between words. No attachments or hyperlinks to external content are permitted; any additional documents or hyperlinks submitted will be ignored in the evaluation of this question.You are required to insert your response to this question in the technical envelope in boxes 2.6.1, 2.6.2 and 2.6.3 each box has a character count of 2,000 characters. |
| **Marking Scheme 100/66/33/0** |
| **Marking Scheme** | **Evaluation Criteria**  |
| **100** | The Bidder’s response fully addresses all 3 of the component parts (a to c) of the response guidance above. |
| **66** | The Bidder’s response fully addresses 2 of the 3 component parts (a to c) of the response guidance above. |
| **33** | The Bidder’s response fully addresses 1 of the 3 component parts (a to c) of the response guidance above. |
| **0** | The Bidder’s response has not fully addressed any of the 3 component parts (a to c) of the response guidance above.ORA response has not been provided to this question. |

# **Price Questionnaire and Evaluation**

This section 11 contains information on how to complete the pricing matrix (Attachment 3) and the price evaluation process.

| **Response Guidance**You must complete Attachment 3(a-d) - Price Matrix, in line with the guidance in Attachment 2 - How to bid, paragraphs 11 and 12 and the instructions contained within the price matrix and attach to the question below |
| --- |
| **Question Number** | **Question** | **Your Response** |
| PQ1 | Upload to this question your completed Attachment 3a - Pricing Matrix Lot 1Please name the file [Lot1\_price\_insertyourcompanyname] | Attachment |
| PQ2 | Upload to this question your completed Attachment 3b - Pricing Matrix Lot 2Please name the file [Lot2\_price\_insertyourcompanyname] | Attachment |
| PQ3 | Upload to this question your completed Attachment 3c - Pricing Matrix Lot 3Please name the file [Lot3\_price\_insertyourcompanyname] | Attachment |
| PQ4 | Upload to this question your completed Attachment 3d - Pricing Matrix Lot 5Please name the file [Lot5\_price\_insertyourcompanyname] | Attachment |

* 1. How to complete your Attachment 3 - pricing matrix for each Lot your bidding for:

Read and understand the instructions on the instructions tab in the Attachment 3 pricing matrix, and in this section, before submitting your prices.

Please note that the Price Evaluation is scenario based, your prices quoted in these scenarios should be representative of the market and reflect what you would bid in these scenarios.

**Your values submitted will be used for the** **price evaluation only and will not be held at Framework level**.

* 1. Your prices should compare with the quality of your offer.
	2. You should also take into account our management charge of 0.5% which shall be paid by you to us, when considering the Profit Share percentage to be retained by the supplier for Lots 1, 2 and 3, and for Lot 5 when considering the Management Costs to be paid to the Supplier.

Whilst not submitting values for Lot 4, the management charge will apply when a contract is awarded under the parameters of Lot 4.

* 1. You should have read and understood the information on TUPE in paragraph 8 of Attachment 1 – About the framework. You are reminded that it is your responsibility to take your own advice and consider whether TUPE is likely to apply and to act accordingly.
	2. For the purpose of this scenario-based evaluation you do not need to factor TUPE costs into your pricing.

Your prices submitted must:

* exclude VAT.
* Your values submitted must be sustainable.
* All prices should be in £ (Pounds Sterling).
* Zero or negative bids will not be allowed.  We will investigate where we consider your bid to have no correlation with the quality of your offer, is not representative of the market or to be abnormally low.
	1. You must download and complete the correct Attachment 3 – Price matrix for the Lot(s) you are submitting a bid for.

Provide a price, where one has been requested, in the cells highlighted yellow.

When you have completed your pricing matrix, you must upload this into the eSourcing Suite at the appropriate question, PQ1 for Lot 1, PQ2 for Lot 2, PQ3 for Lot 3 and PQ4 for Lot 5 in the commercial envelope.  If you do not upload your Attachment 3 pricing matrix your bid may be rejected from this competition.

Do not alter, amend or change the format or layout of the Attachment 3 pricing matrix.

**Price evaluation process**

This is how we will evaluate your pricing:

* 1. We will check you have completed the relevant tab(s) for each lot you are bidding for in line with the instructions.
	2. We will check you have completed all the yellow and blue cells for each lot you are bidding for. Failure to insert an applicable price or percentage may result in your bid being deemed non-compliant and may be rejected from this competition. Remember zero or negative values will not be accepted.
	3. The price evaluation will be undertaken separately to the Quality evaluation process.
	4. Each lot will have its own price evaluation across all conformant bids received in relation to that lot, the same evaluation process applies to all lots.
	5. Your pricing will be evaluated against other bidders pricing across the scorable price elements in each lot. Each scorable price element is evaluated separately, thereby comparing like-for-like.
	6. The number of separate scorable price elements for each lot, with the associated maximum number of points that can be awarded is detailed in the table below

Lots 1-3 Scenario

|  | **Scorable price element 1**  | **Scorable price element 2** | **Scorable price element 3** | **Scorable price element 4** |
| --- | --- | --- | --- | --- |
| Description  | Annual Forecast Income (£) | Annual Growth % | Profit Share % to Buyer | Minimum Guaranteed Payment per annum (£) |
| Maximum Points available  | 100 | 100 | 100 | 100 |
| Weighting  | 25 | 15 | 35 | 25 |

Lot 5 Scenario

|  | **Scorable price element 1**  | **Scorable price element 2** |
| --- | --- | --- |
| Description  | Management cost per space | Annual increase in Management Cost % |
| Maximum Points available  | 100 | 100 |
| Weighting  | 50 | 50 |

**Price Score Calculation**

* 1. Each scorable price element will have an optimal bid value calculated which will be the mean average value of all compliant submitted bids.
	2. Marks will be awarded to each scorable price element based on the percentage of the optimal bid value. Table A demonstrates the percentage of optimal bid value and the associated marking scheme.
	3. A tolerance of 5% is set around the optimal price value, all prices falling within the tolerance will score 100% (see table A)
	4. Marks are awarded to each bid based on percentages of the optimal bid value.
	5. Throughout the evaluation process for each scorable price element, figures will be rounded to two decimal places using Excel standard ‘Round’ formula. The final scores are calculated and rounding will be applied. Final scores will be rounded to two decimal places using Excel standard 'Round' formula.
	6. The total price score will be added to the total quality score to create a final score for each bidder.

Please note that there is a worked example to support this process below

**Table A - Percentage of optimal bid value and associated marking scheme**

**Worked example**

****

**Worked examples for Lots 1- 3**

****

**Worked examples for Lot 5**

****

The optimal bid value is calculated as the mean value of all of the bids listed in column A and can be seen in column B.

The percentage of the optimal bid value for each bid (column C) is calculated as the bid value (column A) divided by the optimal bid value (column B) multiplied by 100. For example, Bidder A’s percentage of the optimal bid value on Lot 5 Price Element 1 is calculated as 500 / 733.33 x 100 = 68.18

The points awarded to each Bidder in Column D are derived from table A.

A Bidder would receive 0 points if their percentage of optimal bid value in column C was greater than 195% or lower than 5%.

A Bidder would receive the maximum amount of points as their bid value was the same as the optimal bid value or fell within the 5% tolerance limit for example between 95% and 105%.

All other Bidders receive a score in line with the table above.

Column E then takes the scores from column D and applies the relevant weighting for each scorable element. For example, on Lot 5 Price Element 1 example Bidder B is calculated as 85/100 x 50 = 42.50.

The individual score contributions from column E are then collated to arrive at a total price score out of a maximum of 100 for each Bidder. This is then weighted against the price scoring weight of 10% to arrive at the final price score. This is illustrated below with example data:

**Lot 1 Final Price Score**

|   | **Price Element 1 Score** | **Price Element 2 Score** | **Price Element 3 Score** | **Price Element 4 Score** | **Total Score (out of 100)** | **Final Weighted Price Score (10%)** |
| --- | --- | --- | --- | --- | --- | --- |
| **Bidder A** | 15.00 | 18.75 | 35.00 | 20 | 88.75 | 8.88 |
| **Bidder B** | 13.50 | 22.50 | 31.50 | 25 | 92.50 | 9.25 |
| **Bidder C** | 13.50 | 25.00 | 29.75 | 25 | 93.25 | 9.33 |
| **Bidder D** | 15.00 | 15.00 | 29.75 | 20 | 79.75 | 7.98 |

**Lot 5 Final Price Score**

|  | **Price Element 1 Score** | **Price Element 2 Score** | **Total Score (out of 100)** | **Final Weighted Price Score (10%)** |
| --- | --- | --- | --- | --- |
| **Bidder A** | 37.50 | 50.00 | 87.50 | 8.75 |
| **Bidder B** | 18.75 | 42.50 | 61.25 | 6.13 |
| **Bidder C** | 15.00 | 37.50 | 52.50 | 5.23 |
| **Bidder D** | 16.25 | 42.50 | 58.75 | 5.88 |

* 1. Abnormally Low Tenders

Where we consider any of the total values you have submitted are not representative of the market or to be **abnormally low** we will ask you to explain the value(s) you have submitted (as required in regulation 69 of the Regulations).

If your explanation is not acceptable, we will reject your bid and exclude you from this competition, we will inform you if your bid has been excluded and why.

# **Final Decision to Award**

* 1. How we will calculate your Final Score.

We will add your Quality Score to your Price Score to calculate your Final Score.

Example:

| **Bidder** | **Quality score** | **Price score** | **Final score** |
| --- | --- | --- | --- |
| (Maximum score available 90) | (Maximum score available 10) | (Maximum score available 100) |
| Bidder A | 90.00 | 10.00 | 100.00 |
| Bidder B | 60.00 | 7.00 | 67.00 |
| Bidder C | 50.00 | 8.00 | 58.00 |

We will then rank all Final Scores from highest to lowest.

We will offer the number of Bidders a Framework Contract as set out in section 3 of Attachment 1 – About the Framework.

The maximum number of Bidders for all lots of this framework may increase where two (2) or more Bidders have tied scores in last position only.

* 1. Reserved Rights

We also reserve the right to award a Framework Contract to any Bidders whose Final Score is within 1% of the last position, the last position for each lot is detailed below:

| Lot Number | Last Position |
| --- | --- |
| Lot 1  | 7 |
| Lot 2 | 12 |
| Lot 3 | 7 |
| Lot 4 | N/A |
| Lot 5 | 14 |

**Using Lot 1 as an** **Example:**

If the Bidder in 7th place, last position has a Final Score of 60.00

The calculation we will use is:

Lot 1 - 7th place Bidder’s Final Score is 60.00

1% of 60.00 = 0.60

The calculation will be rounded to two decimal places in excel.

60.00 - 0.60 = 59.40

So, any Bidder whose Final Score is 59.40 or above will be awarded a Lot 1 place on the framework.

* 1. Intention to Award

We will tell you if you have been successful or unsuccessful via the eSourcing Suite. We will send Intention to Award letters to all Bidders who are still in the competition i.e. who have not been excluded.

At this stage, a standstill period of ten (10) calendar days will start, the term standstill period is set out in regulation 87(2) of the Regulations. During this time, you can ask questions that relate to our decision to award. We cannot provide advice to unsuccessful Bidders on the steps they should take and they should seek independent legal advice, if required.

If during standstill we do receive a substantive challenge to our decision to award and the challenge is for a certain Lot, we reserve the right to conclude a Framework Contract with successful Bidders for the Lot(s) that have not been challenged.

Following the standstill period, and if there are no challenges to our decision, successful Bidders will be formally awarded a Framework Contract subject to signatures.

* 1. Framework Contract

You must sign and return the Framework Contract within 10 days of being asked. If you do not sign and return, we will withdraw our offer of a Framework Contract.

The conclusion of a Framework Contract is subject to the provision of due ‘certificates, statements and other means of proof’ where Bidders have, to this point, relied on self-certification.

If you have bid as a consortium, the conclusion of a Framework Contract is subject to the provision of due ‘certificates, statements and other means of proof’ from EACH member of the consortium.

This means

* Employer’s (Compulsory) Liability Insurance = £10,000,000
* Public Liability Insurance = £10,000,000
* Professional Indemnity Insurance = £10,000,000
* Cyber Essentials Basic Certificate

A valid certificate for each of the standards listed in question 1.28.2 of the Selection Questionnaire and which is relevant to the services you will be providing under the specific Lot.

You are required to send the documentary evidence of the above to no later than the date provided in the Intention to Award letter. Failure to do so may mean that we will withdraw our offer of a Framework Contract.