

**SUPPLIER TECHNICAL RESPONSE**

**CONTRACT TITLE: Provision of Marketing Support – MaCaW Project**

**TENDER REFERENCE:** Click here to enter text.

**Content:**

PART 1: Prerequisite Mandatory Criteria

PART 2: Mandatory Information, and;

PART 3: Eligibility: Pass/Fail

PART 4: Technical Responses: Weighted at 70% Overall

PART 5: Value for Money: Weighted at 30%

**This document must be completed and returned as part of your tender submission.**

**Contact details and declaration**

I declare that to the best of my knowledge the answers submitted and information contained in this document are correct and accurate.

I declare that, upon request and without delay I will provide the certificates or documentary evidence referred to in this document.

I understand that the information will be used in the selection process to assess my organisation’s suitability to be invited to participate further in this procurement.

I understand that the authority may reject this submission in its entirety if there is a failure to answer all the relevant questions fully, or if false/misleading information or content is provided in any section.

 I am aware of the consequences of serious misrepresentation.

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| **Contact details and declaration** |
| Question | Response |
| Contact name |  |
| Name of organisation |  |
| Role in organisation |  |
| Phone number |  |
| E-mail address  |  |
| Postal address |  |
| Signature (electronic is acceptable) |  |
| Date |  |

**PART 1: PREREQUISITE MANDATORY CRITERIA**

This questionnaire provides the mandatory information required by UCLan in order for a supplier to be appointed for a contract. You must respond to all stated questions.

Please be advised that this questionnaire also provides UCLan with essential information in relation to your Accreditations, Licences and Insurances; if you do not submit, or do not complete all sections of this document UCLan reserve the right to reject your submission.

It is the responsibility of the appointed supplier to ensure that their, and any stated sub-contractor criteria is valid and remains current throughout the contract period.

**All Items are pre-award mandatory criteria for this tender and will require validation prior to issue of Acceptance of Tender**

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| 1.1 | Your company must hold Public Liability (PL) Insurance at a minimum of £1M prior to commencement of contract**Will your company hold PL Insurance at a minimum indemnity £1M?**  |
|  |
| 1.2 | Your company must hold Professional Indemnity (PI) Insurance at a minimum of £1M prior to commencement of contract**Will your company hold PI Insurance at a minimum indemnity £1M?** |
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**PART 2: MANDATORY INFORMATION & PART 3: ELIGIBILITY**

**Notes for completion**

1. The “authority” means the contracting authority, or anyone acting on behalf of the contracting authority, that is seeking to invite suitable candidates to participate in this procurement process.
2. “You” / “Your” refers to the potential supplier completing this questionnaire i.e. the legal entity responsible for the information provided. The term “potential supplier” is intended to cover any economic operator as defined by the Public Contracts Regulations 2015 (referred to as the “regulations”) and could be a registered company; the lead contact for a group of economic operators; charitable organisation; Voluntary Community and Social Enterprise (VCSE); Special Purpose Vehicle; or other form of entity.
3. Please ensure that all questions are completed in full, and in the format requested. If the question does not apply to you, please state ‘N/A’. Should you need to provide additional information in response to the questions, please submit a clearly identified annex.

The authority confirms that it will keep confidential and will not disclose to any third parties any information obtained from a named customer contact, other than to the Cabinet Office and/or contracting authorities defined by the regulations, or pursuant to an order of the court or demand made by any competent authority or body where the authority is under a legal or regulatory obligation to make such a disclosure.

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| **Section 1** | **Potential Supplier Information**  |
| Question No. | Question | Response |
| 1.1 (a) | Full name of the potential supplier submitting the information |  |
| 1.1 (b)  | Company registration number (this must be the registration number allocated to the company submitting the tender) |  |
| 1.1 (c) | Trading name(s) that will be used if successful in this procurement |  |
| 1.1 (d) | Are you a Small, Medium or Micro Enterprise (SME)[[1]](#footnote-1)? | Yes [ ] No [ ]  |

Please indicate your answer by checking the appropriate ‘X’ in the relevant boxes below.

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| **Section 2** | **Grounds for mandatory exclusion** |
| Question No. | Question | 2.1 to 2.3 Response Yes = Fail and No= Pass |
| 2.1(a) | **Regulations 57(1) and (2)** Please indicate if, within the past five years you, your organisation or any other person who has powers of representation, decision or control in the organisation been convicted anywhere in the world of any of the offences within the summary below. |
|  | Participation in a criminal organisation.  | Yes [ ] No [ ] If Yes please provide details at 2.1(b) |
|  | Corruption.  | Yes [ ] No [ ] If Yes please provide details at 2.1(b) |
|  | Fraud.  | Yes [ ] No [ ] If Yes please provide details at 2.1(b) |
|  | Terrorist offences or offences linked to terrorist activities | Yes [ ] No [ ] If Yes please provide details at 2.1(b) |
|  | Money laundering or terrorist financing | Yes [ ] No [ ] If Yes please provide details at 2.1(b) |
|  | Child labour and other forms of trafficking in human beings | Yes [ ] No [ ] If Yes please provide details at 2.1(b)  |
| 2.1(b) | If you have answered yes to question 2.1(a), please provide further details.Date of conviction, specify which of the grounds listed the conviction was for, and the reasons for conviction,Identity of who has been convictedIf the relevant documentation is available electronically please provide the web address, issuing authority, precise reference of the documents. |  |
| 2.2 | If you have answered Yes to any of the points above have measures been taken to demonstrate the reliability of the organisation despite the existence of a relevant ground for exclusion? (Self-Cleaning) | Yes [ ] No [ ]   |
| 2.3(a) | **Regulation 57(3)**Has it been established, for your organisation by a judicial or administrative decision having final and binding effect in accordance with the legal provisions of any part of the United Kingdom or the legal provisions of the country in which the organisation is established (if outside the UK), that the organisation is in breach of obligations related to the payment of tax or social security contributions? | Yes [ ] No [ ]  |
| 2.3(b) | If you have answered yes to question 2.3(a), please provide further details. Please also confirm you have paid, or have entered into a binding arrangement with a view to paying, the outstanding sum including where applicable any accrued interest and/or fines. |  |
| 2.4 (a) | **General Data Protection Regulation (GDPR)**Please confirm that you have in place, or that you will have in place by contract award, the human and technical resources to perform the contract to ensure compliance with the GDPR and to ensure the protection of the rights of data subjects. | Yes = pass No = failYes [ ] No [ ]  |
| 2.4 (b) | Please provide details of the technical facilities and measures (including systems and processes) you have in place, or will have in place by contract award, to ensure compliance with the GDPR and to ensure the protection of the rights of data subjects. Your response should include, but should not be limited to facilities and measures:* to ensure ongoing confidentiality, integrity, availability and resilience of processing systems and services;
* to comply with the rights of data subjects in respect of receiving privacy information, and access, rectification, deletion and portability of personal data;

- to ensure that any consent based processing meets standards of active, informed consent, and that such consents are recorded and auditable;- to ensure legal safeguards are in place to legitimise transfers of personal data outside the EU (if such transfers will take place);- to maintain records of personal data processing activities; and- to regularly test, assess and evaluate the effectiveness of the above measures | Details provided = pass Not provided = fail |

Please indicate your answer by checking the appropriate ‘X’ in the relevant boxes below.

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| **Section 3** | **Grounds for discretionary exclusion**  |
| Question No. | Question | Response: Yes = Consideration and No= Pass |
| 3.1 | **Regulation 57 (8)**The detailed grounds for discretionary exclusion of an organisation are set out [here](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/551130/List_of_Mandatory_and_Discretionary_Exclusions.pdf) which should be referred to before completing these questions. Please indicate if, within the past three years, anywhere in the world any of the following situations have applied to you, your organisation or any other person who has powers of representation, decision or control in the organisation. |
| 3.1(a) | Breach of environmental obligations?  | Yes [ ] No [ ] If yes please provide details at 3.2 |
| 3.1 (b) | Breach of social obligations?  | Yes [ ] No [ ] If yes please provide details at 3.2 |
| 3.1 (c) | Breach of labour law obligations?  | Yes [ ] No [ ] If yes please provide details at 3.2 |
| 3.1(d) | Bankrupt or is the subject of insolvency or winding-up proceedings, where the organisation’s assets are being administered by a liquidator or by the court, where it is in an arrangement with creditors, where its business activities are suspended or it is in any analogous situation arising from a similar procedure under the laws and regulations of any State? | Yes [ ] No [ ] If yes please provide details at 3.2 |
| 3.1(e) | Guilty of grave professional misconduct? | Yes [ ] No [ ] If yes please provide details at 3.2 |
| 3.1(f) | Entered into agreements with other economic operators aimed at distorting competition? | Yes [ ] No [ ] If yes please provide details at 3.2 |
| 3.1(g) | Aware of any conflict of interest within the meaning of regulation 24 due to the participation in the procurement procedure? | Yes [ ] No [ ]  If yes please provide details at 3.2 |
| 3.1(h) | Been involved in the preparation of the procurement procedure? | Yes [ ] No [ ] If yes please provide details at 3.2 |
| 3.1(i) | Shown significant or persistent deficiencies in the performance of a substantive requirement under a prior public contract, a prior contract with a contracting entity, or a prior concession contract, which led to early termination of that prior contract, damages or other comparable sanctions? | Yes [ ] No [ ] If yes please provide details at 3.2 |
| 3.1(j)3.1(j) - (i)3.1(j) - (ii)3.1(j) - (iii) | Please answer the following statements:The organisation is guilty of serious misrepresentation in supplying the information required for the verification of the absence of grounds for exclusion or the fulfilment of the selection criteria.The organisation has withheld such information.The organisation has influenced the decision-making process of the contracting authority to obtain confidential information that may confer upon the organisation undue advantages in the procurement procedure, or to negligently provided misleading information that may have a material influence on decisions concerning exclusion, selection or award. | Yes [ ] No [ ] If Yes please provide details at 3.2Yes [ ] No [ ] If Yes please provide details at 3.2Yes [ ] No [ ] If Yes please provide details at 3.2 |

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| 3.2 | If you have answered Yes to any of the above, explain what measures been taken to demonstrate the reliability of the organisation despite the existence of a relevant ground for exclusion? (Self-Cleaning) |  |

**PART 3: ELIGIBILITY: PASS/FAIL**

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| **Section 4, 5 and 6 Additional Questions:** Suppliers who self-certify that they meet the requirements to these additional questions will be required to provide evidence of this if they are successful at contract award stage. |
| **Section 4** | **Modern Slavery Act 2015:** **Requirements under Modern Slavery Act 2015****4.1 for information only** |
| 4.1 | Are you a relevant commercial organisation as defined by section 54 ("Transparency in supply chains etc.") of the Modern Slavery Act 2015 ("the Act")? | Yes [ ] N/A [ ]  |
| 4.2 | If you have answered yes to question 4.1 are you compliant with the annual reporting requirements contained within Section 54 of the Act 2015? | Yes [ ]  PassPlease provide the relevant url …No [ ]  FailPlease provide an explanation |
| **Section 5** | **Equality Legislation** |
| 5 a | In the last three years, has any finding of unlawful discrimination been made against your organisation by an Employment Tribunal, an Employment Appeal Tribunal or any other court (or in comparable proceedings in any jurisdiction other than the UK)? | [ ]  Yes[ ]  NoIf Yes – provide info  |
| 5 b | In the last three years, has your organisation had a complaint upheld following an investigation by the Equality and Human Rights Commission or its predecessors (or a comparable body in any jurisdiction other than the UK), on grounds of alleged unlawful discrimination? If you have answered “yes” to one or both of the questions in this module, please provide, as a separate Appendix, a summary of the nature of the investigation and an explanation of the outcome of the investigation to date.If the investigation upheld the complaint against your organisation, please use the Appendix to explain what action (if any) you have taken to prevent unlawful discrimination from reoccurring.You may be excluded if you are unable to demonstrate to the authority’s satisfaction that appropriate remedial action has been taken to prevent similar unlawful discrimination reoccurring.  | [ ]  Yes[ ]  NoIf Yes – provide info |
| **Section 6** | **Environmental Management**  |
| 6 a | Has your organisation been convicted of breaching environmental legislation, or had any notice served upon it, in the last three years by any environmental regulator or authority (including local authority)? If your answer to this question is “Yes”, please provide details in a separate Appendix of the conviction or notice and details of any remedial action or changes you have made as a result of conviction or notices served.The authority will not select bidder(s) that have been prosecuted or served notice under environmental legislation in the last 3 years, unless the authority is satisfied that appropriate remedial action has been taken to prevent future occurrences/breaches. | [ ]  Yes[ ]  No = PassIf Yes – provide info |
| 6 b | If you use sub-contractors, do you have processes in place to check whether any of these organisations have been convicted or had a notice served upon them for infringement of environmental legislation? | [ ]  Yes = Pass[ ]  No = Fail |

IF YOU DO NOT MEET THE STATED ELIGIBILITY REQUIREMENTS, YOUR BID WILL NOT RECEIVE ANY FURTHER CONSIDERATION AND WILL BE REJECTED ON THESE GROUNDS.

**PART 4: TECHNICAL RESPONSES – Weighting 70%**

The scoring scheme below (scoring principles) will be used to evaluate the Supplier Responses.

Evaluators will have the scope to use their own judgement and discretion when awarding scores under each heading.

Please note; scores will be allocated as per the stated scoring principles, these will be based on singular score, (not a range of scores). If a panel has been appointed (more than one evaluator) panel scores will be moderated to provide this singular score.

Each section states the maximum achievable score and allocated weighting, weightings will then be combined to give an overall total. The final weighted scores for both the value for money and technical responses are then combined to give an overall score out of 100%.

**Scoring Scheme (principles)**

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| **Score** | **Rating** | **Criteria for Awarding Score** |
| **0** | Unacceptable | The information is omitted/no details provided, or irrelevant answer provided |
| **1** | Poor  | The Authority has serious reservations that the Tenderer understands the requirement in the question. The proposal provides very limited evidence and assurance that the relevant aspect of the service would be delivered to the expected standard and there are serious doubts about aspects of the response. |
| **2** | Fair  | The submission is superficial and generic in its scope. The Authority has some reservations that the Tenderer understands the requirement in the question. The proposal provides some limited evidence and assurance that the relevant aspect of the service or requirement would be delivered to a satisfactory standard. |
| **3** | Satisfactory | The Authority is reasonably confident that the Tenderer understands the requirement in the question and the proposal provides some satisfactory evidence and assurance that the relevant aspect of the service or requirement would be delivered to a satisfactory standard. |
| **4** | Good | The submission is robust and well documented. The Authority is confident that the Tenderer understands the requirement in the question and the proposal provides good evidence and assurance that the relevant aspect of the service or requirement would be delivered to a good standard. |
| **5** | Excellent | The proposal is innovative and adds value. The Authority is completely confident that the Tenderer understands the requirement in the question and the proposal provides very good evidence and assurance that the relevant aspects of the service or requirement would be delivered to an excellent standard. |

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| **Evaluation Criteria** | **Weighting** |
| Prerequisite Mandatory Criteria/ Mandatory Information/Eligibility | **Pass/Fail** |
| Technical (Quality) – ‘Bidder Technical Response’ | **70%** *(split as below)* |
| Value for Money | **30%** |

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| **Criteria** | **Weighting** |
| Experience of creating low carbon marketing content | Pass / Fail |
| Experience of SEO  | Pass / Fail |
| Experience of Lead Generation via PPC | Pass / Fail |
| Availability to undertake work | 10% |
| Skill set within the Team | 10% |
| Quarterly content plan (breakdown) | 30% |
| PPC breakdown on funds allocation and content | 20% |
| Value for Money (Breakdown of total cost) | 30% |

The following three questions will be evaluated on a Pass / Fail basis, Organisations who cannot demonstrate relevant experience will be excluded from the process.

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| --- | --- |
| No. | **SCORING GUIDANCE – PASS / FAIL** |
| 1 | **Your organisation must have experience of creating content on low carbon working. Please detail your experience below including 3 specific case studies / examples** |
|  |
| 2 | **Your organisation must have experience of search engine optimisation (SEO). Please detail your experience below including 3 specific case studies / examples** |
|  |
| 3 | **Your organisation must have experience of lead generation through the use of PPC marketing. Please detail your experience below including 3 specific case studies / examples** |
|  |

The following questions will allow bidders to provide more detail on how they can meet the University’s requirements and demonstrate value for money. These questions will be scored using the scoring scheme detailed above

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| --- | --- |
| No. | **SCORING GUIDANCE – See Scoring Scheme Table** |
| 4 | **Please detail in no more than 500 words your organisations availability to undertake the required work at UCLan. You must provide details on available resource and current workload.** |
|  |
| 5 | **Please detail in no more than 500 words the personnel in your organisation who you propose would undertake the work required. You must provide details on skills and expertise of said individuals.** |
|  |
| 6 | **Please provide in no more than 1,000 words the breakdown of work that you propose to undertake each quarter. Your response must be specific including quantity of blogs, social media content and engagements.** |
|  |
| 7 | **The project has a set budget of £1,000 (included within the £4,000 quarterly budget) for PPC. Detail in no more than 1000 words how you will use this budget to ensure maximum value in terms of lead generation and engagement.** |
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**PART 5: VALUE FOR MONEY – Weighting 30%**

This section will be scored using the Scoring Scheme table as shown in Part 4.

There is a total budget of £4,000 per quarter to undertake the required work. Please indicate in the table below how you would allocate the money to maximise value and impact.

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| **Item** | **Cost per quarter (exc VAT)** | **Description / Outcome** |
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(include more rows if needed)

1. See EU definition of SME <https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en> [↑](#footnote-ref-1)