



Mini Competition

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

**Subject: Campaign support requirement for the Clean Growth ISCF
challenges**

Sourcing reference number **PS18204**

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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](#).

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

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 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	07/08/2018
3.7	Latest date/time Mini Competition clarification questions shall be received through Emptoris messaging system	14/08/2018 14:00
3.8	Latest date/time Mini Competition clarification answers should be sent to all Bidders by the Buyer through Emptoris	15/08/2018
3.9	Latest date/time Mini Competition Bid shall be submitted through Emptoris	21/08/2018 14:00
3.10	Date/time Bidders should be available for interview	29/08/2018

3.11	Anticipated selection and de selection of Bids notification date	01/09/2018
3.12	Anticipated Award Date	01/09/2018
3.13	Anticipated Contract Start Date	07/09/2018
3.14	Anticipated Contract End Date	07/09/2020
3.15	Bid Validity Period	60 Working 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 7 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 last Autumn Statement we saw a significant increase in our funding through the creation of the Industrial Strategy Challenge Fund (ISCF).

Based on the vision agreed by the ISCF Steering Board 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:

- Create a call to action to support the challenge and its aim to grow the UK economy in this area
- Spark and encourage two-way dialogue and debate with the public on clean energy and the energy revolution by showing the real world impact of moving to a clean economy
- 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 clean energy and self-driving vehicles.
- 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.
- 4 grand challenges announced- AI and data economy, Future of mobility, healthy ageing and clean growth

4.2 Background to Clean Growth Grand Challenge

The move to cleaner economic growth – through low carbon technologies and the efficient use of resources – is one of the greatest industrial opportunities of our time. By one estimate, the UK's clean economy could grow at four times the rate of GDP. Whole new industries will be created and existing industries transformed as we move towards a low carbon, more resource-efficient economy.

The clean growth grand challenge is comprised of 3 challenges:

- Transforming construction
- Prospering from the Energy Revolution
- Transforming food production.

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

4.3 Background to the Prospering from the Energy Revolution (PFER) communications campaign

The Energy Revolution Challenge will develop cutting-edge capabilities in local energy systems to deliver cleaner, cheaper energy for consumers, while creating high value jobs for the UK.

Our research found that among the 3 ISCF challenges in Clean Growth, Prospering from the Energy Revolution has a very strong campaign potential.

The comms objectives for PFER are:

1. To engage the most disruptive businesses and cutting-edge academics from across the UK, and opportunities presented by the Government's ambition in the energy sector resulting in the submission of high-quality proposals through:
 - engaging with our core audiences in academia, local administrators and business through our regular channels
 - reaching out to new and diverse audiences in academia, local administrators and business by articulating the challenges in ways that are simple and directly relevant to them; maximising the potential of cross-disciplinary audiences; and breaking down barriers such as the 'not for me' mentality
2. Through the development of demonstrators at scale in real-world settings, persuade
 - investors to enable a self-sustaining roll-out of the new clean energy business models
 - end users (home-owners, business parks, educational campuses, military bases, hospitals, holiday parks) that they should make clean energy part of their everyday life
3. To demonstrate the 'real world' impact of the Energy Revolution challenge, and how the new smart systems can revolutionise energy management for consumers by delivering energy that is clean, cheaper and efficient
 - demonstrating the value and return on investment to tax payers in a way that is relevant and meaningful to them
 - increased public understanding of issues related to the energy sector and the impact on other linked sectors
 - demonstrating the relevance of the challenge to the end-users of a modern energy supply that is cleaner, cheaper and efficient

Key Messages of the PFER challenge:

- The challenge is about showing people that they can live low carbon lifestyles in low carbon places more conveniently and more comfortably. It will revolutionise energy management for consumers through new smart systems that can deliver energy according to the society's needs and wants from a modern energy supply that is clean, efficient and affordable
- New smart systems can link energy supply, storage and demand patterns across power, heating and transport to improve efficiency, resilience, infrastructure productivity and service to consumers
- The investment in the Energy Revolution fund will bring the future one step closer for homes, businesses and communities, the fund will bring forward systems which can talk to the energy network and automatically find the cheapest, low carbon way to provide energy we need to heat our homes and to power appliances like washing machines and dishwashers as well as electric cars.

4.4 Campaign strategy framework

- Cause or issue – the campaign platform
- Evidence – macro and micro-level validation of the issue and our brand's involvement
- Stories – to inspire and provoke
- Opinions – that bring credibility and controversy
- Participation & partnerships – create opportunities for consumers and collaborators to get involved

4.5 Principles of a successful campaign implementation

- Simple inspiring messaging – each campaign 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 as a sign of commitment

4.6 PFER Communications Campaign Strategy:

Issue: Energy consumption is changing across the country and across the world. Let's celebrate the pioneers of the Energy Revolution.

Environmental destruction and climate change from human activity are among some of the greatest challenges faced by our species. To secure the future of our planet, we must transform the ways in which we power our society. It's no easy task. Change requires action, from massive initiatives by global energy companies, to grassroots movements by ordinary people. We can't carry on burning fossil fuels and ignoring the problem until it's far too late. How do we motivate ourselves to fight for a sustainable future?

Like every revolution in human history, the Energy Revolution needs heroes. Heroes we can rally behind, whose example we can all follow. People, communities and businesses that are fighting for our environment, for our biosphere, and for future generations.

Inspiration: She needed a hero, so that's what she became.

Evidence: The time has passed when energy (heat, power) was only provided to a consumer by their local utility. Today, end-users, small and micro-businesses are creating their own energy, and are looking to sell or trade the energy they produce back to the grid.

1. Opportunity for the prosumer driven organisation: As energy costs continue to rise, educational campuses, military bases, hospitals, commercial buildings, factories, residential homes – even whole city districts, are becoming 'prosumers' who [consume, produce, and control their energy use](#). One of the biggest areas of opportunity to trim business operating costs is in managing energy consumption. According to the Clean Energy Council, more than 15,000 Australian businesses there have now installed a solar power system, helping them save a collective \$64 million on their power bills every year. <https://blog.schneider-electric.com/energy-management-energy-efficiency/2016/11/17/new-paradigm-utilities-rise-prosumer/>
2. Opportunity for the utilities: Electric grids everywhere are under stress. Our increasing demand for energy is putting strain on an ageing generation and transmission infrastructure. And [our appetite for energy is only set to rise https://www.schneider-electric.com/en/download/document/Schneider_Electric_Our_New_World_of_Energy/](https://www.schneider-electric.com/en/download/document/Schneider_Electric_Our_New_World_of_Energy/), with consumption predicted to increase 41% by 2035. The energy revolution presents a huge opportunity to help address these issues through effective ['demand' management \(https://www.schneider-electric.com/en/work/solutions/for-business/s4/electric-utilities-demand-response/\)](https://www.schneider-electric.com/en/work/solutions/for-business/s4/electric-utilities-demand-response/). By having the ability to modify energy usage on the demand side through [smarter technology \(https://www.schneider-electric.com/en/work/solutions/for-business/s4/electric-utilities-smart-metering/\)](https://www.schneider-electric.com/en/work/solutions/for-business/s4/electric-utilities-smart-metering/), education, and energy-efficiency improvements, utilities can both save money and accommodate the demands of the

prosumer movement. Some examples of heat network – Guru Systems, VRM Technology, BEN, RISE and Transport (Electric to vehicle)- GridEdge

3. Opportunity for consumers: Smart energy management at home-The convergence of new, widely available technologies have enabled the end-user to automate and fully monetize their energy resources. It is estimated that 3 million energy users in Europe are already generating at least some of their own power. By adding an energy storage system, customers are maximizing self-consumption of this energy and gaining more control over when to use it.

Stories: UKRI is going to tell the story of the Energy Heroes and involve a broad audience in the conversation on how to make clean energy part of everyone's life. The Energy Heroes will be all across the country, some of them are famous, some of them live next door, some run businesses you were not aware of. They are the best kept secret of the Energy Revolution and it is time to celebrate them.

Opinions:

There is significant level of debate rising on the regulatory aspect of democratisation of energy markets. Will Homeowners ever be more important than Power Plants?

The rise of the prosumer: "Cultural Revolution or Digitalized Narcissism?"

For example, but not limited to, Potential Partners:

1. Energy disruptors

- Good Energy
- OVO Energy
- Upside Energy

2. UK 100 - a network of 70 UK places that have signed to reduce carbon emissions by 100% by 2050

3. World Energy Council

4. U-Switch

5. Year of Engineering

6. Energy UK (Trade association for 90 UK based energy suppliers)

7. Renewable UK

Channels:

This campaign will have two main parallel streams:

- the conversation triggered on social channels and event activations to spark the debate about sustainable energy (Twitter, YouTube comments, Facebook)

- the stories of the Energy Heroes, told via video content, blog posts and podcasts.

To kick-start the campaign, we will be producing content on 4-6 heroes. These will be launched during the **Green Great Britain week** which is from 15th to 19th October.

Implementation – Package 1

There will be 3 elements to this first stage of the campaign

1. Launch of the campaign with UKRI defining the energy hero and presenting their top 4 heroes stories in UK. (October 2018)
2. Find your energy hero- we will ask people to nominate their energy hero
3. Celebrate your energy hero - Possible ideas on the event activations-

-Christmas lights, Lightning a landmark building: Welsh assembly, Parliament, Sports activity etc

-Establish a competition to collect the smarter ways to produce energy (from a club using the dance floor vibrations to chemical domestic systems that produce energy from waste.)

Suggested Hashtags for digital engagement:

#energyheroes

#myenergyhero

#localenergyhero

#yourenergyhero

Hero Content/conversation starter

We are going to tell the stories of the Energy Heroes in a truthful way, by interviewing the communities and individuals and creating a narrative that goes across the country.

Here are some examples of an energy heroes single stories we could tell:

Individuals

We will tell the stories of individual energy heroes in a way that emphasizes their humanity. Anyone can be an Energy Hero. These people willingly make use of secure and local resources, reduce their carbon footprint, or install sustainable technologies to power their homes and livelihoods. It does not require a vast budget to be an energy hero, but it does take passion and ingenuity. These stories must feel aspirational, yet homely and within reach.

Prosumers

Prosumers are the new hybrid figure of the Energy Revolution. They don't just buy and consume energy, but trade it, store it and share it. Prosumers are going to grow in ranks in the next years, becoming a sizable part of the energy market. Their stories are the ones of clever and responsible citizens who are going to lead the Energy Revolution.

Businesses

Energy heroes as businesses are those that are developing innovative new technologies, creating jobs in renewable energy sectors and reducing their dependence on non-renewable power sources. In telling their stories, we can dive more deeply into what the future of sustainable energy might look like. What kinds of technologies are being pioneered as we speak, and how are they being implemented? We want to get people excited about the energy revolution by showing them what's possible, and how it can be done.

Communities

Heroic communities are those that make a conscious difference, collectively. These stories bring the energy heroes campaign full circle: they combine individual people with the technology that powers their lives. We want to emphasize a spirit of cooperation and communication between like-minded people. We want to highlight the positive impact of integrating environmentally friendly solutions into their lives. Not only is humanity as a collective capable of living this way, but many

already are. Whereas businesses develop ground-breaking new methodologies, and individuals find smaller scale and more personal ways to save the planet, heroic communities show us what life might one day be like for all of us.

Researchers

Energy Hero researchers are rapidly accelerating the deployment of green energy technologies that decarbonise our energy supply and increase energy efficiency in all aspects of our lives such as in buildings, industry and transport sectors. Energy Hero researchers are also working to develop existing networks and infrastructure to support the changing energy landscape, such as through the development and usage of carbon capture and storage and large scale deployment of renewables.

Audience	Think	Feel	Do
Primary: Public (home-owners, interested environmentalist/good global citizen, educational campuses, military bases, hospitals, holiday parks)	Strong society attitude with respect to alleviation of negative climate impacts and desire to reduce the energy bills	Inspired that the government is supporting UK businesses and academics to develop cutting edge technologies	Be encouraged to become an Energy hero by investing and supporting businesses through consumer choices
Secondary: Stakeholders (BEIS, HMT, LEPs, Media)	UKRI communications are delivering for #Industrial strategy	Reassured that UKRI is best placed to develop the ISCF	Endorse UKRI's strategic development of the challenge fund
Third: Industry and Researchers: (Innovative SME Base, ICT Businesses, MNC's in adjacent sectors- appliance manufacturer, electric vehicle manufacturer, Utilities, Network firm's manufacturer)	See ISCF Per as a great opportunity about supporting new solutions to global energy challenges	Inspired that the government is ensuring the UK is at the forefront of energy revolution	Get involved – visit our website, follow the twitter hashtag, apply for funding

5 Scope

We require a consumer-focussed campaign support agency to develop strategy, plan, and drive earned media around 2-4 ISCF Clean Growth campaigns targeting the widest public possible.

This support will focus initially on the Energy Revolution campaign but may include support to campaigns on related clean growth topics such as food productivity, building efficiency, and plastics innovation.

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 HMG.

Scope of work

Kick off meeting

Fortnightly/monthly campaign meetings/calls

Creation, delivery and evaluation of up to 4 campaign strategies and implementation plans

First campaign to focus on Energy Heroes campaign platform

Status report using a RAG-style approach

Strategy and implementation plan development

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

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

Evaluation - to be conducted under framework of:

- Input
- Outputs
- Outtakes
- Outcomes
- Impact

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

Support 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-focussed campaign agency to:

1. Review and make recommendations on the Energy Revolution campaign PR and content strategy
2. Develop and implement the PR and media plan for the energy revolution campaign:
 - a. Launch media
 - b. Discovering energy heroes – news and features
 - c. Stunt/Event – delivery and coverage
3. Develop and support the delivery of further clean growth campaign activity

- a. Proposing approaches for new campaign platforms and delivery
- b. Designing stunts/real world opportunities for a consumer audience to participate in that create social media, and media engagement
- c. Engaging consumer media in campaigns through news and features for on and offline media
- d. Recommending and developing partnerships with media, commercial and 3rd sector organisations

7. Timetable

Delivery of Energy Heroes Q3

There will be 3 elements to this first stage of the campaign

1. Launch of the campaign with UKRI defining the energy hero and presenting their top 4 heroes stories in UK. (October 2018)
2. Find your energy hero- we will ask people to nominate their energy hero
3. Celebrate your energy hero - Possible ideas on the event activations-
 - Christmas lights, Lightning a landmark building: Welsh assembly, Parliament, Sports activity etc
 - Establish a competition to collect the smarter ways to produce energy (from a club using the dance floor vibrations to chemical domestic systems that produce energy from waste.)

Campaigns 2-4 Q4 18/19 & Q1 19/20

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	AW6.4	Non-Disclosure Agreement
Price	AW5.1	Maximum Budget
Price	AW5.5	E Invoicing
Price	AW5.6	Implementation of E-Invoicing
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	10%
Quality	PROJ1.2	Methodology	20%
Quality	PROJ1.3	Project and Risk Management	20%
Quality	PROJ1.4	Project Team	10%
Interview	PROJ1.7	Interview	25%

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: 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](#)