

1 INTRODUCTION

- 1.1 This document provides an overview of the methodology which will be adopted by the Authority and its Agent to evaluate Potential Provider responses to each question set out within the e-Sourcing event. It also sets out the marking scheme which will apply.
- 1.2 The following information has been provided in relation to each question (where applicable);
- 1.2.1 Weighting – highlights the relative importance of the question
- 1.2.2 Guidance – sets out information for the Potential Providers to consider
- 1.2.3 Marking Scheme – details the marks available to evaluators during evaluation
- 1.3 The defined terms used in the ITT document shall apply to this document.

2 OVERVIEW

- 2.1 The e-Sourcing event is broken down into the following Questionnaires:

Questionnaire Reference	Questionnaire Title
1	KEY PARTICIPATION REQUIREMENTS
2	CONFLICTS OF INTEREST
3	INFORMATION ONLY
4	SERVICE DELIVERY AND APPROACH
5	PRICE

- 2.2 Quality Evaluation Process

2.2.1 The evaluation of each response to the Quality/Service Delivery Questionnaire(s) will be conducted and consensus checked in accordance with the Consensus Marking Procedure set out in paragraph 2.3 below.

2.2.2 Each response to questions within the Quality/Service Delivery Questionnaire(s) will be marked in accordance with the table below:

Mark	Comment
0	Failed to provide confidence that the proposal will meet the requirements. An unacceptable response with serious reservations.
25	A Poor response with reservations. The response lacks convincing detail with risk that the proposal will not be successful in meeting all the requirements.

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50	Meets the requirements – the response generally meets the requirements, but lacks sufficient detail to warrant a higher mark.
75	A Good response that meets the requirements with good supporting evidence. Demonstrates good understanding.
100	An Excellent comprehensive response that meets the requirements. Indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.

2.2.3 Each mark achieved will be multiplied by the corresponding weighting to provide an overall question score.

2.2.4 When the score for each question has been determined they will be added together to provide an overall score for the Quality Evaluation (“Quality Score”).

2.3 Consensus Marking Procedure

2.3.1 Tenders that are scored and require evaluation will be evaluated in accordance with the procedure described in this paragraph.

2.3.2 The Consensus Marking Procedure is a two-step process, comprising of:

- 2.3.2.1 Independent evaluation; and
- 2.3.2.2 Group consensus marking.

2.3.3 During the independent evaluation process, each evaluator will separately (i.e. without conferring with other evaluators) scrutinise the quality of answers given by Potential Providers in their Tender. Each evaluator will then allocate a mark for the answer in accordance with the Marking Scheme applicable to that question.

2.3.4 The Agent will review the marks allocated by the individual evaluators before facilitating a group consensus marking meeting.

2.3.5 During the meeting, the evaluators will discuss the independent marks until they reach a consensus regarding the marks that should be attributed to each Potential Providers’ answer to the questions.

2.3.6 Once all quality responses have been evaluated in accordance with Section 8 of the Invitation to Tender the individual scores attributed to each response will be added together to provide a ‘Quality Score’.

2.4 Price Evaluation Process

2.4.1 Prices submitted by Potential Providers’ within a completed Appendix E- Price Schedule will be recorded and evaluated in accordance with the following process.

2.4.2 Potential Providers' are required to provide a completed pricing schedule against the 'Price' Questionnaire within the e-Sourcing event.

2.4.3 Prices offered will be evaluated against the range of prices submitted by all Potential Providers for that item.

2.4.4 The Potential Provider with the lowest price for the requirement shall be awarded the Maximum Score Available. The remaining Potential Providers shall be awarded a percentage of the Maximum Score Available equal to their price, relative to the lowest price submitted.

2.4.5 The calculation used is the following:

2.4.6 = $\frac{\text{Lowest Price Tendered}}{\text{Tender price}} \times \text{Maximum Score Available}$

Potential Provider	Price Submitted	Score Calculation	Maximum Score Available	Score Awarded
Potential Provider A	£1,000	$\frac{£1,000}{£1,000} * 100$	100	100
Potential Provider B	£2,000	$\frac{£1,000}{£2,000} * 100$	100	50
Potential Provider C	£2,500	$\frac{£1,000}{£2,500} * 100$	100	40

2.5 Final score

2.5.1 The Quality Score will be added to the Price Score to determine the final score for each Potential Provider ("Final Score").

3 EVALUATION CRITERIA

3.1 A summary of all the questions contained within the e-Sourcing event, along with; the minimum acceptable score, maximum score available and weighting (where applicable) are set out below:

3.2 Questionnaires 1 and 2 contain 'Pass/Fail' questions and act as a doorway for progression to the following stages of the evaluation. Potential Providers are strongly advised to read and understand the specific guidance provided before responding to these questionnaires.

3.3 Questionnaire 3 is for information only. Although this questionnaire does not form part of the evaluation process, Potential Providers are advised to complete it in full as any omissions could affect the award process.

- 3.4 The Authority and its Agent reserve the right to challenge any information provided in response to Questionnaire 3 and request further information in support of any statements made therein.

QUESTIONNAIRE 1 – KEY PARTICIPATION REQUIREMENTS			
GUIDANCE	The following questions are ‘Pass/Fail’ questions. If Potential Providers are unwilling or unable to answer “Yes”, their submission will be deemed non-compliant and shall be rejected. Potential Providers should confirm their answer by selecting the appropriate option from the drop down menu.		
Question Number	Question	Max Score	Weighting (%)
[1.1]	Have you read, understood and agree with Appendix A, Terms of Participation? By answering “Yes”, you are confirming your ‘Declaration of Compliance’ at Annex 1 of Appendix A, Terms of Participation.	Pass/Fail	N/A
[1.2]	Have you read, understood and accepted the Invitation to Tender and all associated appendices, specifically Appendix B, Statement of Requirement?	Pass/Fail	N/A
[1.3]	Do you agree, without caveats or limitations, that in the event that you are successful the Terms and Conditions Crown Commercial Service’s Terms and Conditions within Appendix C, Draft Contract Document will govern the provision of this contract?	Pass/Fail	N/A
[1.4]	Do you confirm your Organisation’s e-Sourcing suite profile is complete and accurate at the time of Tendering and that any amendments made following acceptance of this event will be notified to the buyer in writing?	Pass/Fail	N/A
[1.5]	Do you confirm that you can provide all of the requirements outlined within the Appendix B – Statement of Requirements?	Pass/Fail	N/A
[1.6]	Do you confirm that you have submitted evidence of your Cyber Essential accreditation?	Pass/Fail	N/A
QUESTIONNAIRE 2 – CONFLICTS OF INTEREST			
GUIDANCE	Question 2.1 will dictate whether or not question 2.2 needs to be answered. Question 2.2 is a Pass / Fail question. Potential Providers are required to provide details of how the identified conflict will be mitigated. The Contracting Authority will review the mitigation in line with the perceived conflict of interest, to determine what level of risk this poses to them. Therefore if Potential Providers cannot or are		

	unwilling to suitably demonstrate that they have suitable safeguards to mitigate any risk then their Tender will be deemed non-compliant and will be rejected.		
Question Number	Question	Max Score	Weighting (%)
[2.1]	Please confirm whether you have any potential, actual or perceived conflicts of interest that may be relevant to this requirement.	None	N/A
[2.2]	We require that any potential, actual or perceived conflicts of interest in respect of this ITT are identified in writing and that companies outline what safeguards would be put in place to mitigate the risk of actual or perceived conflicts arising during the delivery of these services.	Pass/Fail	N/A

QUESTIONNAIRE 3 – INFORMATION ONLY

GUIDANCE	The following questions are for information only and do not form part of the evaluation. Information provided in response to these questions may be used in preparation of any Contract Award and any omissions may delay completion of this Tender exercise.		
Question Number	Question	Max Score	Weighting (%)
[3.1]	Please provide the name, office address, telephone number and email address for your organisations Tender point of contract.	None	N/A
[3.2]	Please confirm whether your organisation is an SME as defined within EU recommendation 2003/361	None	N/A
[3.3]	Please provide details of any sub-contractors you propose to use in order to meet your obligations should you be awarded a Contract. Your response must include their; <ul style="list-style-type: none"> • Trading Name(s) • Registered Address(es) and contact details • Goods/Services to be provided 	None	N/A
[3.4]	If you are the Lead contact for a Group of Economic Operators, please provide details of all the members of the Group. Your response must include their;	None	N/A

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	<ul style="list-style-type: none"> • Trading Names(s) • Registered address(es) • Duns Number(s) • Role/responsibility within the Group 		
[3.5]	Do you confirm that you have provided details of robust systems, procedures and checks that you have in place to ensure the safety and security of information as detailed within section 17.2 of the Appendix B – Statement of Requirements?	None	N/A

- 3.5 The following Quality/Service Delivery Questionnaires are designed to test Potential Providers' ability to deliver the requirement as set out in Appendix B, Statement of Requirements. Potential Providers *MUST* answer all Quality/Service Delivery questions.
- 3.6 Potential Providers must achieve the minimum acceptable Quality Score, as described, for each of the questions below. Only those responses which achieve the minimum acceptable Quality Score will be included in the Price Evaluation Process.
- 3.7 Where only one (1) submission is received which does not meet the minimum acceptable Quality Score, the Authority reserves the right to enter into dialogue and seek assurances regarding the delivery of the requirement.
- 3.8 Potential Providers are able to provide attachments against each question. Question text fields must be populated with detailed references to relevant attachments or sections within their attachments.
- 3.9 Potential Providers' responses must clearly demonstrate how they propose to meet the requirements set out in the question and address each element in the order they are asked.
- 3.10 Potential Providers' responses should be limited to, and focused on each of the component parts of the question posed. They should refrain from making generalised statements and providing information not relevant to the topic.
- 3.11 Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas including identifying key sections within responses.
- 3.12 Potential Providers will be marked in accordance with the marking scheme at Section 2.
- 3.13 Attachments maybe submitted in Microsoft Word, Excel. PDF format and be in font size 11.

QUESTIONNAIRE 4 – SERVICE DELIVERY AND APPROACH			Weighting – 30 %	
<p>All Potential Providers MUST answer ALL the following questions:</p> <p>To achieve a minimum pass score, Potential Provider’s must submit details for all questions and sub questions asked within this questionnaire.</p>				
Question Number	Question	Minimum Acceptable Score	Maximum Available Score	Weighting %
[4.1]	<p><u>Potential Provider Offering</u></p> <p>Potential Providers must provide details of their proposed Public Sector Contacts Database.</p> <p>Your response must include details regarding all of the following functionalities:</p> <ul style="list-style-type: none"> • Contacts available in line with the sectors and job functions/titles as outlines within Section 6 of Appendix B; • How database contacts will be stored; • How existing CCS contacts will be removed to avoid duplication; • How suppression lists may be created; • How the Supplier will manage updates to contacts throughout the Contract term and; • How the Authority will create and manage multiple contact segments. 	50	100	25%

[4.2]	<p><u>Functionality and Training</u></p> <p>Potential Providers must provide details of their email tool.</p> <p>Your response must include details regarding all of the following;</p> <ul style="list-style-type: none"> • How the Authority will access and use the email tool; • How the tool will be fully customisable to enable the Authority's branding; • How the Authority will be able to monitor and analyse the success of campaigns including delivery rates, bounce rates, open rates and click through rates; • How the tool will allow for automation to re-target contacts based on their response to earlier emails and; • What will be covered within the training and how you plan to deliver the training? 	50	100	25%
[4.3]	<p><u>Key Milestone and Key Performance Indicators</u></p> <p>Potential Providers must provide a project plan with supporting schedule detailing their methodology for delivering the Contract. Potential Providers must ensure that the project plan includes delivery of the training as well as ensuring the timescales are in line with the Key Milestones identified within the Appendix B.</p> <p>Potential Providers are also required to detail how they will ensure that all KPIs/SLAs identified within the Appendix B will be adhered to throughout the lifetime of the Contract.</p>	50	100	25%

[4.4]	<p><u>Security</u> Potential Providers must provide detail regarding the all of the following;</p> <ul style="list-style-type: none"> • Confirmation of your Cyber Essentials or Cyber Security Essentials Plus accreditation; • How you will manage the exchange of data throughout the Contract term; • What robust systems, procedures and checks you have in place to ensure the safety and security of any data being stored/transferred throughout the Contract term; • How you will comply with all Intellectual Property Rights are adhered to throughout the Contract term and; • How you will comply with GDPR throughout the Contract term. 	50	100	25%
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QUESTIONNAIRE 5 – PRICE		Weighting – 70 %
GUIDANCE	<p>Potential Providers must enter costs and upload the Appendix E - Price schedule at the question level on the e-Sourcing event.</p> <p>Prices should be submitted in pounds Sterling, inclusive of any expenses, exclusive of VAT and firm for a period of 30 days following the Deadline for Submission.</p> <p>Potential Providers will be marked in accordance with the marking scheme at Section 2.</p>	
Question Number	Question	Max Score
[5.1]	Please confirm, by selecting 'YES' that you have attached a completed Appendix E – Price Schedule outlining all costs associated in delivering a contract based on Cost Element One (1).	60
[5.2]	Please confirm, by selecting 'YES' that you have attached a completed Appendix E – Price Schedule outlining all costs associated in delivering a contract based on Cost Element Two (2).	20
[5.3]	Please confirm, by selecting 'YES' that you have attached a completed Appendix E – Price Schedule outlining all costs associated in delivering a contract based on Cost Element Three (3).	20
[5.4]	Do you confirm that you have uploaded a PDF version on quote company letter headed paper of your quotation for this requirement?	Information Only