

Open tender

West Midlands Growth Company

Visitor Economy Business Engagement, Support and Development for export

Tender code

2018-WMGC-DEF01

West Midlands Growth Company

Baskerville House
2 Centenary Square
Birmingham
B1 2ND
United Kingdom
T: +44 (0) 121 202 5115
W: www.wmgrowth.com



West Midlands
Growth Company

CONTENTS

SECTION ONE - Tender information		
	Background	3
	Project aims	4
SECTION TWO - Tender specification		
	2.1 Description of requirement	5
	2.2 Project management	8
	2.3 Confidentiality	8
	2.4 Freedom of information	8
SECTION THREE – Tender process and evaluation		
	3.1 Response requirements	9
	3.2 How do we select from the response received?	10
	3.3 Process and timescales	12
	3.4 Tender Queries	14
	3.5 Extensions to deadlines	14
	3.6 Period of validity	14
	3.7 Failure to Proceed	14
	3.8 Error in pricing	15
	3.9 Tender return documents	15
Appendix A	Supplier information	16
Appendix B	Bidding Information	17
Appendix C	Financial information	19
Appendix D	Technical and professional ability	20
Appendix E	Marking Schedule	23

SECTION ONE – tender information

This document contains:

(1) Contract information - for reference only

Project aim

(2) Tender specifications

Project briefing

(3) Tender process and evaluation

- You will need to respond to the requirements listed, considering the evaluation criteria specified and
- You will need to respond via the process and within the timelines as indicated

1.1 Background

West Midlands Growth Company

The West Midlands Growth Company (WMGC) supports the creation of new jobs, the expansion of existing businesses and attracts new businesses and investment to the region, aligned to the ambitions set out in the West Midlands Combined Authority (WMCA) Strategic Economic Plan.

Formerly Marketing Birmingham, the company was established in April 2017. It continues to operate the leisure and business tourism programmes Visit and Meet Birmingham, inward investment programme Business Birmingham and its partnership programme.

The WMGC has been established in partnership with Local Enterprise Partnerships, local authorities, Growth Hubs, universities and a wide range of businesses across the private sector. It focuses its core activities across Greater Birmingham and Solihull, Coventry and Warwickshire and the Black Country, with the potential and scope to deliver services in a wider Midlands context.

The WMGC is owned by the WMCA and its Constituent Members, with private sector majority governance. Its core WMCA and local authority funding levers funding from the private sector and other sources, such as future Devolution Deals.

England's Waterways 'Discover England Fund' project

Birmingham is at the heart of England's waterway network and Birmingham Airport is a primary international gateway for international visitors from our target markets, Germany and the Netherlands. There are direct flights from 12 cities across these countries to Birmingham. The target markets are repeat visitors of 45-65 years of age, easy outdoor adventurers and mature experience seekers.

This project is funded by Visit Britain / Visit England's 'Discover England' programme, which seeks to broaden the reach of international visitors to England through introduction to new markets and development of bookable, commissionable product. It is match funded by project partners.

A state aid declaration will be needed from each business you work with, to ensure that the rolling limit of €200,000 per 3 years has not been exceeded by any one business.

1.2 Project aims

1.2.1 Aims

This project has three core aims

- a) *product development* - to increase bookable, commissionable product along the intuitive routes created by the waterways, creating unique, memorable English holidays which encourage repeat visits;
- b) *market development* - to increase the knowledge of, and propensity to visit to England's Heartland through the travel trade supply chain; and
- c) *economic impact* by using the iconic attractions of the Ironbridge Gorge, Shakespeare's Stratford, Warwick Castle, and the waterways as the hook to increase the volume and value of visits across the seasons with Birmingham as the prime international gateway

This project will grow shoulder and low season visits based on a three-model approach to incentivise visits to the region:

1. For **narrow boating** exploring England's Heartland by canal using the waterway rings as inspiration, with our year 1 partner Drifters, who will work with a ground handler to package narrowboat hire with a selection of additional activities accessed from the canal for the mature experience seekers and outdoor adventurers (March–June and September–October);
2. For **walking and cycling** along the waterways (high and shoulder season) working in partnership with expert intermediaries offering self-guided (or guided) walking or cycling trails, booking accommodation, providing detailed notes and maps, luggage transfer with itineraries featuring a range of waterside activities which complement a trip to England for our markets.
3. For **year-round waterside holidays** cultural shortbreaks will attract visitors, and these same waterways will be a key feature for their dispersal.

Itinerary development will encourage extended stay / spend to enjoy a range of active or cultural / heritage activities.

1.2.2 Duration

The contract will run from 25th February – 30th October 2018

1.2.3 Value

The anticipated maximum value of this contract is *up to* £100,000 *including* VAT. It will be contracted in 3 lots

Each Lot is worth *up to*:

Lot 1: Product Audit £20,000

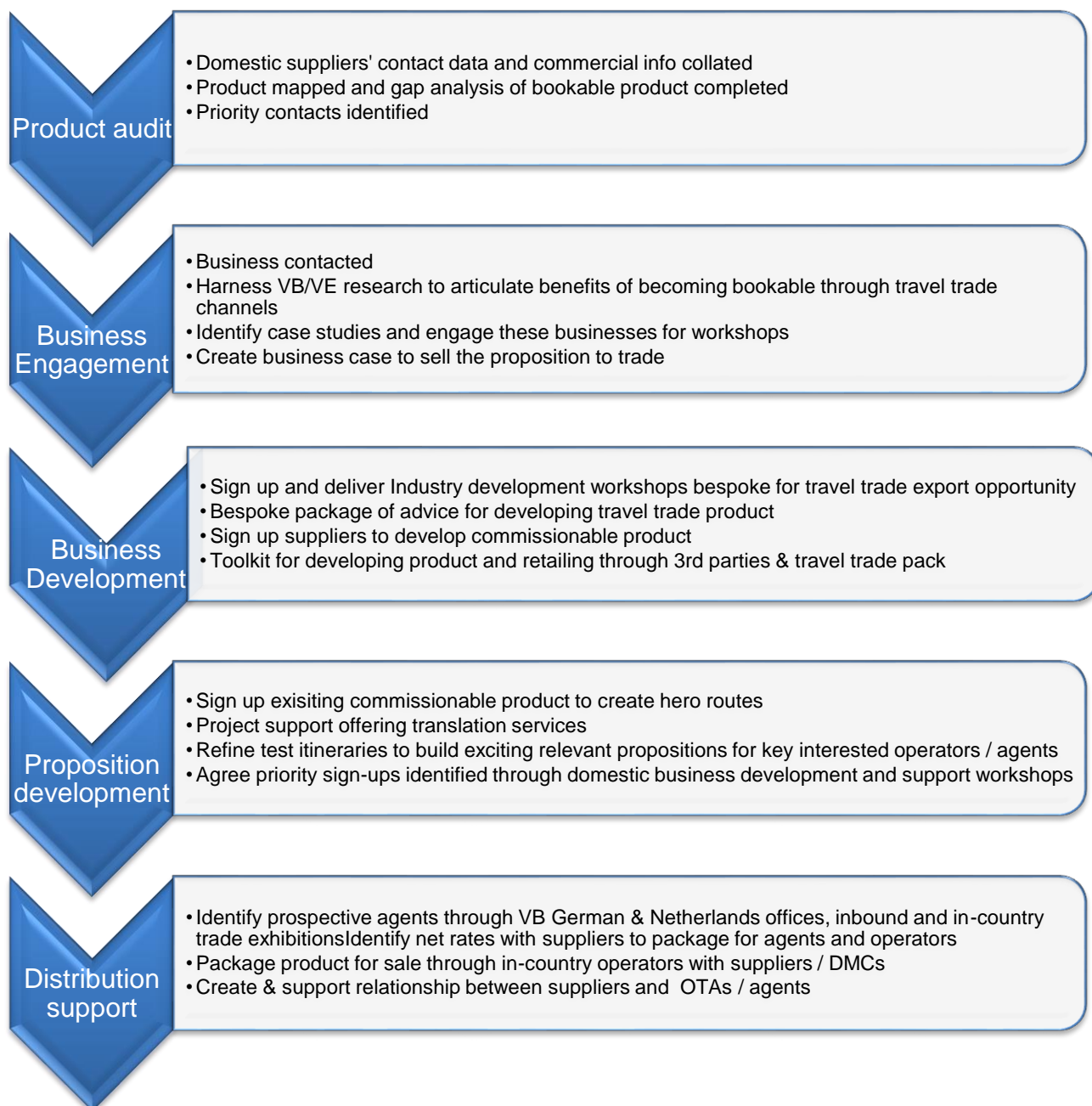
Lot 2: Business Engagement £50,000

Lot 3: Business Development £55,000 plus custodianship of £25,000 innovation pot for direct spend by businesses

SECTION TWO – tender specification

2.1 Description of requirement

2.1.1 Overview of proposed activity to develop bookable, commissionable product



Detailed specification

Lot 1 Product Audit

The winning consultant will undertake a product audit that provides an assessment and analysis of the travel trade infrastructure within the project area.

Outputs

- 1 A comprehensive database (excel spreadsheet format) of all relevant businesses in the tourism and hospitality industry which are located within a mile of the project's 4 canal rings and the River Severn at the western-most boundary of the Midlands' geography (some detail for some rings is collated)
- 2 Businesses mapped (for project administration purposes) – not 'designed' graphic mapping outputs
- 3 A database (excel format) of existing travel trade packages or offers from the project areas, which may be adapted for this project
- 4 Through desk research, an estimation of 'readiness' for export (traffic-light approach)
- 5 A contact database adhering to the GDPR principles
- 6 Identification of relevant DMCs / ground-handlers in UK and contact details (some initial exploratory work has been done)
- 7 Identification of agents / operators in Germany & The Netherlands relevant to the project aims (some initial exploratory work has been done)

Value of up to £20,000 including all expenses

Lot 2 Business Engagement

Based on the businesses identified in the contact database from Lot 1, the winning consultant will communicate with all relevant businesses and invite them to develop / refine their export offer in readiness for the travel trade distribution chain.

Outputs

- 1 Recruitment of businesses based on the contact database from Lot 1, using England's Waterways templates /logo for invitations, offers and chasers
- 2 Project administration, contacts, chasing and delivery
- 3 State aid declaration from each business worked with
- 4 Fully interactive, participative business engagement workshops, for 50 relevant high quality tourism & hospitality businesses; to include
 - ❖ At least 5 businesses from each waterways ring or route
 - ❖ A cultural organisation-specific focused workshop
 - ❖ Economic data examples on the benefits of engaging with the travel trade and expanding to overseas markets

- ◆ So that they find out how targeting the travel trade can
 - enhance the identity and reputation of the Midlands
 - encourage tourism expenditure and retention
 - grow their business
 - extend the visitor season and provide support for the local economy
- ❖ Guest speakers / case studies of businesses that have developed their offer to sell to the travel trade
- ❖ DMCs / operators / agent / OTA representatives as appropriate
- ❖ A short end session for businesses to work through their own development plan and how to achieve this
- ❖ A take-away detailing potential investment funds for business development
- ❖ A toolkit for the England's Waterways project website as an aide-memoire for participants
- ❖ Costs for meeting spaces, refreshments and standard expenses for each attending business of £100

Value of up to £50,000 including all expenses

Lot 3 Business Support

Based on the high-level plans generated from the business support workshops, the winning consultant will offer 1:1 or 1:collaboration group support to participants in the business engagement section above, tailored to its needs. Examples of support could include strategic planning and implementation; funding opportunities; how to package and commercialise free attractions; developing tailored experiences; accommodation / attraction readiness for overseas visitors; translation; collaboration; development of voucher pass or similar.

The consultant will also be a custodian of a £25,000 innovation pot which, for businesses that commit having a bookable commissionable product or experience, will grant up to £5,000 per business development activity for deliverables that result in market-ready product. This will be match-funded by the businesses.

Outputs

1. 1:1 or collaborative business support which will generally be based on site with each chosen business or group of businesses.
2. A minimum of 25 business support sessions will be delivered which are entirely focused on achieving the outcome of a bookable, commissionable product, linked to a DMC, trade website, agent, operator or other trade channel to relevant markets (involving at least 5 businesses per ring or route).
3. This will include 'packaging' implementation, which may link other attractions, experiences or accommodation providers with a pass, voucher or online presence.
4. Linkages and support to establish access to most appropriate distribution channels

5. Fully-evidenced management and distribution of the innovation fund £25,000 for business development ready for export
6. State aid declaration from each business worked with

Value of up to £55,000 including all expenses

Plus acting as custodians of a £25,000 innovation funding pot for product development.

2.1.3 Project milestones and deadlines

The activity will need to be completed to the following strict deadlines.

Milestone	Deadline
Inception meeting (all Lots)	29 th March 2018
Contract and receipt of first invoice	31 st March 2018
Attendance at delivery group meeting	18 th April 2018
Product audit completion	31 st April 2018
Business engagement initial contact	15 th May 2018
Business engagement workshops set up	31 st May 2018
Business engagement workshops	By September 2018
Identification of business development needs 1 st meetings completed	End September 2018
Support in business development process	October 2018

2.2 Project Management

The project will be managed by Becky Frall, Programme Lead - with support from the Project Manager and Project Executive. The contractor(s) will be required to meet once a month to detail progress, with weekly phone calls for trouble shooting to ensure successful delivery.

2.3 Confidentiality

West Midlands Growth Company requires free use of all contact details, progress reports, business development plans and outcomes, and all intellectual property rights to the deliverables produced and assigned to West Midlands Growth Company. The outputs of this project must be kept strictly confidential and they cannot be shared with any third party without written permission from West Midlands Growth Company.

The tender documentation is commercially sensitive and will be kept strictly confidential. Under no circumstances can information be passed on to any third party without permission from West Midlands Growth Company.

2.4 Freedom of Information

Tenderers should note that the Employer may be required to disclose information that Tenderers provide to the Employer under the Freedom of Information Act 2000 unless the Employer can establish either that the information is subject to a duty of confidence or that it is both commercially sensitive and the public interest in maintaining its confidentiality is greater than the public interest in disclosing it.

2.5 Sub-contracting

The Supplier may sub-contract delivery of the Services with the prior consent of the Client.

Please note, this contract is funded by public monies and therefore where the value of the subcontracting element meets the relevant threshold at the time, the supplier MUST adhere to European Union Procurement Guidelines. This guidance is updated periodically and you should ensure you access the most up to date copy at

<https://www.gov.uk/government/publications/european-structural-and-investment-funds-programme-guidance>

2.6 State Aid Requirements

Any public funds which are used to support businesses must be recorded and a rolling threshold of no more than €200,000–worth of support per 3 years must not be exceeded by any one business.

The winning consultant of Lots 2 and 3 will be responsible for gathering a signed declaration from each business worked with through this tender, detailing the value of support received, and the declaration that that company has not exceeded the threshold. Where a company exceeds the threshold, they may not participate in the supported programme.

SECTION THREE – tender process and evaluation

3.1 Response requirements

Your submission should clearly state which LOT you are bidding for. If you are bidding for all LOTs, then your bid should be separated clearly for each LOT and labelled.

A proposal is required that includes the following:

Selection Criteria:

- a) Completion of:
 - Organisation identity (Appendix A)
 - Bidding model (Appendix B)
 - Financial viability (Appendix C)
 - Financial and Technical capability (Appendix D)
- b) For each LOT applied for, separate case studies must be submitted.

Relevant case studies (2 per Lot) to demonstrate your expertise in delivering similar projects – please complete Appendix D. These should cover the LOT that you are bidding for. Where 2 or more lots are bid for, the case studies may be relevant to both or all. Please make this clear: you will therefore include a minimum of 2 and a maximum of 6 case studies.

Information on the account team relevant to the case studies including:

- Focus of work
- Relevant skills and expertise
- Outputs and outcomes from the work you delivered

If tendering for all Lots, the bid should clearly differentiate the proposed approach separately for each LOT.

Response Requirements for Award Criteria:

- c) Details of all stages of your proposed approach and methodology to meet the requirements in section 2 for each LOT tendered for.
- d) Total Costing for each of the outputs as per section 2.1.1; including a breakdown of the number of days and daily rates for each member of the project team. Your total cost should be separate for each LOT that is being tendered for.
- e) Total Costing breakdown, which must also include travel and expenses.

All information to be supplied in English.

Please note the award of this tender will be based solely on bid submission. There will be no additional interviews taking place.

3.2 How do we select from the responses received?

We will check and evaluate each submission and rank contractors according to the following criteria, with the tenderer receiving the highest overall score being awarded the contract:

3.2.1 Selection Criteria

- a) Completion of:
 - Appendix A – Company Information – for information only
 - Appendix B – Bidding Model – for information only
 - Appendix C – Financial Information – self certify
 - Appendix D – Technical and Professional Ability – pass/fail
- b) **Financial Stability – marked pass or fail** – this evaluation will ONLY be conducted on the winning supplier – for the purposes of tendering, suppliers to self-certify that they will provide the information detailed in Appendix C should they be successful. – Please complete Appendix C. Financial stability is evaluated by looking at the following: -
 - a. **Current ratio** – Solvency – (calculated by current assets / current liabilities).
Pass if ratio is greater than or equal to 1; Fail if ratio is less than 1.
 - b. **Gearing ratio** – Equity-Debt ratio (calculated by long term debt / equity and reserves). Pass if ratio is less than or equal to 1; Fail if ratio is greater than 1.
 - c. **Interest cover** – Ability to fulfil short-term obligations to borrowers (calculated by profit before tax / interest payable). Pass if ratio is greater than or equal to three times; Fail if less than three times.

- d. **Adequacy of the reserves** – Looking at Profitability versus the depletion of reserves – for information only

The evaluation panel will approach each Tenderer consistently, and will make a decision based not on one but all of the above criteria / information. Therefore, this does not necessarily mean that failing one of the above criteria will result in a “fail”.

- c) **Technical and professional ability** required – **marked pass or fail** based on your ability to demonstrate expertise and experience relating to undertaking visitor surveys of a similar nature in delivering similar projects in the last three years. **A total score of 6 is required to pass. See Appendix D.**

If submitting as a business consortium, please provide min 1 case study demonstrating previous work as a consortium (can be with a different partner than the one you’re partnering with in this bid submission), additionally provide min 1 case studies from each partner in this business consortium demonstrating experience relating to the requirement.

If submitting a bid including sub-contracted delivery please provide min 1 case study demonstrating previous work with the subcontractor (can be with a different sub-contractor than the one you will be using in this bid submission), additionally provide min 1 case studies demonstrating experience relating to the requirement.

Only those suppliers passing the above selection criteria will proceed to having their bid proposal evaluated against the below award criteria response requirements

3.2.2 Award Criteria – see Appendix G for marking schedule for Methodology and Approach

- a) Methodology - weighted 60% and assessed against the following:
- Tell us how you plan to deliver the works taking into account specific outputs of the project as listed under section 2.1.1, using your experience and expertise built up over previous projects
- b) Approach – weighted 20% and assessed against the following:
- The resources you will put to the project
 - How you will manage the project and meet the project deadlines
- c) Price - weighted 20% and evaluated as follows:

The quote should include all direct staff costs including breakdowns of senior and junior members of staff day rates. General costs related to projects will be expected to be absorbed within the rates quoted e.g. photocopying, travel to meetings, computing resources. No expenses or costs will be valid for separate reimbursement.

The evaluation panel will score the financial proposals for each bid in accordance with the following methodology:

- **10%** - Total fixed cost price for undertaking the work set out in the pricing return (P1) shall be scored by comparing this with the lowest fixed cost price submitted by any tender (Z1) as follows

$$\text{Score} = Z1/P1 \times 10$$

- **10%** The average of the fixed daily cost price for undertaking the work set out in the pricing return ($X1 = P1 / \text{total number of working days}$) shall be scored by comparing this with the lowest fixed daily cost price submitted by any tender (Y1) as follows

$$\text{Score} = Y1/X1 \times 10$$

If a Tender appears to be abnormally low West Midlands Growth Company will follow the process in Regulation 69 of the Public Finance Regulations. A failure to provide a satisfactory explanation for a low price may lead to disqualification of the Tenderer.

NB - West Midlands Growth Company shall rely on the information provided by the quoting provider. A material misrepresentation contained therein shall constitute a material breach of contract.

3.3 Process and timescales

This timetable is indicative only. West Midlands Growth Company reserves the right to change it at its discretion.

Milestone	Deadline and process
Brief stage	
Brief & task	West Midlands Growth Company to issue open tender brief via appropriate invitation to tender websites by 06-03-18 .
Response deadline	Companies must respond to tender brief requirements and submit their proposal to be with West Midlands Growth Company no later than 12:00 noon GMT on 23-03-18 .
Submitting your tender	<p>The West Midlands Growth Company tender process is outlined below. Failure to work in accordance with the deadlines outlined in the tender submission process will lead to automatic dismissal of application.</p> <p>Stage 1 – Express interest</p> <p>All suppliers must visit and register interest via the In-Tend system prior to submitting the tender.</p> <p>https://in-tendhost.co.uk/marketingbirmingham.aspx/Home</p> <p>Once you have expressed interest, the tender bid will be available to download from the “Brief Stage” tab. We recommend that you</p>

	<p>familiarise yourself with the submission process on the website prior to the submission deadline.</p> <p>If you are experiencing any technical difficulties or require any help, you should contact West Midlands Growth Company at the earliest possible point prior to the deadline in order to resolve any issues. Failure to communicate with us prior to the deadline will result in your company being removed from the procurement process.</p> <p>Telephone 0121 202 5115 – please quote the tender reference number.</p> <p>Stage 2 – Identify and submit questions</p> <p>Please submit any questions to Marketing Birmingham via its In-Tend system by no later than 12:00 noon GMT on 19-3-18. This should be done as a correspondence message on the system.</p> <p>To ensure a fair and transparent process, any questions sent past this deadline will not be answered. The company will endeavour to answer all questions by the end of 20-3-18. Responses will be shared with all prospective Tenderers via the Correspondence method and Clarifications Tab on In-tend.</p> <p>Stage 3 – Submit tender</p> <p>The final tender <u>MUST</u> be submitted as an electronic copy via the In-Tend system to West Midlands Growth Company. Failure to submit will result in your company being removed from the procurement process.</p> <p>(A) E-Procurement</p> <p>All suppliers must visit our e-Procurement system (In-Tend) to register and submit the tender.</p> <p>https://in-tendhost.co.uk/marketingbirmingham.aspx/Home</p> <p>Suppliers should note that there is a maximum file upload size of 5mb per document to the 'In-tend' website and where you have a large number of documents or documents which are close to the 5mb file size limit, you MUST ensure you allow plenty of time to upload your submission prior to the deadline for tender submission.</p>
Evaluation stage	
Expected date of evaluation	All responses will be evaluated against pre-identified criteria by the project management team by 26-03-18 .

Expected date of notification of successful tender	Notification of successful tender will be made and the successful company will be notified by 27-03-18 .
Expected date of appointment and project initiation	30-03-18 . A project initiation meeting will be held as soon as possible on/after this date.

3.4 Tender Queries

Tender queries must be submitted via the In-Tend system at the website specified above before the deadline specified above. The tender manager will coordinate any responses.

West Midlands Growth Company will issue response to any tender queries to all tenderers through In-Tend. In the interests of fair and open tendering no reference will be made to the identity of the tenderer raising the individual query or queries.

3.5 Extensions to Deadlines

No extensions will be given to the tender deadlines set out above.

3.6 Period of Validity

Tenders must remain open for consideration (unless previously withdrawn) for not less than [10] weeks from the date for return of tenders.

3.7 Failure to Proceed

Should West Midlands Growth Company and the chosen tenderer fail to enter into a contract for any reason, the chosen tenderer (and all other tenderers) shall not be reimbursed for any tendering, design, mobilisation and/or management costs (or those of any proposed subcontractors, suppliers or consultants).

The chosen tenderer will be required to return to West Midlands Growth Company (at its request) all tender documentation received (including specifications, this invitation to tender, the draft contract etc) or to destroy these.

Tenderers may not retain any documentation for their own use, or their use by third parties.

Please note as WMGC is bound by Public Procurement Law we are unable to accept any material changes to the draft contract provided with the tender documents.

3.8 Errors in Pricing

If West Midlands Growth Company discovers arithmetical errors in any tender West Midlands Growth Company will give the detail of those errors to the tenderer. The tenderer will be given the opportunity to either:

- confirm the offer, in which case all rates or prices are to be treated as being reduced in the same proportion as the corrected total of priced items exceeds or falls short of the tendered total or such items; or
- correct their tender, in which case the corrected figures will be used in the evaluation.

3.9 Tender Return Documents

The following documents are required in response to this invitation to tender:

- Completed Supplier Information (Appendix A)
- Completed Bidding Model (Appendix B)
- Completed Financial Information (Appendix C)
- Completed Technical and Professional Ability Information (Appendix D)
- Responses to award criteria questions (sections 3.1 c and d).

APPENDIX A – **SUPPLIER TO COMPLETE**

Supplier information - Please complete the following form:

a. Name of the company (Prime or single contractor) in whose name the tender would be submitted:	
b. Contact name:	
c. Address:	
d. Telephone number:	
e. Fax number:	
f. E-mail Address:	
g. Company Registration number:	
h. Date of Registration:	
i. Registered address (if different from above):	
j. VAT registration number:	
k. Website address:	

APPENDIX B – SUPPLIER TO COMPLETE

Bidding Model

Please mark 'X' in the relevant box to indicate whether you are;	
<p>a) Bidding as a Prime Contractor and will deliver 100% of the key contract deliverables yourself.</p>	<input type="checkbox"/>
<p>b) Bidding as a Prime Contractor and will use third parties to deliver <u>some</u> of the services.</p> <p>If yes, please provide details of your proposed bidding model in your submission that includes members of the supply chain, the percentage of work being delivered by each sub-contractor and the key contract deliverables each sub-contractor will be responsible for.</p>	<input type="checkbox"/>
<p>c) Bidding as Prime Contractor but will operate as a Managing Agent and will use third parties to deliver <u>all</u> of the services.</p> <p>If yes, please provide details of your proposed bidding model in your submission that includes members of the supply chain, the percentage of work being delivered by each subcontractor and the key contract deliverables each sub-contractor will be responsible for.</p>	<input type="checkbox"/>
<p>d) Bidding as a consortium but not proposing to create a new legal entity.</p> <p>If yes, please include details of your consortium in the next column and use a spare Appendix to explain the alternative arrangements i.e. why a new legal entity is not being created.</p> <p>Please note that the authority may require the consortium to assume a specific legal form if awarded the contract, to the extent that it is necessary for the satisfactory performance of the contract.</p>	<input type="checkbox"/> <p><u>Consortium members</u></p> <p><u>Lead member</u></p>
<p>e) Bidding as a consortium and intend to create a Special Purpose Vehicle (SPV).</p>	

If yes, please include details of your consortium, current lead member an intended SPV in the next column and provide full details of the bidding model using a separate Appendix.

☐

Consortium members:

Current lead member:

Name of Special Purpose Vehicle:

APPENDIX C – SUPPLIER TO COMPLETE

Financial information - Please complete the following financial form to self-certify that you will provide the information requested should you be successful.

<p>a)</p> <p>i. A copy of the most recent audited accounts for your organisation that cover the last two years of trading or for the period that is available if trading for less than two years. Provided that your company qualifies for an audit exemption, then unaudited accounts can be submitted.</p> <p>ii. If the company has been trading for less than a year management accounts to date are required.</p> <p>iii. In addition to (ii) forecasted management accounts are also required.</p> <p>NB. If you have been trading for less than a year and are therefore unable to provide point i and ii, please ensure that you will be able to submit point iii. All information to be supplied in English.</p>	
<p>b) If the organisation is a subsidiary of a group, the above information is required for both the subsidiary and the ultimate parent.</p>	
<p>c) Where appropriate it may be necessary to request inter-company guarantees. Please provide consent.</p>	
<p>d) The name and address of your banker.</p>	
<p>e) Please note that following clause 7.5 of the contract the Supplier will be expected to maintain appropriate and comprehensive insurance cover for its liabilities under the contract. <i>Please confirm whether you already have, or can commit to obtain such insurance cover prior to the commencement of the contract.</i></p>	

APPENDIX D- SUPPLIER TO COMPLETE

Technical and Professional Ability

Responses to this Form will be used to undertake an assessment of your organisation's technical and professional ability to provide the works.

EXPERIENCE AND CONTRACT EXAMPLES					
Please provide details of at least two and up to 6 contracts (from either or both the public or private sector) that are relevant to the tender requirement. Contracts should have been performed during the last three years. (The customer contact should be prepared to speak to us to confirm the accuracy of the information provided below if we wish to contact them).					
		Contract 1	Contract 2	Contract 3	Contract 4
1	Customer Organisation (name):				
2	Customer contact name, phone & email:				
3	Contract start date:				
	Contract completion date:				
	Contract Value:				
4	Description of contract, including evidence as to your technical capability in this market. Please refer to Appendix D for the areas being evaluated and the marking scheme. Please use further sheets for detailing this section				
If you cannot provide at least one example, please briefly explain why (100 words max) –					

APPENDIX D (Continued)

The following marking schedule will be used to evaluate the professional and technical ability criteria:

	Description	Score	Evaluator Notes	Comments
1	Focus of Work (maximum 5 marks)			We are looking for examples of past projects where the work undertaken has a focus on business support specifically for the tourism & hospitality sector. For lots 2 and 3 a focus on travel trade requirements will enhance the score.
2	Relevant skills and expertise (maximum 5 marks)			We are evaluating the extent to which the tenderer demonstrates that they have the specific skills and expertise needed to meet the project requirements. Please detail relevant experience of the team as they apply to this project – for each lot please identify experience in relevant activity – product audit, business engagement and business support.

A total score of 6 is required to pass

Scoring system for selection criteria

Score	Interpretation
0	Either no answer is given or the answer provides no evidence that the Organisation meets any of the Contracting Authority's requirements.
1	The answer provides some evidence that the Organisation meets some of the Contracting Authority's requirements but only in a minimal way.
2	The answer provides satisfactory (or better) evidence that the Organisation partially meets the Contracting Authority's requirements.
3	The answer provides good (or better) evidence that the Organisation meets a majority of the Contracting Authority's requirements.
4	The answer provides good (or better) evidence that the Organisation meets nearly all of the Contracting Authority's requirements.
5	The answer provides excellent evidence that the Organisation fully meets of the Contracting Authority's requirements.

APPENDIX E. Marking Schedule

The following marking schedule will be used to evaluate the award criteria:

Score	Classification	Definition
0	No response (complete noncompliance)	No response at all or insufficient information provided in the response such that the solution is impossible to assess and/or incomprehensible.
1-2	Unsatisfactory response (potential for some compliance but very major areas of weakness)	<p>Substantially unacceptable submission which fails in several significant areas to set out a solution that addresses and meets the requirements: little or no detail may (and, where evidence is required or necessary, no evidence) have been provided to support and demonstrate that the tenderer will be able to provide the services and/or considerable reservations as to the tenderer's proposals in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements.</p> <p>Would represent a very high risk solution for the contracting authority</p>
3-4	Partially acceptable response (one or more areas of major weakness)	<p>Weak submission which does not set out a solution that fully addresses and meets the requirements: response may be basic/ minimal with little or no detail (and, where evidence is required or necessary, with insufficient evidence) provided to support the solution and demonstrate that the tenderer will be able to provide the services and/or some reservations as to the tenderer's solution in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements.</p> <p>May represent a high risk solution for the contracting authority.</p>

Score	Classification	Definition
5-6	Satisfactory and acceptable response (substantial compliance with no major concerns)	<p>Submission sets out a solution that largely addresses and meets the requirements, with some detail (or, where evidence is required or necessary, some relevant evidence) provided to support the solution; minor reservations or weakness in a few areas of the solution in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements.</p> <p>Medium, acceptable risk solution to the contracting authority.</p>
7-8	Fully satisfactory /very good response (fully compliant with requirements).	<p>Submission sets out a robust solution that fully addresses and meets the requirements, with full details (and, where evidence is required or necessary, full and relevant evidence) provided to support the solution; provides full confidence as to the relevant ability, understanding, expertise, skills and/or resources to deliver the requirements.</p> <p>Low/No risk solution for the contracting authority.</p>
9-10	Outstanding response (fully compliant, with some areas exceeding requirements)	<p>Submission sets out a robust solution (as for a 7-8 score – above) and, in addition, provides or proposes additional value and/or elements of the solution which exceed the requirements in substance and outcomes in a manner acceptable to the contracting authority; provides full confidence as to the relevant ability, understanding, expertise, skills and/or resources not only to deliver the requirements, but also exceed it as described.</p> <p>Low/No risk solution for the contracting authority.</p>

