



Invitation to Quote

Questions

**Request for Proposal (RFP) on behalf of The UK Space Agency
(UKSA)**

Subject: Launch UK Logo Design Competition Delivery Partner

Sourcing Reference Number: UKSAC21_0031

Section 6 – Evaluation questionnaire

Bidders should note that the evaluation questionnaire is located within the **e-sourcing questionnaire**.

Guidance on how to register and use the e-sourcing portal is available at <http://www.ukpbs.co.uk/services/procure/Pages/supplier.aspx>

PLEASE NOTE THE QUESTIONS ARE NOT NUMBERED SEQUENTIALLY

COMMERCIAL QUESTIONNAIRE

SEL1.1	Please state the full legal name and address and contact details of the organisation tendering (or organisation acting as lead contact where a consortium bid is being submitted).																																	
Bidder Guidance	The information should be based on the details of the organisation bidding (or organisation acting as lead contact where a consortium bid is being submitted). This is the legal entity with whom we will Contract if successful.																																	
Scoring Criteria	For information only																																	
Answer Type	<div style="background-color: yellow; border: 1px solid black; padding: 5px;"> Text <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%; text-align: center;">(a)</td><td style="width: 70%;">Bidders full legal name</td><td style="width: 25%;"></td></tr> <tr> <td style="text-align: center;">(b)</td><td>Address line 1</td><td></td></tr> <tr> <td></td><td>Address line 2</td><td></td></tr> <tr> <td></td><td>Address line 3</td><td></td></tr> <tr> <td></td><td>Address line 4</td><td></td></tr> <tr> <td></td><td>Town / City</td><td></td></tr> <tr> <td></td><td>Country</td><td></td></tr> <tr> <td></td><td>Post code (or equivalent)</td><td></td></tr> <tr> <td style="text-align: center;">(c)</td><td>Bidder contact</td><td></td></tr> <tr> <td style="text-align: center;">(d)</td><td>Telephone No.</td><td></td></tr> <tr> <td style="text-align: center;">(e)</td><td>Email</td><td></td></tr> </table> </div>	(a)	Bidders full legal name		(b)	Address line 1			Address line 2			Address line 3			Address line 4			Town / City			Country			Post code (or equivalent)		(c)	Bidder contact		(d)	Telephone No.		(e)	Email	
(a)	Bidders full legal name																																	
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SEL1.2	<p>In the last three years, has any finding of unlawful discrimination been made against your organisation by an Employment Tribunal, an Employment Appeal Tribunal or any other court (or in comparable proceedings in any jurisdiction other than the UK)? And/or;</p> <p>In the last three years, has your organisation had a complaint upheld following an investigation by the Equality and Human Rights Commission or its predecessors (or a comparable body in any jurisdiction other than the UK), on grounds of alleged unlawful discrimination?</p>
Bidder Guidance	<p>The Bidder shall answer Yes or No</p> <p>Yes – Fail – Please provide details within SEL1.2.1 No – Pass – No response required to SEL1.2.1</p> <p>*If you have answered “yes” please provide, as an attachment to SEL1.2.1 a summary of the nature of the investigation and an explanation of the outcome of the investigation to date.</p> <p>If the investigation upheld the complaint against your organisation, please use the attachment to explain what action (if any) you have taken to prevent unlawful discrimination from reoccurring.</p> <p>You may be excluded if you are unable to demonstrate to the Contracting Authority’s satisfaction that appropriate remedial action has been taken to prevent similar unlawful discrimination reoccurring.</p>
Scoring Criteria	Mandatory Pass / Fail
Answer Type	<div style="background-color: yellow; border: 1px solid black; padding: 5px;"> Yes – Fail – Please provide details within SEL1.2.1 No – Pass – No response required to SEL1.2.1 </div>

SEL 1.2.1	Supporting Documentation for SEL1.2.1
Bidder Guidance	<p>Where a bidder has responded 'Yes' to SEL 1.2 please provide a supporting document attached to this question, including a summary of the nature of the investigation and an explanation of the outcome of the investigation to date.</p> <p>If the investigation upheld the complaint against your organisation, please use the attachment to explain what action (if any) you have taken to prevent unlawful discrimination from reoccurring.</p> <p>You may be excluded if you are unable to demonstrate to the Contracting Authority's satisfaction that appropriate remedial action(s) have been taken to prevent similar unlawful discrimination reoccurring.</p> <p>This information should be provided as an attachment to this question. Any bidder declaring unlawful discrimination within SEL 1.2 but not providing evidence may not be considered.</p>
Scoring Criteria	For Information Only
Answer Type	Document Upload

SEL 1.3	If you are Commercial organisation with a minimum financial turnover of £36M, please confirm that you are compliant with Section 54 of the Modern Slavery Act 2015.
Bidder Guidance	<p>The Bidder shall choose from the following options;</p> <ul style="list-style-type: none"> A. N/A – our turnover is less than £36M B. Yes – We are compliant and have attached information in SEL 1.3.1 C. No (with justification) – we are not compliant but will be prior to commencement of a contract. See information attached in SEL 1.3.1 D. No – we are not and will not be compliant at the time of award of the contract <p>Bidders selecting option 'D' will be considered non-compliant for this Procurement.</p>
Scoring Criteria	Mandatory Pass/ Fail
Answer Type	Multiple Choice Dropdown

SEL 1.3.1	Supporting Documentation for SEL 1.3
Bidder guidance	<p>Where a bidder has responded 'Yes' or 'No (with justification)' to SEL 1.3, please provide your supporting information as an attachment.</p> <p>Any bidder declaring they are compliant within SEL 1.3 but not providing evidence may not be considered.</p>
Scoring	For information only

Criteria	
Answer Type	Document upload

SEL2.12	<p>General Data Protection Regulations (GDPR) Act and the Data Protection Act 2018</p> <p>The GDPR is a mandatory requirement for all contracts or agreements both in the Public and the private sectors that involves the transfer and processing of personal data, which came into force on the 25th May 2018.</p> <p>It is mandatory for bidders to demonstrate that they will be able to meet the technical requirements and obligations prescribed by the GDPR.</p> <p>All contracts or agreements that are awarded by the Contracting Authority (the data controller) shall contain terms and conditions that oblige the successful bidder and any bidder supply chain (data processor) used under this Contract to comply with the GDPR and indemnify the Contracting Authority (data controller).</p> <p>Further information and helpful guidance relating to the GDPR is available from the Information Commissioners Office (ICO) at: https://ico.org.uk/</p>
Bidder Guidance	<p>The Contracting Authority actively encourages all bidders to ensure that they visit the ICO website via the advised link and understand the implications of the GDPR and have your Data Protection Officer complete this section if you have one or attentively seek external professional advice before completing this section of your bid</p> <p>Bidders can answer</p> <p>Yes – We can demonstrate full compliance as is required by the GDPR now – Pass</p> <p>No – We will not be compliant prior to any award and we have no intention of being compliant – Fail</p> <p>Partial / Working towards – We declare that we are not fully compliant with the GDPR at this present time; however, we are able to demonstrate that we have processes in place to manage GDPR compliance through evidence-based achievement provided in SEL2.12.1.</p> <p>Please note: you are required to provide in your bid submission, attached to SEL2.12.1, suitable evidence of 'Partial / Working towards'. This will be reviewed by the Contracting Authority DPO as part of the evaluation process.</p> <p>The Contracting authority has set a date of 1st October 2021 that any bidder must declare that they will be fully compliant with the requirements of the GDPR.</p> <p>The CA as the data controller accepts limited liability for risk up and until the date detailed above.</p>

	Non-compliance past this date is not approved and is at the full liability of the supplier.
Scoring Criteria	Mandatory Pass / Fail
Answer Type	<p>Multiple Choice Dropdown</p> <p>Yes – We can demonstrate full compliance as is required by the GDPR now – Pass</p> <p>Partial / Working towards – We declare that we are not fully compliant with the GDPR at this present time; however, we are able to demonstrate that we have processes in place to manage GDPR compliance through evidence-based achievement provided in SEL2.12.1.</p> <p>No – We will not be compliant prior to any award and we have no intention of being compliant – Fail</p>

SEL2.12.1	Mandatory Evidence for General Data Protection Regulations (GDPR) Act and the Data Protection Act 2018												
Bidder Guidance	<p>Where a bidder has answered 'Partial/Working towards' in SEL2.12 they shall provide the following pieces of supporting evidence they hold to support their response to SEL2.12</p> <p>Bidders will only Pass this question where they are able to provide the following information against the options outlined below. Any failure to provide the following level of content required will result in a Fail</p> <p>Mandatory Evidence:</p> <ul style="list-style-type: none"> • Effective processes for incident management and reporting in the event of a data breach. • A plan outlining how and when you will achieve compliance. <p>And:</p> <table border="1"> <thead> <tr> <th>Both of the below</th><th>Or; a minimum of 3 of the following</th></tr> </thead> <tbody> <tr> <td>• ISO27001 (services within the scope of this contract)</td><td>1. Registered with the ICO (or equivalent supervisory authority if outside the UK)</td></tr> <tr> <td>• Recent independent data protection audit (services within the scope of this contract)</td><td>2. Have a Data Protection Policy, Information Security Policy and have appointed a data protection lead or Data Protection Officer (DPO)</td></tr> <tr> <td></td><td>3. Robust processes for recording and maintaining personal data (Record of Processing Activity)</td></tr> <tr> <td></td><td>4. Implementation of appropriate technical and organisational measures to show you have considered and integrated data protection into all processing activities.</td></tr> <tr> <td></td><td>5. Adequate data protection training is provided to all those processing data</td></tr> </tbody> </table>	Both of the below	Or; a minimum of 3 of the following	• ISO27001 (services within the scope of this contract)	1. Registered with the ICO (or equivalent supervisory authority if outside the UK)	• Recent independent data protection audit (services within the scope of this contract)	2. Have a Data Protection Policy, Information Security Policy and have appointed a data protection lead or Data Protection Officer (DPO)		3. Robust processes for recording and maintaining personal data (Record of Processing Activity)		4. Implementation of appropriate technical and organisational measures to show you have considered and integrated data protection into all processing activities.		5. Adequate data protection training is provided to all those processing data
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	5. Adequate data protection training is provided to all those processing data												

		within the scope of this contract.
		6. Processes are in place to respond to Individual Right requests as required under this contract.
	Please note: you are required to provide in your bid submission, attached to this question suitable evidence of ' Partial / Working towards '. This will be reviewed by the Contracting Authority DPO as part of the evaluation process.	
Scoring Criteria	For Information Only	
Answer Type	Document Upload	

SEL2.13	Data Storage	
	Please confirm where GDPR data will be stored for the duration of this Contract, including any additional Countries that data may be transferred to throughout the life of this Contract.	
Bidder Guidance	Bidders are required to confirm where GDPR data will be stored for the duration of this Contract, including any additional Countries that data may be transferred to throughout the life of this Contract Please note, where bidders confirm that data may be stored or transferred outside of the UK, there may be a requirement to include additional Contract Clauses to ensure GDPR Compliance.	
Scoring Criteria	For Information Only	
Answer Type	Free Text	

FOI1.1	FREEDOM OF INFORMATION ACT 2000 (FOIA) AND / OR ENVIRONMENTAL INFORMATION REGULATIONS 2004 (EIR)	
	Information provided in the course of the procurement process may be disclosed under Freedom of Information Act 2000 or Environmental Information Regulations 2004. Please note that some of the information provided may be protected under the FOIA exemptions and EIR exceptions. More information on applying the exemptions or exceptions can be found under the information Commissioners Office (ICO) website http://ico.org.uk Please confirm you have been informed that information provided under this Bid may be disclosed under the FOIA and EIR and agree to it being published.	
Bidder Guidance	The Bidder shall answer Yes or No Yes – Pass No – Fail	
Scoring Criteria	Mandatory Pass / Fail	
Answer	Yes – Pass	

Type	No – Fail
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FOI1.2	<p>FREEDOM OF INFORMATION ACT 2000 AND / OR ENVIRONMENTAL INFORMATION REGULATIONS 2004 EXEMPTIONS</p> <p>Please complete this section <u>only</u> if you have agreed for your information to be disclosed under the FOIA or EIR in FOI1.1 If you have not agreed for your information to be disclosed under the FOIA or EIR in Question FOI1.1 please complete each field 'N/A' (not applicable)</p> <p>If you have agreed for your information to be disclosed under the FOIA or EIR in Question FOI1.1 please tell us what exemptions or exceptions may apply to your information and why?</p>
Bidder Guidance	<p>The Bidder shall provide details of their proposed exemptions/exception in the fields below.</p> <p>The Bidder shall note that if the Contracting Authority believes that the suggested exemptions or exceptions have not been applied properly, the Contracting Authority will disclose the requested information unless another exemption or exception can be applied by the Contracting Authority.</p> <p>Be aware that by completing FOI1.1 and answering 'yes' you have agreed for the Contracting Authority to disclose the provided information under the Freedom of Information Act 2000 or Environmental Information Regulation 2004; therefore, you will not be approached for consent.</p> <p>Bidders are required to complete the table fields below, highlighting your proposed exemptions to this question.</p> <p>If you are not relying on any exemptions or exceptions, please complete each field 'N/A' (not applicable).</p>
Scoring Criteria	For information only
Answer Type	Confidential Information and justification for exemption/exception under FOI Act
	Large Text Field
	Commercially sensitive information and justification for exemption/exception under FOI Act
	Large Text Field

AW1.1	<p><u>FORM OF BID</u></p> <p>I declare that to the best of my knowledge the answers submitted in this ITQ are correct. I understand that the information will be used in the process to assess my organisation's suitability to be invited to bid for the Contracting Authority's requirement and I am signing on behalf of my organisation. I understand that the Contracting Authority may reject this ITQ if there is a failure to answer all relevant questions fully or if I provide false/misleading information.</p> <p>I understand that the Government's transparency agenda requires that</p>
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	<p>sourcing documents, including ITQ templates such as this, are published on a designated, publicly searchable web site, and, that the same applies to other sourcing documents issued by the Contracting Authority, including the ITQ, and any contract entered into by the Contracting Authority or its customers with its preferred supplier once the procurement is complete.</p> <p>By submitting a response to this ITQ I agree that our participation may be made public.</p> <p>I understand that the answers given in this response will not be published on the web site (but may fall to be disclosed under Freedom of Information Act 2000 or Environmental Information Regulations 2004).</p> <p>By submitting a response to this ITQ I agree and accept the justification for the Contracting Authority's evaluation criteria.</p> <p>By submitting a response to this ITQ I agreed and accept that the Contracting Authority reserves the right to change without notice the procedure for awarding the Contract, to reject any or all bids for the Contract, to stop the process and not award the Contract (in whole or in part) at any time without any liability on its part.</p> <p>By submitting a response to this ITQ I agree and accept that nothing in this process is intended to form any express or implied contractual relationship between the Parties unless and until a Contract is awarded. The Contracting Authority is not liable for any costs resulting from cancellation of this process nor any costs incurred by Bidders taking part in this procurement process.</p> <p>I understand that where sourcing documents issued by the Contracting Authority or contracts with its suppliers fall to be disclosed the Contracting Authority will redact them as it thinks necessary, having regard (inter alia) to the exemptions/exceptions in the FOIA or EIR.</p>
Bidder Guidance	<p>The Bidder shall answer Yes or No</p> <p>Yes – Pass No - Fail</p>
Scoring Criteria	Mandatory Pass / Fail
Answer Type	<p>Yes – Pass No – Fail</p>
AW1.3	<p>CERTIFICATE OF BONA FIDE BID</p> <p>The essence of procurement is that the customer shall receive bona fide competitive Bids, from all those Bidding. In recognition of this principle, we certify that this is a bona fide Bid, intended to be competitive and that we have not fixed or adjusted the amount of Bid by or under or in accordance with any agreement with any other person.</p> <p>We also certify that we have not done, and we undertake that we will not do at any time before the hour and date specified for the return of this Bid any of the following:</p>

	<p>(a) Communicate to a person other than the person calling for these Bids the amount or approximate amount of the proposed Bid, except where the disclosure, in confidence, of the approximate amount of the Bid was necessary to obtain insurance premium quotations for the preparation of the Bid;</p> <p>(b) Enter into any agreement or arrangement with any other person that he shall refrain from bidding or as to the amount of any Bid to be submitted;</p> <p>(c) Offer to pay or agree to pay or give any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or have caused to be done in relation to any other Bid or proposed Bid for the said supply / service any act or thing of the sort described above.</p> <p>In this certificate, the word "person" includes any persons and anybody or association, corporate or unincorporated, and any "agreement or arrangement" includes any such transaction, formal or informal, and whether legally binding or not.</p> <p>We acknowledge that the Contracting Authority will be entitled to cancel the contract and to recover from us the amount of any loss resulting from such cancellation if we or our representatives (whether with our without our knowledge) shall have practiced collusion in Bidding for this contract or any other contract with the Contracting Authority or shall employ any corrupt or illegal practices either in the obtaining or execution of this contract or any other contract with the Contracting Authority.</p> <p>We agree that the Contracting Authority may disclose the Bidders information / documentation (submitted to the Contracting Authority during this Procurement) more widely within Government for the purpose of ensuring effective cross-Government procurement processes, including value for money and related purposes.</p>
Bidder Guidance	<p>The Bidder shall answer Yes or No</p> <p>Yes – Pass No – Fail</p>
Scoring Criteria	Mandatory Pass / Fail
Answer Type	<p>Yes – Pass No – Fail</p>
AW3.1	<p>In the event of a Bidder successfully providing the most advantageous offer to the Contracting Authority against a procurement requirement, the Bidder is expected to provide an answer to the validation check that can be seen within Stage One: Overview Section prior to the award of any Contract.</p> <p>If the Bidder fails to meet the Contracting Authority's expectations, we reserve the right to not award the Contract to the relevant Bidder and either award to the Bidder with the second most advantageous response</p>

	or run a new procurement.
Bidder Guidance	<p>The Bidder is not required to complete the validation check at this stage but will be required to respond to the questions in the event of providing the most advantageous offer to the Contracting Authority's against a procurement requirement.</p> <p>Yes – Pass No – Fail</p>
Scoring Criteria	Mandatory Pass / Fail
Answer Type	<p>Yes – Pass No – Fail</p>

AW4.1	Please confirm your acceptance of the Contract Terms that can be found within the Stage One: Overview section.
Bidder Guidance	<p>The Bidder shall answer Yes, No with justification or No</p> <p>Yes, we accept the terms and condition in their entirety – Pass</p> <p>No with justification – Pass. Complete the document upload attached to AW4.2 with details of what amounts to a valid justification.</p> <p>No – Fail</p> <p>For absolute clarity should a bidder select 'Yes' or 'No' you are not required to respond to AW4.2, however if you select 'No with Justification' you will be required to complete AW4.2 in order to be considered.</p>
Scoring Criteria	Mandatory Pass / Fail
Answer Type	<p>Multiple Choice Dropdown</p> <p>Yes, we accept the terms and condition in their entirety – Pass No with justification – Pass. Complete the document upload attached to AW4.2 with details of what amounts to a valid justification. No – Fail</p>

AW4.2	<p>Where a Bidder has answered question AW4.1 with 'No with justification' they must detail the justification and the proposed change to the clause.</p> <p>Where a bidder has responded 'Yes' or 'No' to AW4.1 you are not required to respond to this question.</p>
Bidder Guidance	<p>A justification for not accepting a specific clause or series of clauses from the attached Contract Terms is that the Bidder would be in breach of legal requirements or statutory regulations by complying with that clause or series of clauses (i.e. for the avoidance of doubt, being unable to comply with a clause or series of clauses because of an internal policy reason will not be considered to be a justification for a legal requirement or statutory regulation).</p> <p>Where the Bidder has answered question AW4.1 as "no with justification", the Bidder shall provide a Contract mark-up utilising track changes detailing the relevant clause, the proposed changes to the clause and the justification for the changes. In this case, the Bidder shall score a pass if (but only if) the Contracting Authority considers both the following requirements are satisfied:</p>

	<ul style="list-style-type: none"> the reasons stated as justifying the Bidder's statement that it cannot accept the Contract Terms due to legal requirements or statutory regulations are valid; and the changes submitted do not create significant risk for the Contracting Authority and are reasonably necessary and proportionate to ensure the Bidder complies with the legal requirements and statutory regulations. <p>In the event of a Bidder answering Yes or No to Question AW4.1 and then providing a proposed mark-up, rejection of a clause or a justification for a change then the response will be a Fail.</p> <p>Any bidder selecting 'No with Justification' to AW4.1 and failing to upload an attachment to this question detailing the information above may not be considered further.</p> <p>Bidders are to note that any requested modifications to the Contracting Authority Terms and Conditions on the grounds of statutory and legal matters only, should be raised as a formal clarification during the permitted clarification period.</p>
Scoring Criteria	Mandatory Pass / Fail
Answer Type	Document Upload

PRICE QUESTIONNAIRE

AW5.1	Please confirm your price shall remain firm and fixed for the full term of the Contract. Thereafter they shall be subject to change in accordance with the terms of the contract.
Bidder Guidance	The Bidder shall answer Yes or No Yes – Pass No – Fail
Scoring Criteria	Mandatory Pass / Fail
Answer Type	Yes – Pass No - Fail

AW5.2	<p>Bidders are required to complete the Excel Pricing Schedule attached in the Document Upload attachments.</p> <p>All prices shall be in £ GBP and exclusive of VAT.</p> <p>All costs appearing elsewhere in the Bid but not mentioned in this Pricing Schedule shall be presumed waived.</p>
Bidder Guidance	<p>Bidders shall confirm they have completed the Pricing Schedule.</p> <p>The scoring methodology for this question shall be:</p> <p>The lowest price for a response which meets the pass criteria shall score 100.</p> <p>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.</p> <p>Where the scoring criterion is worth 50% then the 0-100 score achieved will be multiplied by 50</p> <p>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 x 50 = 40)</p> <p>The lowest score possible is 0 even if the price submitted is more than 100% greater than the lowest price.</p> <p>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 lowest score possible is 0.</p> <p>For example, assuming the lowest bid is £100,000.</p> <p>Bid Price £100,000 Differential to the lowest price which meets mandatory pass criteria ('Differential') 0 Score 100</p> <p>Bid price - £120,000 Differential - 20% Score - 80</p>

	Bid price - £140,000 Differential - 40% Score - 60 Bid Price - £150,000 Differential - 50% Score - 50 Bid Price - £175,000 Differential - 75% Score - 25 Bid Price - £200,000 Differential - 100% Score - 0 Bid Price - £300,000 Differential - 200% Score - 0
Scoring Criteria	Maximum Marks 30%
Answer Type	Price Document Upload

AW5.3	<u>Maximum Budget</u> As stated within the tender documents, the maximum budget for this requirement will be £180,000.00ex VAT . This should include all costs relating to the projects as well as Travel, Subsistence and Overhead costs. Please confirm that your final price submitted within AW5.2 will fall within this budget.
Bidder guidance	The Bidder shall answer Yes or No Yes – Pass No – Fail
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

QUALITY QUESTIONNAIRE

AW6.1	Please confirm your compliance to the requirements of Section 4 Specification
Bidder Guidance	The Bidder shall answer Yes or No Yes – Pass No – Fail
Scoring Criteria	Mandatory Pass / Fail
Answer Type	Yes – Pass No – Fail

AW6.2	Variable Bids The Contracting Authority shall not accept variable bids as part of this Procurement. The criteria in regard to variable bids for this Procurement is outlined below.
Bidder Guidance	The Bidder shall answer Yes or No Yes - We have provided a variable bid only – Fail No - We have chosen to only offer a main bid and have not chosen to provide an alternative bid submission – Pass
Scoring Criteria	Mandatory Pass / Fail
Answer Type	Yes - We have provided a variable bid only – Fail No - We have chosen to only offer a main bid and have not chosen to provide an alternative bid submission – Pass

PROJ1.1	Please give details about how you propose to manage all elements of the competition including design of the competition framework, criteria and application process.
Bidder Guidance	<p>Bidders shall outline their approach to design, manage and implement the competition framework including all elements of hosting the website, communications, administration and logistics. This shall include but not be limited to:</p> <ul style="list-style-type: none"> • Design, management and implementation of the application process including all associated administration, uploading of entries, design of the competition process and supporting criteria and rules/terms and conditions, in line with wider UKSA Spaceflight goals • Assessing applications against a short-listing criteria and provision of supporting evidence for shortlisted /winning entries • Design and management of the selection, administration and coordination of the judging panel, with supporting the guidance from the UKSA. <p>Your response must be no more than 3 sides of A4, using Arial font size 11. Any information provided over this page limit will not be evaluated.</p>

Weighting	10%
Response Format	Attachment
PROJ1.2 Digital Capability	Demonstrate your ability to create, host and manage an engaging and inspiring competition website/microsite which can be used to host a variety of downloadable resources which the delivery partner will also be responsible for creating.
Bidder Guidance	<p>Bidders shall outline their approach to designing, creating, hosting and managing an accessible and engaging website and supporting educational digital resources, outlining the resources, approach and skills required to do deliver this requirement. Responses should include but not be limited to:</p> <ul style="list-style-type: none"> • Creating an appropriate look/feel for the website and resources that reflects the ambition of the competition • Demonstrate how the website and resources will be accessible and appropriate for the audiences outlined • Creating a suitable mechanism for accepting entries in suitable formats • Designing and creating a range of downloadable resources and activities to engage and inform applicants and educators and encourage entries from as many applicants as possible • Identifying, hosting/signposting to additional suitable online resources and guidance <p>Your response must be no more than 4 sides of A4, using Arial font size 11. Any information provided over this page limit will not be evaluated.</p>
Weighting	15%
Response Format	Attachment

PROJ1.3 Campaign Management	How will you approach creating an impactful and inspiring promotional campaign for the competition to ensure the competition engages as many young people as possible and increases their knowledge about the role of small satellites in informing solutions to climate change?
Bidder Guidance	<p>Bidders shall provide details of how they will create digital/downloadable (and where appropriate, physical) resources and content to raise the profile of and drive awareness of the competition to ensure it reaches as many young people as possible. This shall include but not be limited to:</p> <ul style="list-style-type: none"> • outlining the opportunity and highlighting the uniqueness of the competition so that we can inspire and engage as many young people as possible. • Creating a brand look/feel for the competition that will run through all

	<p>the audience touchpoints and across the website</p> <ul style="list-style-type: none"> • Creating shareable and engaging assets and content to raise awareness of the activity • Identifying suitable channels/ambassadors you will use to promote the campaign to extend its reach • Please include an outline plan to launch the campaign that demonstrates your approach to the campaign elements including proposed channels and key messages. • Please identify what elements of the above you would prioritise and why <p>Your response must be no more than 4 sides of A4, using Arial font size 11. Any information provided over this page limit will not be evaluated.</p>
Weighting	15%
Response Format	Attachment

PROJ1.4 Audience Engagement	Please provide details of how you will reach out and engage with different audiences in both formal and informal learning sectors, giving particular focus on attracting those from harder to reach communities and underrepresented backgrounds
Bidder Guidance	<p>Bidders shall provide details of how they will engage with or create networks and channels to market to identify all audiences to ensure maximum reach and engagement for the campaign, with a particular focus as shown above. This shall include but not be limited to:</p> <ul style="list-style-type: none"> • How will you identify and target underrepresented groups and inspire them to take part? • What networks and relationships will you use to maximise the awareness and reach of your campaign? • How will you ensure communications are accessible and pitched at the appropriate audience? • How you will identify and harness relevant celebrities, social channels, existing platforms to ensure maximum reach with the target audience. What insight will you use to inform this? • Who else do you think it will be important to engage with in order to widen the reach of this competition and how will ensure your message reaches those people? <p>Your response must be no more than 3 sides of A4, using Arial font size 11. Any information provided over this page limit will not be evaluated.</p>
Weighting	10%
Response Format	Attachments

PROJ1.5 Evaluation	How will you evaluate the success and reach of the campaign?
Bidder Guidance	<p>Bidders shall provide details of how they will identify and manage evaluation and learning outcomes that demonstrate impact and value from the competition. This shall include but not be limited to:</p> <ul style="list-style-type: none"> • Website and digital metrics • Campaign reach and engagement • Measurement of learnings outcomes including perception and advocacy towards spaceflight from the UK, increase in awareness about the role of small satellites in informing climate change and awareness of job opportunities within the space sector and interest in pursuing a STEM career. <p>Your response must be no more than 3 sides of A4, using Arial font size 11. Any information provided over this page limit will not be</p>

	evaluated.
Weighting	10%
Response Format	Attachment

PROJ1.6 Vision	Provide details of your vision to this activity and how your approach supports and adds value to the UK Space Agency vision for this competition
Bidder Guidance	<p>Bidders shall provide details of why they are best placed to deliver this tender, how their approach and expertise is relevant for this work. This shall include but not be limited to:</p> <ul style="list-style-type: none"> • Demonstrating how your approach is grounded in expertise and insight. • Your understanding of UKSA's vision and objectives for the competition and how the values and vision outlined in Schedule 4, specification within the Request for Proposal document support this. <p>Your response must be no more than 4 sides of A4, using Arial font size 11. Any information provided over this page limit will not be evaluated.</p>
Weighting	10%
Response Format	Attachment