**Request for Proposal (RFP4)**

DS01-218

AWARD QUESTIONNAIRE (Multiple Lots)

**Purpose of Document**

The Award Questionnaire is a standalone document incorporating all information that a Potential Provider will require in order to produce a response to the Award Questionnaire. Please follow the same headings as contained in this document. Please write your responses in the indicated areas, following the Response Guidance and Marking Scheme at the end of each question.

**Word Counts**

Please note that Word Counts are specified in some areas of this document may include/exclude attachments. Each question will define as applicable.

**General Response Guidance**

Your responses should be :

* aligned with the [Government Service Design Manual](https://www.gov.uk/service-manual%20and%20);
* and comply with the [Digital by Default Service Standard](https://www.gov.uk/service-manual/digital-by-default).

**Minimum Pass Marks**

Please note if Minimum Pass Marks are specified you must obtain these (as declared in the Scoring Matrix below), in order to proceed to the Pricing Evaluation (as described in the Standard Terms of Reference), and be eligible to succeed in this procurement.

| **LOT 1** | **% Range Available** | **% Value** | **LOT 2** | **% Range Available** | **% Value** |
| --- | --- | --- | --- | --- | --- |
| Cultural | 10-40 | 30 | Cultural | 10-40 | 30 |
| Technical | 10-40 | 35 | Technical | 10-40 | 35 |
| Price | 20-80 | 35 | Price | 20-80 | 35 |
| **Total** | **100** | **100** | **Total** | **100** | **100** |

# SCORING MATRIX (for Supplier reference)

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| **Award Questions** | **Cultural/ Technical/ Price/ Info:** | **Marking Scheme** | **Maximum Mark** | **Weighting Factor** | **Total % Score Available** | **Minimum Pass Mark** |
| **Section A –Availability** |  |  |  |  |  |  |
| AQA1 Availability | I | Pass/Fail | PASS | N/A | N/A | PASS |
| AQA2 Staff confidentiality agreement | I | Pass/Fail | PASS | N/A | N/A | PASS |
| AQA3 Subcontracting | I | Pass/Fail | PASS | N/A | N/A | PASS |



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| **SECTION A – AVAILABILITY** |

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| **QUESTION:** | | **AQA1 AVAILABILITY** |
| **GUIDANCE:** | | Please confirm whether your delivery team roles will be available at the customer’s required location(s) from the customer's required timeframe(s) (both as stated in requirements - Appendix A). |
| **RESPONSE GUIDANCE:** | | To gain maximum marks for this question, all your roles must be available at the required location(s) and within the required timeframe. |
| **MARKING SCHEME:** (Score Available and Evaluation Guidance)  **Minimum Pass Mark - PASS**, as declared in the Scoring Matrix, in order to proceed to the next stage of the evaluation (as described in the RFP), and be eligible to succeed in this procurement. [repeat where minimum pass marks are applicable] | | |
| **Fail** | Roles will not be available at the required location(s) or within required timeframe | |
| **Pass** | All roles available at the required location(s) within required timeframe | |
| **POTENTIAL PROVIDERS RESPONSE** | | |
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| **QUESTION:** | | **AQA2 Staff Confidentiality** |
| **Staff vetting required:** | | HFEA Confidentiality Agreement |
| **GUIDANCE:** | | Please confirm whether your proposed delivery team members will sign the HFEA confidentiality agreement |
| **RESPONSE GUIDANCE:** | | To PASS this question, you must confirm that all staff involved with this project will sign the HFEA confidentiality.  Staff outside of the UK will not access patient information |
| **MARKING SCHEME: (Score Available and Evaluation Guidance)**  **Minimum Pass Mark - PASS,** as declared in the Scoring Matrix, in order to proceed to the next stage of the evaluation (as described in the RFP), and be eligible to succeed in this procurement. | | |
| **Fail** | Not all proposed team members and subcontractors will sign the HFEA confidentiality agreement | |
| **Pass** | All proposed team members and subcontractors will sign the HFEA confidentiality agreement. | |
| **POTENTIAL PROVIDERS RESPONSE** | | |
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| **QUESTION:** | | **AQA3 SUB CONTRACTORS** | | | | |
| **GUIDANCE:** | | Please confirm whether your proposed delivery team outlined for this RFP includes any sub contractor resources. And if so, which roles or individuals | | | | |
| **RESPONSE GUIDANCE:** | | To PASS this question, you must list any subcontracting delivery team members below.  You must detail the business continuity arrangements and implications if the sub-contractor is no longer available. | | | | |
| **MARKING SCHEME: (Score Available and Evaluation Guidance)**  **Minimum Pass Mark - PASS,** as declared in the Scoring Matrix, in order to proceed to the next stage of the evaluation (as described in the RFP), and be eligible to succeed in this procurement. | | | | | | |
| **Fail** | Information supplied is missing or incomplete | | | | | |
| **Pass** | All proposed staff who are subcontracted have been clearly identified and business continuity arrangements are satisfactory. | | | | | |
| **POTENTIAL PROVIDERS RESPONSE** | | | | | | |
| **Name of individual proposed** | | **Organisation** | **Role** | **Proposed area of involvement** | **Will access patient information** | **UK Based** |
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| **SECTION B – SOLUTION**  **LOT 1 – Software Engineering and Ongoing Support AND Agile Delivery Management** | | |
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| **QUESTION:** | | **AQB1-L1 OVERALL SOLUTION** |
| **GUIDANCE:** | | Provide an overview of your solution to meet the customer’s project aims and required outcomes as described in Appendix A Customer Requirements. |
| **RESPONSE GUIDANCE:** | | How the proposed solution, will address the following lot requirements:   * How both the website and CaFC will enable easy integration into a .Net framework and comply with [GDS digital by default standard](https://www.gov.uk/service-manual/digital-by-default) and meet the user needs and functional requirements of the HFEA. * Compatibility with the current HFEA technology stack * Accessible both functionally and visually. Should be accessible on the recent versions of JAWS, NVDA, VoiceOver for OS X, Window Eyes, Supernova, ZoomText and MAGic. Complies with GDS digital by default assisted digital best practice * Should at least meet Level AA of the [Web Content Accessibility Guidelines](http://www.w3.org/TR/WCAG/) (WCAG) 2.0 * Content publishing approval workflow – to enable different teams to submit content for approval before it is published on the website * CaFC integration with our backend data submissions tool (EDI), clinic portal, frontend website and Epicentre tool * Ability for CaFC to automatically refresh data when root data in the warehouse, licensing database etc. is changed * The ability for CaFC to push and pull data from HFEA internal systems to other tools via an API   The response submission for the proposed solution, should demonstrate the following::   * Should be designed with scalability in mind * The ability to pull data from HFEA internal systems via an API * CMS meets the requirements outlined in the appendix of the RFP * Proposals for support including materials for the CMS administration and future exploitation of it. * Compliance with [GDS Digital by Default Service Standard](https://www.gov.uk/service-manual/digital-by-default) * Use of open source / open standards * Approach to quality * Approach to automated testing and configuration management * Approach to release management / delivery management / path to production * Interaction with other systems * How costs would be controlled * Perceived risks and dependencies & constraints   + Proposed mitigation actions * How the supplier will ensure the GDS service assessment is met and the system will pass to live. * What added value the proposed solution offers * How the supplier will ensure a close working with the supplier of other related lots * Please state the non-functional requirements that will apply to this deliverable * How the supplier will ensure that the deliverable meets the GDS Service assessment requirements * Your response should reference the relevant parts of the Appendix A Customer Requirements. |
| **GUIDELINE WORD COUNT:** | | **2000 (excluding attachments)** |
| **MARKING SCHEME:** (Score Available and Evaluation Guidance) | | |
| **0** | Unacceptable: No ability or no evidence | |
| **1** | Not Met: Response not connected to the requirement and/or fails to address the requirement. | |
| **2** | Partially Met: The response is incomplete and/or does not address all of the elements in the response guidance above and/or response is generic and/or not does not relate to the requirement | |
| **3** | Met: The requirement is met, the response addresses all the points in the response guidance and is specifically tailored to meet the requirement | |
| **POTENTIAL PROVIDERS RESPONSE** | | |
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| **QUESTION:** | | **AQB2-L1 REFERENCE WORK / CONTRACT EXAMPLES** |
| **GUIDANCE:** | | Describe your track record of delivery of comparable digital projects previously or currently in progress, demonstrating specific expertise, integration experience and operational experience and show how this would be relevant to the specific requirements and delivery of the solution laid out in the Appendix A Customer Requirements. Your response should include relevant contract examples. |
| **RESPONSE GUIDANCE:** | | The response should illustrate experience and examples of delivering solutions that are comparable with the customer’s requirement and agile methodology.  Examples of similar & relevant solutions should illustrate the supplier’s experience to successfully deliver on brief, on budget and on time. Please illustrate your examples where possible and how these relate to the RFP.  If you are proposing to use subcontractors to fulfil the project requirements please also include experience and examples of the subcontractors.  Please provide contact details of a named individual and contact details for the company or organisation in which work is being referenced  Please detail the added value that your organisation can offer the Customer in the delivery of this project  Please highlight specifically if/ where the supplier has delivered under the Digitals Service Framework |
| **GUIDELINE WORD COUNT:** | | **1000 (excluding attachments)** |
| **MARKING SCHEME:** (Score Available and Evaluation Guidance) | | |
| **0** | Unacceptable: No experience or no evidence | |
| **1** | Not met: Response examples lack detail and/or fail to demonstrate expertise, integration or operational experience and/or relevance to the customer requirement | |
| **2** | Partially met: The contract examples are generic and/or do not demonstrate expertise and/or integration experience and/or operational experience and/or fails to demonstrate how they are relevant to delivery of the requirement | |
| **3** | Met: The response illustrates expertise and experience relevant to the requirement and includes at least two relevant contract examples | |
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| **QUESTION:** | | **AQB3-L1 High-level Release Plan** |
| **GUIDANCE:** | | Describe your proposed High-Level Release / Delivery Plan to meet the Appendix A Customer Requirements. |
| **RESPONSE GUIDANCE:** | | The response should include, but is not limited to:   * Start and end Dates per project phase * Key Delivery milestones * Resource Plan * Risk and Dependencies * Proposed mitigation actions * Ideas and suggestions * Rationale of how you would facilitate product backlog grooming (rationalisation) & prioritisation of user stories in the product backlog to arrive at a minimum viable product (‘MVP’) and the subsequent sprints aligned with the High-Level Release / Delivery Plan. * Expected outcomes of both Alpha and Beta & live phases * Plan for meeting the GDS Service assessment * Suppliers must complete and submit the response matrix in the RFP as part of this response * Gantt chart in MS Project * Expected velocity of the proposed team   Your response should reference the relevant parts of the Appendix A Customer Requirements. |
| **GUIDELINE WORD COUNT:** | | **500 (excluding attachments)** |
| **MARKING SCHEME:** (Score Available and Evaluation Guidance) | | |
| **0** | Unacceptable: No response or the response is not relevant to the requirement | |
| **1** | Not Met: High-Level Release / Delivery Plan lacks detail and/or does not reflect the customer’s timescales and/or requirement | |
| **2** | Partially Met: The plan is generic and/or not specifically relevant to the customer’s project aims and/or does not meet the required outcomes and/or is missing key elements outlined above. | |
| **3** | Met: The requirement is met, the High-Level Release / Delivery Plan addresses all the points in the Response Guidance and is specifically tailored to meet the project aims and required outcomes | |
| **POTENTIAL PROVIDERS RESPONSE** | | |
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| **QUESTION:** | | **AQB4-L1 Team Structure** |
| **GUIDANCE:** | | Provide an overview of the role functions and team structure you propose to meet this capability, as described in Appendix A Customer Requirements.  Describe how your resources would integrate into and interplay with the customer and/or other suppliers resources as a single delivery team. |
| **RESPONSE GUIDANCE:** | | The response must include, but is not limited to:   * The numbers and seniority (Junior or Senior) * What roles/tasks they would perform * Their skills, experiences and capabilities and how these are relevant to the requirements and RFP * How your team structure would integrate and interplay with the customer and/or other supplier team members to create a single delivery team * If subcontractors are to be used the expertise of subcontractors should be outlined in the response * Whether the proposed team has worked together before as a team and if so when. * Key personnel are identified * Any added value the team brings to the project * Please complete the resource matrix in the RFP   Your response should reference the relevant parts of the Appendix A Customer Requirements. |
| **GUIDELINE WORD COUNT:** | | **1000 (excluding attachments)** |
| **MARKING SCHEME:** (Score Available and Evaluation Guidance) | | |
| **0** | Unacceptable: No response or team structure provided | |
| **1** | Not Met: The proposed team structure is inadequate for the task and/or no information is provided of the roles, tasks, skills, experiences and capabilities in relation to the requirements | |
| **2** | Partially Met: Details of the roles, tasks, skills, experiences and how these are relevant to the requirements are incomplete, and/or not relevant and/or are missing key elements outlined above | |
| **3** | Met: The proposed team structure is suited to the task. The information provided on the roles, tasks, skills, experiences and capabilities is relevant to the requirements, and includes how the supplier team will integrate and interplay with the customer and/or other supplier team members creating an effective single delivery team | |
| **POTENTIAL PROVIDERS RESPONSE** | | |
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| **QUESTION:** | | **AQB5-L1 Sample CV(s)** |
| **GUIDANCE:** | | Attach sample CV(s) for the type of person(s) who will perform these roles.  If you are successful, you will discuss and agree the specific individuals who will fulfil the Key Proposed Role(s) above to relating to this capability during the initial discussions to prepare the Call-Off Contract and first Statement of Work. |
| **RESPONSE GUIDANCE:** | | The sample CV(s) should demonstrate suitability, competence and experience related to delivery of comparable digital projects and capabilities and ideally similar experience to that required by the RFP. |
| **MARKING SCHEME:** (Score Available and Evaluation Guidance) | | |
| **0** | Unacceptable: No sample CVs provided, or none of the sample CVs relate to the required delivery capability | |
| **1** | Not Met: sample CV(s) are provided that do not relate to the required delivery capability, and/or lack adequate evidence of suitability and/or competence and/or experience in relation to the project requirements | |
| **2** | Partially Met: Not all sample CVs relate to the required delivery capability, and/or lack adequate evidence of suitability and/or competence and/or experience in relation to the project requirements and/or sample CV’s do not cover all of the Key Roles identified above | |
| **3** | Met: All sample CVs demonstrate evidence of suitability, competence and experience and describe how the capability will deliver the requirements, outcomes and user needs | |
| To be provided as an attachment entitled – **AQB5-L1 sample CVs** | | |

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| **SECTION B – SOLUTION**  **LOT 2 – Content Design and Development** | | |
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| **QUESTION:** | | **AQB1-L2 OVERALL SOLUTION** |
| **GUIDANCE:** | | Provide an overview of your solution to meet the customer’s project aims and required outcomes as described in Appendix A Customer Requirements. |
| **RESPONSE GUIDANCE:** | | The response submission for the proposed solution, should demonstrate the following::   * Demonstration of understanding of the audience type and content needs of the HFEA * Proposals for navigation/site structure * Proposals for user customisation of content and page format * A plan for personalisation of content presented * Options for where content can and should be optimised for content format eg. video content pages, blog pages and interactive data visualisations * Sample for ensuring that content is appropriately paced and extends the ease-of understanding through formatting/layout * A demonstration of how SEO would be captured in the content proposals * Proposals for how content can be targeted content relative to a user’s device in accordance with findings from user research * Ability to work with third party user researcher to refine content and challenge well * Demonstration of understanding the prioritised list of user needs relative to the proposals offered as part of the RFP submission |
| **GUIDELINE WORD COUNT:** | | **2000 (excluding attachments)** |
| **MARKING SCHEME:** (Score Available and Evaluation Guidance) | | |
| **0** | Unacceptable: No ability or no evidence | |
| **1** | Not Met: Response not connected to the requirement and/or fails to address the requirement. | |
| **2** | Partially Met: The response is incomplete and/or does not address all of the elements in the response guidance above and/or response is generic and/or not does not relate to the requirement | |
| **3** | Met: The requirement is met, the response addresses all the points in the response guidance and is specifically tailored to meet the requirement | |
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| **QUESTION:** | | **AQB2-L2 REFERENCE WORK / CONTRACT EXAMPLES** |
| **GUIDANCE:** | | Describe your track record of delivery of comparable digital projects previously or currently in progress, demonstrating specific expertise, integration experience and operational experience and show how this would be relevant to the specific requirements and delivery of the solution laid out in the Appendix A Customer Requirements. Your response should include relevant contract examples. |
| **RESPONSE GUIDANCE:** | | The response should illustrate experience and examples of delivering solutions that are comparable with the customers’ requirement and agile methodology.  Examples of similar solutions should illustrate the agencies experience to successfully deliver on brief, on budget and on time. Please illustrate your examples where possible.  If you are proposing to use subcontractors to fulfil the project requirements please also include experience and examples of the subcontractors.  Please provide contact details of a named individual and contact details for the company or organisation in which work is being referenced  Please detail the added value that your organisation can offer the Customer in the delivery of this project  Please highlight specifically if/ where the supplier has delivered under the Digitals Service Framework |
| **GUIDELINE WORD COUNT:** | | **600 (excluding attachments)** |
| **MARKING SCHEME:** (Score Available and Evaluation Guidance) | | |
| **0** | Unacceptable: No experience or no evidence | |
| **1** | Not met: Response examples lack detail and/or fail to demonstrate expertise, integration or operational experience and/or relevance to the customer requirement | |
| **2** | Partially met: The contract examples are generic and/or do not demonstrate expertise and/or integration experience and/or operational experience and/or fails to demonstrate how they are relevant to delivery of the requirement | |
| **3** | Met: The response illustrates expertise and experience relevant to the requirement and includes at least two relevant contract examples | |
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| **QUESTION:** | | **AQB3-L2 High-level Release Plan** |
| **GUIDANCE:** | | Describe your proposed High-Level Release / Delivery Plan to meet the Appendix A Customer Requirements. |
| **RESPONSE GUIDANCE:** | | The response should include, but is not limited to:   * Start and end Dates per project phase * Key Delivery milestones * Resource Plan * Risk and Dependencies * Proposed mitigation actions * Ideas and suggestions * Rationale of how you would facilitate product backlog grooming (rationalisation) & prioritisation of user stories in the product backlog to arrive at a minimum viable product (‘MVP’) and the subsequent sprints aligned with the High-Level Release / Delivery Plan. * Expected outcomes of both Alpha and Beta & live phases * Plan for meeting the GDS Service assessment * Suppliers must complete and submit the response matrix in the RFP as part of this response * Gantt chart in MS Project * Expected velocity of the proposed team   Your response should reference the relevant parts of the Appendix A Customer Requirements. |
| **GUIDELINE WORD COUNT:** | | **500 (excluding attachments)** |
| **MARKING SCHEME:** (Score Available and Evaluation Guidance) | | |
| **0** | Unacceptable: No response or the response is not relevant to the requirement | |
| **1** | Not Met: High-Level Release / Delivery Plan lacks detail and/or does not reflect the customer’s timescales and/or requirement | |
| **2** | Partially Met: The plan is generic and/or not specifically relevant to the customer’s project aims and/or does not meet the required outcomes and/or is missing key elements outlined above. | |
| **3** | Met: The requirement is met, the High-Level Release / Delivery Plan addresses all the points in the Response Guidance and is specifically tailored to meet the project aims and required outcomes | |
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| **QUESTION:** | | **AQB4-L2 Team Structure** |
| **GUIDANCE:** | | Provide an overview of the role functions and team structure you propose to meet this capability, as described in Appendix A Customer Requirements.  Describe how your resources would integrate into and interplay with the customer and/or other suppliers resources as a single delivery team. |
| **RESPONSE GUIDANCE:** | | The response must include, but is not limited to:   * The numbers and seniority (Junior or Senior) * What roles/tasks they would perform * Their skills, experiences and capabilities and how these are relevant to the requirements and RFP * How your team structure would integrate and interplay with the customer and/or other supplier team members to create a single delivery team * If subcontractors are to be used the expertise of subcontractors should be outlined in the response * Whether the proposed team has worked together before as a team and if so when. * Key personnel are identified * Any added value the team brings to the project * Please complete the resource matrix in the RFP   Your response should reference the relevant parts of the Appendix A Customer Requirements. |
| **GUIDELINE WORD COUNT:** | | **1000 (excluding attachments)** |
| **MARKING SCHEME:** (Score Available and Evaluation Guidance) | | |
| **0** | Unacceptable: No response or team structure provided | |
| **1** | Not Met: The proposed team structure is inadequate for the task and/or no information is provided of the roles, tasks, skills, experiences and capabilities in relation to the requirements | |
| **2** | Partially Met: Details of the roles, tasks, skills, experiences and how these are relevant to the requirements are incomplete, and/or not relevant and/or are missing key elements outlined above | |
| **3** | Met: The proposed team structure is suited to the task. The information provided on the roles, tasks, skills, experiences and capabilities is relevant to the requirements, and includes how the supplier team will integrate and interplay with the customer and/or other supplier team members creating an effective single delivery team | |
| **POTENTIAL PROVIDERS RESPONSE** | | |
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| **QUESTION:** | | **AQB5-L2 Sample CV(s)** |
| **GUIDANCE:** | | Attach sample CV(s) for the type of person(s) who will perform these roles. If you are successful, you will discuss and agree the specific individuals who will fulfil the Key Proposed Role(s) above to relating to this capability during the initial discussions to prepare the Call-Off Contract and first Statement of Work. |
| **RESPONSE GUIDANCE:** | | The sample CV(s) should demonstrate suitability, competence and experience related to delivery of comparable digital projects and capabilities and ideally similar experience to that required by the RFP. |
| **MARKING SCHEME:** (Score Available and Evaluation Guidance) | | |
| **0** | Unacceptable: No sample CVs provided, or none of the sample CVs relate to the required delivery capability | |
| **1** | Not Met: sample CV(s) are provided that do not relate to the required delivery capability, and/or lack adequate evidence of suitability and/or competence and/or experience in relation to the project requirements | |
| **2** | Partially Met: Not all sample CVs relate to the required delivery capability, and/or lack adequate evidence of suitability and/or competence and/or experience in relation to the project requirements and/or sample CV’s do not cover all of the Key Roles identified above | |
| **3** | Met: All sample CVs demonstrate evidence of suitability, competence and experience and describe how the capability will deliver the requirements, outcomes and user needs | |
| To be provided as an attachment entitled – AQB5-L2 Sample CVs | | |

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| SECTION C - CULTURAL FIT | | |
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| **QUESTION:** | | **AQC1 CULTURAL FIT** | |
| **GUIDANCE:** | | Describe your approach to working in an agile style using SCRUM with the Customer (and alongside other suppliers) as part of an integrated, co-located, effective and efficient digital delivery team. | |
| **RESPONSE GUIDANCE:** | | Describe your approach for working with the customer (and alongside other suppliers) where the team is:   * Co-located * Genuinely multi-disciplinary * Collaborative * Led by Product Owners from the customer organisation; and * Focused on delivery * Embedding Agile & SCRUM behaviours in the joint teams * How you will bring out the best in our people during this project   The proposed approach should in particular recognise the importance of team dynamics and the flexibility of the capability to the Appendix A Customer Requirements. | |
| **GUIDELINE WORD COUNT:** | | 400 (excluding attachments) | |
| **MARKING SCHEME:** (Score Available and Evaluation Guidance) | | | |
| **0** | Unacceptable: No ability evidenced | | |
| **1** | Not Met: Response fails to demonstrate that the requirement is met | | |
| **2** | Partially Met: The response is generic, and/or ambiguous and/or incomplete and/or does not demonstrate how you will work alongside others, integrating and delivering in an effective and efficient way and/or does not address how you will meet the cultural challenges of this way of working | | |
| **3** | Met: The response is clear and unambiguous describing how you will work in an agile style with the customer (and alongside other suppliers) as part of an integrated, co-located, effective and efficient digital delivery team, addressing the cultural challenges of this way of working | | |
| **POTENTIAL PROVIDERS RESPONSE** | | | |
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