

Energy Systems Catapult

RFP for the Provision of: Communications Planning Services

Contract Title: SSH2 Communications Plan

Contract Ref: ESC/17/29

Date: 17 March 2017

Procurement Procedure Followed: Below threshold Request for Proposal



SUBMISSION NO LATER THAN: 12 NOON ON 7th April 2017

SUBMISSION ADDRESS: procurement@es.catapult.org.uk

Deadline dates and times are strict; late submissions will NOT be accepted.

Unsigned submissions will be regarded as a non-compliant application and therefore rejected.

Suppliers may also be rejected if they do not provide a complete response to the RFP.

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1 Introduction & Background

1.1 Introduction

You are hereby invited by the Energy Systems Catapult (ESC) to prepare a proposal for the Service as described in Section 3 below.

All personal information supplied within this Request for Proposal ("RFP") will be treated as confidential and will be subject to the Data Protection Act.

1.2 Background

Catapults

Catapults are centres of excellence that bridge the gap between business, academia, research and government. They are a powerful new element in the UK economy, helping businesses develop relevant and exciting ideas in receptive and invigorating environments. By promoting collaboration and knowledge exchange, many progressive businesses and organisations will be able to build new partnerships with reduced risks. Companies in a wide range of markets will see the Catapults as an invaluable resource to develop their businesses.

Energy Systems Catapult

The ESC is one of these elite technology and innovation centres set up by Innovate UK. The ESC works with companies that are focused on exploiting the opportunities created by the need to transform global energy systems; not only playing a part in accelerating technology based solutions, but also engaging with Government to address the market mechanisms and business models that will be required to enable such solutions.

ESC will create a critical mass for business and research innovation, focusing on electricity, heat and combustible gases. This centre will be an important part of the UK's innovation system, making a major long-term contribution to UK economic growth.

Further information on Energy Systems Catapult can be found on the website <https://es.catapult.org.uk>

Information on the various Catapults may be found at the website <https://www.catapult.org.uk>

2 Approach

This Request for Proposal (RFP) is being issued to you as a potential supplier of the procurement of Communications Planning Services.

The value of this contract is circa £50,000 for items a) and b) combined and will be for a duration of 18 months with the option to extend for a further 6 months. There is an optional piece of work item c) which is also valued circa £50,000. Therefore the total opportunity is circa £100,000.

The objective of this RFP is to provide sufficient information for Respondents to:

- Understand ESC requirements and proposed procurement approach
- Understand the scope and nature of the products and services that they will contract to provide
- Assess and confirm their ability and interest in bidding to provide this service
- Provide agreement and/or feedback on proposed approach to the management and governance of this service
- Provide agreement and/or feedback on proposed contractual terms and commercial approach
- Develop and price a proposed solution based on currently available information in the format specified

Respondents' compliance with the requirements and submission in the required format will enable ESC to carry out a fair and thorough evaluation of the responses. Please see section 11 for details of the evaluation process. Failure to comply with these instructions will invalidate the Respondent's submission.

Prior to reading this RFP the Respondent's attention is drawn to the principles and contract terms set out in Appendix 3 and the "Acknowledgement Letter" in Appendix 1. Appendix 1 requires written approval by a suitably authorised member of the Respondent's organisation and must be returned to ESC in accordance with the instructions for acknowledgement of bidding set out in Section 4.

Each Respondent must perform its own appraisal of all information and data provided by ESC in this RFP. The products and service that form the basis of this document have been documented to the best of ESC's knowledge and are not warranted.

3 Scope of Work

3.1 Project Background

To achieve an 80% reduction in UK CO₂ emissions from 2025 to 2050, around 20,000 homes a week will need new, low-carbon heating systems. This rate is around fifty times greater than achieved to date. Many of the technical solutions exist today, but they have not been integrated in a way that allows end users' needs to be met, with value flowing throughout the upstream supply-chain.

The Smart Systems and Heat (SSH) Programme is designed to help tackle this problem. SSH Phase 2 (SSH2) will develop evidence on how to facilitate the take up of low-carbon heating technologies across the UK through the development of new services. It will deliver test beds with local authorities and industrial partners for understanding the needs and desires of energy consumers in order to develop and evaluate examples of potential new service offerings, as well as developing the understanding of the related policy implications. The SSH2 programme is expected to commence in late February and will run until September 2018.

A key element of the SSH2 programme is the engagement of partners and consumers to work with the Catapult in the development of the SSH concepts. Therefore the communication and engagement theme will be crucial to the overall success of SSH2 and the wider SSH programme. Likely targets for engagement activities will include commercial organisations such as energy suppliers, equipment vendors (in the domestic heating field), electricity Distribution Network Operators (DNOs) and Gas Distribution Operators (GDOs), as well as academic institutions, Local Authorities, Government and other strategic stakeholders. There will also be a requirement to communicate with consumers participating in a field trial of research technologies developed under the programme. This communication may not just involve production of collateral or digital material but a requirement to help communicate a significant change in the way consumers use and purchase energy. It could be similar to the evolution of the service language used in mobile telephony, from pay as you go to contracted minutes, data and text.

To support the delivery of the SSH2 programme the Catapult therefore requires communications planning services, including the development of a Communications Plan. The successful provider will be required to work closely with the Catapult's existing business development (including communications and marketing) team as well as programme management and technical functions across the organisation. The Catapult will be delivering the SSH2 programme for a client and so the communications planning services to be provided must support this relationship.

The concepts of the SSH programme are technically and commercially complex, and therefore it is imperative that the successful Tenderer can demonstrate their ability to help clients to convey the concepts of complex programmes in an easy to understand way to a wide variety of stakeholders (including consumers), whilst still achieving the desired impacts.

Tenderers shall note that the Catapult has an existing contractual arrangement with a third party to deliver corporate communications services (excluding the project-specific services envisioned in this RFP), and therefore the successful Tenderer will need to work with this existing provider (as well as internal marketing and communications staff, and potentially key client communications teams) where necessary to deliver a seamless service for the Catapult. There may be further third parties assisting with consumer engagement to secure trial participants, in which case, close collaboration with this process will be also be required.

3.2 Scope of Service

To summarise the ESC needs specialist support to:

- 1) Distil a complex, disruptive strategy into a simple story
- 2) Identify the distinct benefits for each of a very broad set of stakeholders
- 3) Explain the distinct benefits that are relevant to each stakeholder whilst remaining coherent

To accomplish this, the successful Tenderer shall:

- a) Produce a Communications Plan for the SSH2 programme, which shall consist of the following two elements:
 - i. An updated Stakeholder Engagement Plan that coordinates and supports stakeholder engagement across the programme and aligns to the Communication & Dissemination Plan
 - The internal team at the Catapult will define a stakeholder engagement plan for internal use, focused on engaging project partners, and setting out: who the programme will need to engage with; what about; what we are trying to achieve by engaging with them; how we will go about doing it; when, and who the Catapult leads for each contact are
 - The successful Tenderer will need to address gaps in the existing internal stakeholder engagement plan from a communications perspective, for example addressing other stakeholder groups, such as government, local authorities, regulators and most importantly a strategic marketing approach for engaging consumers for future trials
 - The successful Tenderer will take the internal stakeholder engagement plan and collate it into an updated Stakeholder Engagement plan as a formal deliverable for the client.
 - ii. A Communication & Dissemination Plan, the aim of which is to ensure that the learning and results of the programme are disseminated to the required audience to achieve the desired impacts of the programme. The updated Stakeholder Engagement Plan will be a key input to this plan. The successful Tenderer shall:
 - Work with the programme management, business development and technical functions to define and agree information to be communicated, disseminated and published, the impacts it needs to achieve and how to achieve this impact (e.g. communications channels to be used)
 - Alignment to consumer engagement activities and the establishment of trial participants, potentially across three separate local authorities (Newcastle, Manchester & Bridgend)
 - Prepare an Initial Communication & Dissemination Plan (which will be a formal deliverable for the client) describing key contents and insights from the activities within the programme and their potential recipients. To include external communications, third party and Catapult events and publications proposed throughout the programme
 - Update the plan to a Final Results Communication & Dissemination Plan (which will be a formal deliverable for the client) towards the end of the programme, setting out how the final results of the programme will be disseminated.
- b) Provide interim support to the Energy Systems Catapult to execute the plan created under scope item a), including:
 - Providing a strategic marketing plan, including advice on methods, media and messaging of engagement. It should be noted that this will cover both B2B and B2C aspects, given the wide variety of business stakeholders and the need to engage consumers for future trials

- Supporting the Catapult in the development of clear and easy to understand messaging to ensure that relevant stakeholders are aware of what SSH2 is, how it fits into the wider SSH concept and future plans beyond SSH2, what it means for them, what it is aiming to achieve and how they could engage
- Creating and refining marketing material for the SSH2 programme (such as leaflets, brochures, reports and engagement slide packs), aligned with the Catapult's brand and tailored as appropriate for both B2B and B2C audiences. (The Catapult will provide the technical content)
- Press release writing; content development; social media engagement,
- Monitoring and evaluation of communication/engagement activities.

This support is required on a flexible basis according to the demands of the programme. The likely peaks in support needs will be established during the preparation of the Communication & Dissemination plan. However it is expected that the majority of support will be required in the first six months of the commencement of the contract, while the Catapult is in the process of recruiting a Head of Marketing and Communications. It is expected that this support will include attending the Catapult's central Birmingham office on a regular basis, though the number of days per week/month will vary and will be agreed with the successful Tenderer on a rolling basis as the programme develops.

- c) Produce engagement collateral for specific research technologies, tailored as necessary to different stakeholders. (For example, we have a Home Energy Services Gateway technology used for research purposes, and this may need to be presented in a way that is acceptable for consumer engagement.) Bidders may be asked on a case by case basis, to define a name and visual identity that is aligned to the wider identity of the Catapult. It is expected that collateral will be updated in response to stakeholder feedback. Specific requirements could include:
- Brochure (explaining the specific aspects of the research technology in question, from a stakeholder's point of view and how they could use the technology in SSH2 and beyond)
 - Professional slide pack material and video to support the engagement process for the specific technology
 - Collaboration events
 - Social Media activity

Tenderers shall note that items a) i. Stakeholder Engagement Plan and ii. Communication & Dissemination Plan (both Initial and Final Results versions) are deliverables of the SSH2 programme that the Catapult will be required to deliver to its client. Therefore the timing of these items will be critical.

Tenderers shall note that item c) is an optional item: Tenderers are required to provide a quote for this element but the Catapult may at its discretion choose whether or not to proceed with this item.

3.3 Outputs and Milestones

Milestone	Date
Contract Commencement meeting	2 nd May 2017
Stakeholder Engagement Plan issued	31 st June 2017
Initial Dissemination Plan issued	31 st July 2017
Engagement collateral for HESG issued	TBC if this option is used

Tenderers should allow for the production of two draft (in MS Word) and one final (PDF) version of each of the three Plans to be produced. Final reports shall be produced in the Catapult's standard format using Catapult branding.

4 Process & instructions

You are invited to submit a proposal for communications planning services in line with the requirements stated in Section 3 of this document. All information in this document is confidential and should not be transmitted in any form to third parties without the prior written consent of ESC. ESC will similarly regard the responses as commercial in confidence.

4.1 Communications

Tenderers interested in participating in this RFP should register their interest by sending an e-mail to the following address: **procurement@es.catapult.org.uk**. This is to enable ESC to issue any further communications relating to this RFP as well as the questions and answers generated during the tender process.

All contact including any documents to be submitted is to be made via email to **procurement@es.catapult.org.uk**.

Please do not make contact with other representatives of the ESC by phone or email under any circumstances.

4.2 Clarification questions

Clarification questions about the required Services should be submitted in writing via the email address above by the Clarification Question Deadline (refer to timetable in section 4.4). The ESC reserves the right to respond to clarification questions received after this deadline at its discretion. It shall normally reject questions raised after this deadline however will consider the importance of the question as a general concern to all Bidders.

Where the ESC considers any question or request for clarification to be of material significance, it may communicate both the query and the response, in a suitably anonymous form, to all interested parties who have responded. If a Bidder does not wish for a query or response to be disclosed to other Bidders it must communicate this and the reason why to the ESC with the query. Catapult will consider the request but reserves the right to disclose the query and/or the response to other Bidders.

Questions relating to potential conflicts of interest can be posed at any time during the course of this process. Any changes or amendments to the response provided to the conflict of interest questions at any stage of this procurement should be notified to the ESC immediately.

No approach is to be made to any other ESC staff for information relating to this project other than via the method stated above. ESC reserves the right to treat such conduct as a reason not to allow the Bidder from continuing in the contract award process.

4.3 Due date and confirmation of compliance and bidding

Respondents should confirm their intention to submit a bid and identify their contact person for all matters relating to the submission of their bid. This should be carried out by completing and sending the "Letter of Acknowledgement" in Appendix 1. **This must be returned before the submission deadline.**

The response should be received by no later than **12.00 GMT on 7th April 2017**. **Offers received after this time will not be evaluated.**

4.4 Timescales

The expected approach and timetable for this project is set out in the table below and each section is then discussed in more detail below.

Activity	Date
RFP issue	17 th March 2017
Return of "Letter of Acknowledgement" (Appendix 1)	Before Submission Date
Clarification Window Closes	28 th March 2017
Issue of Answers to received questions: All questions and answers, unless of a commercial in confidence nature will be distributed to all Respondents	31 th March 2017
Respondents proposals: ESC to receive responses to RFP in accordance with the information required in this ITT signed by a duly authorised representative of each Respondent	7 th April 2017 (12 Noon)
Respondent reference calls to past customers	If required
Evaluation of proposals & inform all respondents Review, score and evaluate proposals, including a credit check of potential suppliers	13 th April 2017
Sub-mission of final offer following any clarification meetings with ESC if required. (may not be required)	TBC
Supplier appointed following completion of contract discussions	21 st April 2017
Contract commences (with Respondent fully accountable for ongoing service)	24 th April 2017

All Respondents will be advised of any alteration to the dates outlined above.

4.5 Submission

An electronic copy of the Respondents' proposal should be submitted to the email address given in Section 4.1.

Respondents should quote the Reference number at the front of this RFP in all correspondences related to this response.

Responses will not be opened until the closing time and date for receipt of responses. Responses that are received late will not be considered.

To assist assessment please use the same numbering system, structure and sequence set out in this RFP.

This RFP also details the minimum requirements of each section of the requirement. Additional data, explanation or clarifications can be included at the Respondent's discretion, within the response to specific requests where relevant, or as further appendices to their proposal provided that the proposals do not exceed the specified number of pages or word count.

Responses must be submitted in English and must conform to the requirements of each question.

4.6 Shortlisting Respondent Responses

Following the closing date of receipt of proposals, the evaluation panel will review all received documentation. The team will use the evaluation criteria contained in this RFP to collectively determine which proposal meets ESC's requirement. All Respondents will be advised whether they have been successful or not in accordance with the timescales of this RFP.

As part of the evaluation process it is the intention of ESC to undertake reference telephone calls to selected customers of Respondents. Contact details for these references should be included in your response.

ESC may at its own discretion conduct clarification meetings with a maximum of 3 Respondents. These will consist of those Respondents with the highest combined score following the initial evaluation.

The Respondent should make themselves available for this meeting and any other meetings required as part of this requirement.

4.7 Selection

ESC will review Respondent proposals and raise any necessary clarification questions at this time and as appropriate provide feedback on areas of apparent misunderstanding, failure to meet requirements / expectations and at its discretion offer an opportunity for the Respondent to clarify / address these issues.

Selection will be based on the Respondents' responses to the information set out in this document and the evaluation criteria set out in the section 11 and other selection factors such as the reference calls for those short listed to this stage. Respondents will be notified at the end of each point in the selection period as to whether they have been shortlisted, and the next steps. An opportunity for feedback to unsuccessful Respondents on why they were not selected will be offered – however the timing of this debrief will be based on availability of ESC project team members and the timing of essential project activities.

Respondents should note that ESC reserve the right at their sole and absolute discretion to reject any or all proposals, with or without reason. The following reasons may lead ESC to consider automatic rejection of a bid:

- Missed deadline for the response.
- Failure to respond or, having responded, failure to clarify points raised by ESC.

- Failure to submit a bid that complies with ESC requirements.
- Any breach of confidentiality whatsoever.
- Unless specified to the contrary channelling any communications with regard to this project to anyone not specified in the RFP.
- Substantial non-compliance with the terms agreed to in the Respondents Acknowledgement letter (see Appendix 1).

4.8 Costs and expenses

Respondents shall bear all costs associated with the preparation and submission of their response and ESC shall not be responsible or liable for any costs or expenses regardless of the conduct or outcome of the procurement process.

4.9 Right to cancel

ESC reserves the right to terminate the process. This RFP does not represent a commitment to enter into any contract.

ESC reserves the right to accept any part of the RFP. ESC is not bound to accept the lowest priced RFP, or any RFP, or part thereof.

ESC reserves the right to cancel or withdraw this RFP at any stage. ESC shall not be held liable for any costs associated with your participation in this procurement process including costs associated with the preparation or submission of your response submissions

4.10 Right not to award contract

ESC reserves the right to reject all responses if none, in its opinion, adequately satisfies the requirements, or if ESC's circumstances change. In such circumstances ESC may subsequently issue another RFP.

4.11 Confidentiality

All communications issued by ESC to Respondents must be treated as strictly confidential. Respondents shall not release details of such communications other than on an "In Confidence" basis to those who have a legitimate need to know or whom they need to consult for the purpose of preparing their response. Under no circumstances may Respondents release any information concerning such communications for publication in the press or on radio, television, screen or any other medium. The content of the proposals and the details of the evaluation of the proposals will remain confidential to ESC and its advisors who will comply with all relevant legislation. Should Respondents wish that any information supplied by them as part of this process not be disclosed because of its commercial sensitivity or confidentiality or otherwise, they must, when providing this information, clearly identify the specific information they do not wish to be disclosed and clearly specify the reasons for its sensitivity.

Please note that it is not sufficient to include a statement of confidentiality encompassing all the information provided in the response.

4.12 Adherence to response process

The response process must be strictly adhered to as outlined in this document. Any deviation may render a response ineligible.

5 Appendices

- Appendix 1 - Acknowledgement Letter
- Appendix 2 - Company Information and Declaration
- Appendix 3 - Contract
- Appendix 4 - Contact Details

6 Terms & Conditions

Refer to standard ESC Terms & Conditions attached in Appendix 3.

Please note that accepting the Terms & Conditions is a condition of this RFP.

7 Contract & Payment Terms

The contractual terms and conditions that will apply to any contract or order placed as a result of this RFP are attached in Appendix 3.

Parent Company: A parent company guarantee shall not be required.

Term: The contract will be placed for an 18-month period with the option to extend for a further 6-month period.

Fee structure & payment terms: Fees will be payable retrospectively and invoiced on a monthly basis. Invoices must be accompanied by sufficiently detailed supporting documentation to allow verification.

The ESC standard payment terms are 30 days.

All invoices shall be sent electronically to ESC Finance email address finance@es.catapult.org.uk quoting the purchase number.

8 Compulsory Insurance Cover

In accordance with the ESC Standard Terms and Conditions, the Supplier shall have affected and shall maintain appropriate levels of insurance in relation to the provision of the Services. Insurance does not have to be in place at the time of Submitting an RFP, but the supplier commits to having these insurances in place at the time of any contract award.

9 Reporting Arrangements

The personnel provided to deliver the Service shall report directly to, and only take instructions from the Project Manager and Chief Executive Officer as required.

10 Proposal

10.1 General

Your Proposal must include the following information:

- Supplier Information;
- Completed Declaration form;
- Technical Proposal;
- Commercial Proposal.

10.2 Technical Proposal

Method Statement				
10.2.1	Weighting: 30%	Response: 1000 Words		
Bidders shall submit a short method statement detailing the technical approach to delivering this Contract, including CLEAR indication of any caveats, riders or exceptions to the prices in the offer worksheet, lest ESC might consider your offer non-compliant and immediately reject it without further review.			Response Enclosed?	
			<input type="checkbox"/>	Yes

Examples				
10.2.2	Weighting: 20%	Response: 1000 Words		
Please provide 3 examples of where your business has conducted the services or similar detailed within this RFP.			Response Enclosed?	
			<input type="checkbox"/>	Yes

CVs				
10.2.3	Weighting: 20%	Response: 1000 Words per CV		
Please provide CVs for the key staff who would support the programme (setting out the role they would fill in delivering the service).			Response Enclosed?	
			<input type="checkbox"/>	Yes

Please indicate within your submission the number of words used in each response.

10.3 Commercial Proposal

Prices for items a) Communications Plan and c) Engagement Collateral shall be provided on a **fixed cost basis** for the Service, broken down into estimated resource levels and Day Rates.

Prices for item b) Interim Support shall be provided on a **Day Rate basis**, but must also give estimated resource levels required to provide the necessary level of support.

Your commercial proposal should be included within your response and clearly identified. All prices shall be in pounds sterling and exclusive of VAT.

Respondents should also specify any other costs associated with the delivery of the Service. Claims for any additional costs, not stated, will not be considered at a later date.

10.4 Expenses

For the avoidance of doubt all travel shall be carried out in full compliance with ESC Business Expenses Policy & Procedure, available on request. For the avoidance of doubt, suppliers shall be responsible for arranging and booking their own travel and accommodation.

The services should be priced to take into consideration of all costs including expenses. Any expenses that arise post response award that were not reasonably expected during the procurement are only to be incurred subject to the ESC pre-approving.

10.5 ES Catapult Rights

ESC reserves the right to accept any part of the RFP. ESC is not bound to accept the lowest priced RFP, or any RFP, or part thereof.

ESC reserves the right to cancel or withdraw this RFP at any stage. ESC shall not be held liable for any costs associated with your participation in this procurement process including costs associated with the preparation or submission of your response submissions

11 RFP Evaluation

11.1 Award of Contract

Award of Contract will be based upon the most economically advantageous response ("MEAT") received. The evaluation will be based upon the undernoted award criteria: 70% Technical / 30% Commercial.

Section	Evidence Sought		Award %
Terms & Conditions	Acceptance		Pass / Fail
Method Statement	Evidence of proven skills via a method statement. Track record and quality as demonstrated through the delivery of previous contracts and client testimonials.		30%
Examples	Bio's and examples of previous relevant work		20%
CVs	Proposed team has relevant knowledge and experience		20%
Commercial Proposal	a) Communication Plan	10%	30%
	b) Interim Support	10%	
	c) Engagement Collateral	10%	

11.2 Commercial Approach (30%)

Price will be evaluated separately from quality and is to account for 30% of scoring.

- The total cost for the communication plan will be evaluated using the "standard differential" method. The lowest price will receive 10% and the more expensive proposals will be ranked and allocated a % as a direct proportion to how much more expensive they are than the lowest price.
- Day Rates will be added together and averaged. The average rate will be evaluated using the "standard differential" method. The lowest average price will receive 10% and the more

expensive average rate will be ranked and allocated a % as a direct proportion to how much more expensive they are than the lowest price.

- c) The total cost for the Engagement Collateral will be evaluated using the “standard differential” method. The lowest price will receive 10% and the more expensive proposals will be ranked and allocated a % as a direct proportion to how much more expensive they are than the lowest price.

All 3 sections will be added together to derive a total out of 30%.

11.3 Technical Approach (70%)

Non-Price elements

Each question will be assessed on a score from 0 to 100, which shall be subjected to a multiplier to reflect the percentage of the evaluation criteria allocated to that question.

Where an evaluation criterion is worth 20% then the 0-100 score achieved will be multiplied by 20.

Example if a Bidder scores 60 from the available 100 points this will equate to 12% by using the following calculation: Score/Total Points available multiplied by 20 ($60/100 \times 20 = 12$)

Where an evaluation criterion is worth 10% then the 0-100 score achieved will be multiplied by 10.

Example if a Bidder scores 60 from the available 100 points this will equate to 6% by using the following calculation: Score/Total Points available multiplied by 10 ($60/100 \times 10 = 6$)

The same logic will be applied to groups of questions which equate to a single evaluation criterion.

The technical proposal will be evaluated and scored 0-100 against the following evaluation criteria. A score of 20 or less on any of the evaluation criteria will result in the response being rejected in its entirety.

Score	Marking Scheme
0	The Question is not answered or the response is completely unacceptable.
10	Extremely poor response – they have completely missed the point of the question.
20	Very poor response and not wholly acceptable. Requires major revision to the response to make it acceptable. Only partially answers the requirement, with major deficiencies and little relevant detail proposed.
40	Poor response only partially satisfying the selection question requirements with deficiencies apparent. Some useful evidence provided but response falls well short of expectations. Low probability of being a capable supplier.
60	Response is acceptable but remains basic and could have been expanded upon. Response is sufficient but does not inspire.
80	Good response which describes their capabilities in detail which provides high levels of assurance consistent with a quality provider. The response includes a full description of techniques and measurements currently employed.

100	Response is exceptional and clearly demonstrates they are capable of meeting the requirement. No significant weaknesses noted. The response is compelling in its description of techniques and measurements currently employed, providing full assurance consistent with a quality provider.
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All questions will be scored based on the above mechanism. Please be aware that the final score returned may be different as there may be multiple evaluators and their individual scores will be averaged (mean) to determine your final score.

Example – a question is scored by four evaluators and judged as scoring 60, 60, 40 and 40. These scores will be added together and divided by the number of evaluators to produce the final score of 50 ($60+60+40+40=200 \div 4 = 50$)

You must adhere to the word count where identified. ESC will not evaluate any words over and above the threshold identified, including appendices.

11.4 Combined Approach

The technical and commercial scores will be combined (Technical 70% / Commercial 30%) to determine the Proposal which provides the most appropriate combination of quality and value for money.

The award decision will be given in favour of the highest scoring bid. In the event that two bids are given the same score (following clarifications and interviews if required) then ESC reserve the right to subject the bid process to a separate peer review and/or to award to the lowest priced bid.

11.5 Abnormally Low Priced Responses

Where the overall proposal price appears to be abnormally low, the supplier will be required to provide further written details of the constituent elements of the overall amount or the rates or any other information considered to be relevant.

Any failure to provide such information, where requested, may exclude the Proposal from further consideration. If, having considered the information provided, ESC is of the view that either the total of the prices is abnormally low or any proposed amounts are abnormally low, the RFP may be rejected.

12 Some simple Do's and Do nots

Do

- comply with Procurement document instructions. Failure to do so may lead to disqualification.
- provide the Submission on time, and in the required format. Remember that the date/time given for a response is the last date that it can be accepted; we are legally bound to disqualify late submissions.
- use Microsoft Word, PowerPoint Excel 97-03 or compatible formats, or PDF unless specifically requested. If you use another file format without our written permission we may reject your Bid.
- ensure you utilise the process to raise any clarifications to our RFP.
- answer the question, it is not enough simply to cross-reference to a 'document', 'policy', web page or another part of your Submission, the evaluation team have limited time to assess Submissions and if they can't find the answer, they can't score it.
- consider who your customer is and what they want from this RFP – a generic answer does not necessarily meet every customer's needs.
- reference your documents correctly, specifically where supporting documentation is requested, ESC will not be responsible if we are unable to locate your documents.
- provide clear and concise contact details; telephone numbers and e-mails.
- complete all questions in the questionnaire in full or we may reject your Submission.
- check and recheck your Tender before Submission.

Do nots

- cut and paste from a previous Tender and forget to change the previous details such as the previous suppliers name.
- attached any publications or material that has not been requested. It will not be read nor will it contribute towards your Submission.
- share the Procurement documents, they are confidential to ESC and should not be shared with anyone without the written permission of ESC.
- seek to influence the procurement process by requesting meetings, offering incentives or contacting ESC discuss your Submission. This action may result in ESC rejecting your Submission
- contact any member of staff from ESC without written permission or we may reject your Submission.
- collude to fix or adjust the price or withdraw your Submission with another Party as we will reject your Submission.
- seek changes to the Submission after responses have been submitted and the deadline for Tender to be submitted has passed. Tenders received after the Submission deadline are considered late and cannot be accepted.
- cross reference answers to external websites or other parts of your Submission, the cross references and website links will not be considered.
- exceed word counts, the additional words will not be read or considered.
- make your Submission conditional on acceptance of your own Terms of Contract, as your Submission will be rejected.

Appendix 1 Acknowledgement Letter – Intention to Bid

Please complete this form on your organisations letter headed paper **

To: Energy Systems Catapult

Attn: Jim Owen

From (Company who will bid): **Request for Proposal: ESC/17/29**

We acknowledge receipt of your Request for Proposal for the above work and are in receipt of all documents listed in the contents.

- I. We agree to comply with the requirements of the Instructions to Respondents and confirm that we will respond to your request and submit our bid no later than the date required.
- II. We agree to the use of the Contract contained within Appendix 3 of the RFP as the basis for undertaking this work. We have identified below, referencing the applicable contract section(s) an outline of any problems we foresee, reasons for them and proposed alternative to using the contract as currently worded. We confirm we will negotiate in good faith and confirm that any substantial departure from these position laid out here during any subsequent negotiations may render our response invalid and ES Catapult will be free to enter into negotiations with an alternative Response Respondent.

Our primary point of contact in connection with this bid is:-

Regards

(Signature & Title):.....

(Printed Name):.....

(Company):.....

Summary of proposed contract negotiation points (with reasons):-

Appendix 2 Company Information and Declaration

Contract Title: SSH2 Communications Plan

Contract Reference: ESC/17/29

This Section is to be completed and returned with your submission.

I/We hereby offer to supply and deliver the services specified in the foregoing schedule, all in accordance with Energy Systems Catapult Standard Terms and Conditions and to the entire satisfaction of ESC or its authorised representative.

I/We hereby certify that no alteration, amendment nor qualification to the Request for Proposal (RFP) document as issued has been made other than as stipulated in our proposal.

I/We hereby agree to the pricing contained in the Offer Worksheet within this RFP submission remaining valid until ninety (90) days after the published submission deadline date and time for receipt of RFPs.

I/We understand that you are not bound to accept the lowest or any RFP you may receive.

I/We understand that ESC may reject my submission if there is a failure to provide all relevant information or if I provide false or misleading information.

I/We also declare that there is no conflict of interest in relation to ESC's requirements

Supplier Details	Response
Full name of Supplier completing the RFP	
Registered company address	
Registered company number	
Registered charity number	
Registered VAT number	
Name of immediate parent company	
Name of ultimate parent company	

Please mark "X" in the relevant box to indicate your trading status.	i) Public Limited company	<input type="checkbox"/> Yes
	ii) Limited company	<input type="checkbox"/> Yes
	iii) Limited liability partnership	<input type="checkbox"/> Yes
	iv) other partnership	<input type="checkbox"/> Yes
	v) sole trader	<input type="checkbox"/> Yes
	vi) other	<input type="checkbox"/> Yes
If you have answered 'other' to the question above, please provide details.		
Please mark "X" in the relevant boxes to indicate whether any of the following classifications apply to you.	i) Voluntary, Community and Social Enterprise (VCSE)	<input type="checkbox"/> Yes
	ii) Small or Medium Enterprise ¹¹	<input type="checkbox"/> Yes
	iii) Sheltered workshop	<input type="checkbox"/> Yes
	v) Public service mutual	<input type="checkbox"/> Yes
Dun and Bradstreet (D.U.N.S) number, if known, of registered office		

Contact Details	
Contact details for enquiries regarding this RFP	
Name	

¹ See EU definition of SME : <http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/>

Full postal address	
Country	
Phone number	
Mobile number	
e-mail address	

1. Grounds for exclusion

Proposals will be excluded from the process if there is evidence of convictions relating to specific criminal offences including, but not limited to, bribery, corruption, conspiracy, terrorism, fraud and money laundering, or if the Bidder have been the subject of a binding legal decision which found a breach of legal obligations to pay tax or social security obligations (except where this is disproportionate e.g. only minor amounts involved).

Proposals will also be excluded where they are involved in activity which is contrary to the aims of the ESC or would bring ESC into disrepute.

<p>Within the past five (5) years, has your organisation (or any member of your proposed consortium, if applicable) Directors, Partner or any other person who has powers of representation, decision or control been convicted of any of the following:</p> <ul style="list-style-type: none"> • Bribery offences • Corruption offences • Conspiracy offences • Terrorism offences • Fraud offences • Money Laundering offences 	<input type="checkbox"/> Yes <input type="checkbox"/> No
--	--

<p>Within the past five (5) years, has your organisation been the subject of a binding legal decision which found a breach of legal obligations to pay tax or social security obligations (except where this is disproportionate e.g. only minor amounts involved).</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
---	--

<p>Please confirm whether the Bidder is involved in activity which is contrary to the aims of the ESC or would bring ESC into disrepute.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
--	--

2. Professional Ability

Please self-certify the following:

I / we have, or can commit to obtain, prior to the commencement of the Contract, the levels of insurance cover.	<input type="checkbox"/> Yes <input type="checkbox"/> No
I / we comply with your statutory obligations under the Equality Act 2010.	<input type="checkbox"/> Yes <input type="checkbox"/> No
I / we operate a Health, Safety and Welfare management system certified to International, European or equivalent standard (e.g. OHSAS 18001) OR has an in-house Health and Safety Policy that complies with current legislative requirements.	<input type="checkbox"/> Yes <input type="checkbox"/> No
I / we operate an Environmental Management System certified to International, European or equivalent standard (e.g. ISO14001 or EMAS) OR has an in-house policy for the management of Environmental issues.	<input type="checkbox"/> Yes <input type="checkbox"/> No
I / we operate a Quality Management system certified to International, European or equivalent standard (e.g. BS EN ISO 9001) OR has an in-house policy for the management of Quality issues.	<input type="checkbox"/> Yes <input type="checkbox"/> No
I / we operate an Information Security Management system certified to International, European or equivalent standard (e.g. BS EN ISO 27001) OR has an in-house policy for the management of information security.	<input type="checkbox"/> Yes <input type="checkbox"/> No
I / we has an in-house policy for Business Continuity & Disaster Recovery.	<input type="checkbox"/> Yes <input type="checkbox"/> No

Energy Systems Catapult reserves the right to ask the successful bidder for any or all appropriate certificates relating to this RFP.

Therefore you are to self-certify that you have read and fully understood and accept the following statement:

<p>I / we can confirm that, within the past five (5) years the organisation (or any member of our proposed consortium if applicable) Directors, Partner or any other person who has powers of representation decision or control has not been convicted of any of the offences as specified under the <u>Public Contracts Regulations 2015 (SI 2015 No. 102) Regulation 57(1)</u>.</p> <p>I / we accept that declaration of any conviction will lead to disqualification from further involvement in this Procurement.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
---	--

Terms and Conditions				
Pass/Fail				
<p>I/we confirm that we have read the Terms and Conditions and accept without equivocation the terms stated therein and agree that should we be invited pursuant to this procurement process to join the same we will do so promptly upon request and without requesting to alter it in any way.</p> <p>Failure to confirm acceptance of the material aspects of the terms and conditions may result in your Response being rejected. Please use the space below to explain where necessary.</p>	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No

Signed:	
Print name:	
Position in company: (e.g. Director, Partner, Principal, Company Secretary)	
For and on behalf of: (i.e. organisation's name)	
Dated:	

Digital signatures are **not** acceptable. Unsigned submissions will be regarded as a non-compliant application and may therefore be rejected.

Appendix 3 Contract

Appended

Appendix 4 Contact Details

ES Catapult

7th Floor, Cannon House, The Priory Queensway, Birmingham, B4 6BS

Mail: procurement@es.catapult.org.uk

Web: es.catapult.org.uk