

**Attachment 2 – How to bid**

**RM6106 Diversity Outreach Services**

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1. **How to make your bid**
   1. Your bid must be made by the organisation that will be responsible for providing the services if your bid is successful.
   2. You may bid for one or more of the lots, ensure you read paragraph 4.2 of Attachment 1.
   3. Your bid must be **entered into the eSourcing suite.** We can only accept bids that we receive through the eSourcing suite.
   4. Upload ONLY those attachments we have asked for. Do not upload any attachments we haven’t asked for.
   5. Make sure you answer every question.
   6. You must submit your bid before the bid submission deadline, in paragraph 6 “Timelines for the competition” in Attachment 1 - About the contract.
   7. It will be our decision whether we will accept bids submitted after the bid submission deadline.
   8. You must regularly check for messages in the eSourcing suite throughout the competition. You must log on to the eSourcing suite and access your message inbox for this competition to check for messages.
   9. If anything is unclear, or you are unsure how to complete your bid submission, you can raise a question before the clarification question deadline, via the eSourcing suite. Read paragraph 7 “When and how to ask questions” in Attachment 1 - About the contract.
   10. We may require you to clarify aspects of your bid in writing and/or provide additional information. Failure to respond within the time required, or to provide an adequate response may result in the rejection of your bid and your exclusion from this competition.
2. **Selection stage** 
   1. At the selection stage, we evaluate bidders’ technical, professional and financial capabilities. We will ask a range of questions appropriate to the procurement. It is important that you answer these questions accurately.
   2. If you are relying on any key subcontractors to provide the answers to the technical and professional ability or you are relying on a guarantor to pass the economic and financial assessment, they must complete Parts 2 and 3 for themselves.
   3. In addition, if you are the lead member of a consortium, you must get each of the other members to answer the questions in Parts 2 and 3 for themselves.
   4. We are providing the ‘Information and declaration’ workbook (attachment 4) to enable you to collect and submit this data to us, whether from organisations on whom you are relying (for example a key subcontractor or a guarantor) or from other members of a consortium. Or they can provide you with their European Single Procurement Document (ESPD).
3. **Selection process**
   1. After the bid submission deadline we will check all bids to make sure we have received everything we have asked for.
   2. We may ask you to clarify information you provide, if that is necessary. Don’t forget to check for messages in the eSourcing suite throughout the competition. You must log on to the eSourcing suite and access your message inbox for this competition to check for messages.
   3. If your bid is not compliant we will reject your bid and you will be excluded from the competition. We will tell you why your bid is not compliant.
   4. Not all selection questions need guidance as the questions are self-evident. However other questions such as the financial question, require a process to be undertaken before we can assess your response. In those instances we have told you what we will do in the **evaluation guidance**.
4. **Selection criteria**
   1. We may exclude you from the competition at the selection stage if:
      * you receive a ‘fail’ for any of the evaluated selection questions.
      * any of the information you have provided proves to be false or misleading.
      * you have broken any of the competition rules in Attachment 1 About the contract, or not followed the instructions given in this bid pack.
   2. If we exclude you from the competition we will tell you and explain why.
5. **Selection questionnaire** 
   1. Please refer to Attachment 2a Selection questionnaire. Remember you must complete the questionnaire online in the eSourcing suite (qualification envelope).
   2. You have the option of responding to Part 2 and Part 3 by attaching Parts II and III of your European Single Procurement Document (ESPD).
   3. If you are submitting an EU ESPD you must still complete Parts 2A, 2B, 4, 5, 6, 7, 8, 9, 10, 11 and the declaration.
6. **Award stage** 
   1. If you have successfully passed the selection stage, you will proceed to the award stage.
   2. We have tried to make our award stage as simple as possible, whilst achieving the best possible commercial outcomes.
   3. Your bid must deliver what The Cabinet Office needs, at the best possible price you can give.
   4. When completing your bid you must:

* Read through the entire bid pack specifically Attachment 10 Schedule 1 Specificationcarefully, and read more than once
* Read each question, the response guidance, marking scheme and evaluation criteria
* Read the contract terms.
* If you are unsure, ask questions before the clarification questions deadline See paragraph 6 ‘Timelines for the competition’ and paragraph 7 ‘When and how to ask questions’ in Attachment 1 - About the contract document
* Allow plenty of time to complete your responses; it always takes longer than you think to submit
* Your prices should be in line with the service level you offer, in response to the award quality questions.

1. **Award criteria** 
   1. The Award Stage consists of a quality evaluation (see paragraph 9 of this document) and a price evaluation (see paragraph 10 of this document).
   2. The award of this framework will be on the basis of the ‘Most Economically Advantageous Tender’ (MEAT).
   3. The weighting for the quality evaluation is 70 marks; and, the price evaluation is worth 30 marks.
2. **Award process**
   1. What YOU need to do

* answer the quality questions section B of the quality questionnaire in the eSourcing suite in the technical envelope.
* Complete Attachment 3 Pricing Matrix for the lot(s) for which you are bidding.
* Upload your completed pricing matrix into the eSourcing suite in the commercial envelope to question AQC1.
  1. What **WE** will do at the award stage

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| 1. | **Compliance Check**  First, we will do a check to make sure that you completed the pricing matrix in line with our instructions. |
| 2. | **Quality Evaluation**  We will give your responses to our evaluation panel. Each evaluator will independently assess your responses to the quality questions using the response guidance and the evaluation criteria. Each evaluator will give a mark and a reason for their mark for each question they are assessing. Each evaluator will enter their marks and reasons into the eSourcing suite. |
| 3. | **Consensus**  Once the evaluators have independently assessed your answers to the questions we will arrange for the evaluators to meet and we will facilitate the discussion. At this consensus meeting, the evaluators will discuss the quality of your answers and discuss their marks and reasons for that mark. The discussion will continue until they reach a consensus regarding the mark, and a reason for that mark, for each question. These final marks will be used to calculate your quality score for each lot you have bid for. |
| 4. | **Quality Threshold**  If you have received a zero for any of the quality questions or if you have not met a minimum quality score of 25, we will reject your bid and you will be excluded from the competition. We will tell you that your bid has been excluded from the competition and why.  Refer to tables at paragraph 9.6 for an example of how your **quality score** for each lot will be calculated. |
| 5. | **Evaluate Pricing**  We will then give your pricing to the price evaluation panel, who are different evaluators from those who assessed your quality responses.  They will calculate your price score using the evaluation criteria in Part C – Price Evaluation. |
| 6. | **Final Score**  Your quality score will be added to your price score, to create your final score as illustrated in paragraph 14 Final decision to award. |
| 7. | **Award**  Awards will be made to the successful bidders following the standstill period, subject to contract. |

1. **Quality Evaluation**
   1. Question AQA1, is a mandatory question and will be evaluated PASS / FAIL. If you answer no to this question, we will reject your bid and you will be excluded from the competition. We will tell you that your bid has been excluded and why.
   2. Each question must be answered in its own right. You must not answer any of the questions by cross referencing other questions or other materials for example reports or information located on your website.
   3. Each of the quality questions, in section B of the quality questionnaire will be independently assessed by our evaluation panel.
   4. When the consensus meeting has taken place and the final mark for each question has been agreed by the evaluators, your final mark for each question will be multiplied by that questions weighting to calculate your weighted mark for that question.
   5. Each weighted mark for each question for each lot you have submitted a bid for will then be added together to calculate your quality score.
   6. Please see table below for an illustration of questions and weightings.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Section A** | **Mandatory Question Marking scheme** | | | |
| AQA1 | Delivery of services | | | Pass / Fail |
|  | |  | | |
| **Section B** | **Quality Questions Marking scheme** | | | **Weighting** |
| AQB1 Lot 1 | Targeting Diverse Groups | | 100/75/50/25/0 | 23 |
| AQB1 Lot 2 | Attraction and Recruitment of Disabled Candidates | | 100/75/50/25/0 | 23 |
| AQB1 Lot 3 | Coaching and Training | | 100/66/33/0 | 23 |
| AQB2 | Implementation Plan | | 100/66/33/0 | 24 |
| AQB3 | Security Data Security Plan | | 100/75/50/25/0 | 23 |

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| **Section C** | **Pricing** | **Weighting (%)** |
| AQC1 | Pricing | 30 |

1. **Award quality questionnaire**
   1. The quality questionnaire is split into three sections:

* Section A – Mandatory question
* Section B – Quality questions
* Section C – Pricing
  1. Please refer to Attachment 2a Selection and Award questionnaire. Remember you must complete the questionnaire online in the eSourcing suite (technical envelope)

1. **Price evaluation**
   1. This paragraph 11 contains information on how to complete the Attachment 3 Pricing Matrix and the price evaluation process, please read and understand the instructions in the pricing matrix, and in this paragraph, before submitting your prices.
   2. Your prices submitted must:

* All prices submitted MUST be in pounds sterling (£);
* All prices MUST be given to two decimal places;
* The lowest price or percentage in a given Service receives a score of 30.00;
* All subsequent bidder prices are given a score based on the formula shown as paragraph 12.2
  1. You must download and complete Attachment 3 Pricing Matrix for the lot(s) you are submitting a bid for. For each Lot, you should complete the corresponding tab within pricing matrix. If you are bidding for all three (3) lots you MUST complete all three (3) tabs within the spreadsheet.
  2. Provide a price, where one has been requested, in the relevant cells in the pricing matrix; Zero or negative bids will not be allowed.
  3. Where we consider any of the prices you have submitted to have no correlation with the quality of your offer or to be abnormally low or will ask you to explain the price(s) you have submitted (as required in regulation 69 of the Regulations).
  4. If your explanation is not acceptable, we will reject your bid and exclude you from this competition, we will inform you if your bid has been excluded and why.
  5. When you have completed your pricing matrix, you must upload this into the eSourcing suite at question AQC1 in the commercial envelope. If you do not upload your pricing matrix your bid may be rejected from this competition.
  6. The Cabinet Office has a maximum budget applicable for each Lot for this contract per campaign. You are required to submit a complete price for all of the work undertaken during that campaign.
  7. However, the maximum amount allowable will be dependent upon how many bidders are successful within each Lot. The Cabinet Office anticipates that for all 3 Lots they would like to have a minimum of 2 suppliers and a maximum of 3 suppliers.
  8. Therefore, we require each bidder to price on the basis of there being either 2 successful bidders per Lot or 3 successful bidders per Lot. The amount (dependent on the number of successful bidders) of the maximum budget allowable is included within Attachment 3 Pricing Matrix. You are not allowed to put a price in that is over that maximum amount.
  9. The prices you submit will be the pricing that appears in your Attachment 10 Contract at Schedule 9, should you be successful in this Procurement.
  10. YOUR BID WILL BE DEEMED NON-COMPLIANT AND EXCLUDED FROM FURTHER PARTICIPATION IN THIS PROCUREMENT IF:
* You submit a price that is over the maximum figure allowed
* You do not attach Attachment 3 Pricing Matrix in response to this question (with each tab completed for the lot(s) you are bidding for)
* You alter the published Attachment 3 Pricing Matrix in any way, other than to enter your pricing information

1. **Price evaluation process**
   1. This is how we will evaluate your pricing:
      1. We will check you have completed all the relevant cells for each lot you are bidding for.
      2. Failure to insert an applicable price may result in your bid being deemed non-compliant and may be rejected from this competition. Remember zero or negative prices will not be accepted.
      3. The price evaluation will be undertaken separately to the quality evaluation process.
      4. The bidder with the lowest total price will be awarded the maximum mark available (a price score of 30).
      5. All other bidders will get a price score relative to the lowest total price.
   2. The calculation we will use to evaluate your total price, for each lot you are bidding for, is as follows:

|  |
| --- |
| **Calculation (against a £30k maximum budget)** |
| **The lowest price given receives a score of 30.00. All prices are scored against the formula below:**   |  |  |  | | --- | --- | --- | |  | lowest bidders price |  | | Price Score = | suppliers price | X 30 (maximum mark available) | |  |  |  |   **Example:**  **Supplier A**   |  |  |  | | --- | --- | --- | | Price Score =  (30)  **Supplier B** | £25,000  £25,000 | X 30  (maximum mark available)       = **30** | | Price Score =   (26) | £25,000  £29,000 | X 30  (maximum mark available)     **= 26** |   e.g. The highest savings achieved of £5,000 scores 30, the next savings is £1,000 which scores 26. |

* 1. **Lot 1 Attraction and Recruitment of Ethnic Minority / Lower SEB candidates**
  2. Maximum Spend allocated (pricing cap) to Lot 1 is £110,000, which will be equally divided between the successful Suppliers on Lot 1. Therefore, if there are two successful suppliers they would each have £55,000.
  3. Highest Savings achieved = £5,000

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| **Lot 1 Maximum Spend £110,000** | **Supplier A**  **50% each** | **Supplier B**  **50% each** |
| Submitted Price | £50,000 | £52,000 |
| Bidders savings in comparison to Lot 1 pricing cap | £5,000 | £3,000 |

* 1. Maximum Spend allocated (pricing cap) to Lot 1 is £110,000, which will be equally divided between the successful Suppliers on Lot 1. Therefore, if there are three successful suppliers they would each have £36,666.66.

|  |  |  |  |
| --- | --- | --- | --- |
| **Lot 1 Maximum Spend £110,000** | **Supplier A**  **33% each** | **Supplier B**  **33% each** | **Supplier C**  **33% each** |
| **Submitted Price** | £30,000 | £32,000 | £35,000 |
| Bidders savings in comparison to Lot 1 pricing cap | £6,666.66 | £4,666.66 | £1,666.66 |

* 1. **Lot 2 Attraction and Recruitment of Disabled Candidates**
  2. Maximum Spend allocated (pricing cap) to Lot 2 is £35,000, which will be equally divided between the successful Suppliers on Lot 2. Therefore, if there are two successful suppliers they would each have £17,500.
  3. Highest Savings achieved = £3,500

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| --- | --- | --- |
| **Lot 2 Maximum Spend £35,000** | **Supplier A**  **50% each** | **Supplier B**  **50% each** |
| Submitted Price | £15,000 | £14,000 |
| Bidders savings in comparison to Lot 2 pricing cap | £2,500 | £3,500 |

* 1. Maximum Spend allocated (pricing cap) to Lot 2 is £35,000, which will be equally divided between the successful Suppliers on Lot 2. Therefore, if there are three successful suppliers they would each have £11,666.66

|  |  |  |  |
| --- | --- | --- | --- |
| **Lot 2 Maximum Spend £35,000** | **Supplier A**  **33% each** | **Supplier B**  **33% each** | **Supplier C**  **33% each** |
| **Submitted Price** | £9,000 | £10,000 | £10,600 |
| Bidders savings in comparison to Lot 2 pricing cap | £2,666.66 | £1,666.66 | £1,066.66 |

* 1. **Lot 3 Coaching and Training**
  2. Maximum Spend allocated (pricing cap) to Lot 3 is £70,000, which will be equally divided between the successful Suppliers on Lot 3. Therefore, if there are two successful Suppliers they would each have £35,000.
  3. Highest Savings achieved = £5,000

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| --- | --- | --- |
| **Lot 3 Maximum Spend £70,000** | **Supplier A**  **50% each** | **Supplier B**  **50% each** |
| **Submitted Price** | £30,000 | £34,000 |
| Bidders savings in comparison to Lot 3 pricing cap | £5,000 | £1,000 |

* 1. Maximum Spend allocated (pricing cap) to Lot 3 is £70,000, which will be equally divided between the successful Suppliers on Lot 3. Therefore, if there are three successful Suppliers they would each have £23,333.33.

|  |  |  |  |
| --- | --- | --- | --- |
| **Lot 3 Maximum Spend £70,000** | **Supplier A**  **33% each** | **Supplier B**  **33% each** | **Supplier C**  **33% each** |
| **Submitted Price** | £15,000 | £20,000 | £22,000 |
| Bidders savings in comparison to Lot 3 pricing cap | £8,333.33 | £3,333.33 | £1,333.33 |

1. **Final decision to award**
   1. We will add your quality score to your price score to calculate your final score.

Example:

|  |  |  |  |
| --- | --- | --- | --- |
| **Bidder** | **Quality score** | **Price score** | **Final score** |
| (Maximum score available 70) | (Maximum score available 30) | (Maximum score available 100) |
| Bidder A | 70.00 | 30.00 | 100.00 |
| Bidder B | 60.00 | 15.00 | 75.00 |
| Bidder C | 50.00 | 12.00 | 62.00 |

* 1. We will then rank all final scores from highest to lowest.
  2. We will offer the number of bidders a contract as set out in paragraph 2.3 of Attachment 1 – About the Contract.

1. **Intention to award**
   1. You can submit a bid for one or more lots. It is possible for you to be awarded on two lots, or one lot, but not all three lots.
   2. We will tell you if you have been successful or unsuccessful via the eSourcing suite. We will send intention to award letters to all bidders who are still in the competition i.e. who have not been excluded.
   3. At this stage, a standstill period of ten (10) calendar days will start, the term standstill period is set out in regulation 87(2) of the Regulations. During this time, you can ask questions that relate to our decision to award. We cannot provide advice to unsuccessful bidders on the steps they should take and they should seek independent legal advice, if required.
   4. If during standstill we do receive a substantive challenge to our decision to award and the challenge is for a certain lot, we reserve the right, to conclude a framework contract with successful bidders for the lot(s) that have not been challenged.
   5. Following the standstill period, and if there are no challenges to our decision, successful bidders will be formally awarded a framework contract subject to signatures.
2. **Contract** 
   1. You must sign and return the contract within 10 days of being asked. If you do not sign and return, we will withdraw our offer of a contract.
   2. The conclusion of a contract is subject to the provision of due ‘certificates, statements and other means of proof’ where bidders have, to this point, relied on self-certification.
   3. This means

* Cyber Essentials Certificate as per question 7
* Skills and apprentices as per question 8
* Insurance certificates as per question 9