

APPENDIX D

RESPONSE GUIDANCE

1. INTRODUCTION

- 1.1 This Appendix D sets out the questions that will be evaluated as part of this Procurement.
- 1.2 The following information has been provided in relation to each question (where applicable):
 - 1.2.1 Weighting – highlights the relative importance of the question
 - 1.2.2 Guidance – sets out information for the Potential Provider to consider when preparing a response
 - 1.2.3 Marking Scheme – details the marks available to evaluators during evaluation

2. DOCUMENT COMPLETION

- 2.1 You **must** provide a response to every question. Please provide your response via the e-sourcing portal as a separate document at each question. All responses must be provided as either Word or PDF documents using Arial font, no less than size 11.
- 2.2 You **must not** submit any additional information with your Tender other than that specifically requested in this document or Appendix B – Statement of Requirements and Appendix D – Response Guidance.

3. RESPONSE GUIDANCE

[1] COMPANY INFORMATION	
[1.1]	Please state your full company name.
[1.2]	Please state your registered office address.
[1.3]	Please state your company or charity registration number.
[1.4]	Please state whether your company is a SME.
[1.5]	Please state whether your company is a voluntary, community or social enterprise organisation.
[1.6]	Please state the name of your immediate parent company.

[2] TENDER CONTACT	
[2.1]	Please state the contact's name.
[2.2]	Please state the contact's address, Postcode and Country.
[2.3]	Please state the contact's telephone number.
[2.4]	Please state the contact's mobile number.

[2.5]	Please state the contact's e-mail address.
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[3] MANDATORY REQUIREMENTS		Pass/Fail
<p>Please Note: The following question is a Pass / Fail question, therefore if a Potential Provider cannot or is unwilling to answer 'Yes', their Tender will be deemed non-compliant and they will be unable to be considered for this requirement. The Potential Provider should confirm by selecting the appropriate answer.</p>		
[3.1]	Do you agree, without caveats or limitations, that in the event you are successful in this Procurement, you will unreservedly sign the Terms and Conditions of Contract as set out at Appendix C upon award of the Contract?	

[4] CONFLICT OF INTEREST		Pass/Fail
<p>Please Note: Question 4.1 is a Yes/No question and will dictate whether or not the following question needs to be answered.</p> <p>Question 4.2 is a Pass / Fail question, therefore if a Potential Provider cannot or is unwilling to suitably demonstrate that they have suitable safeguards to mitigate any risk then their Tender will be deemed non-compliant and they will be unable to be considered for this requirement</p>		
[4.1]	Please confirm whether you have any potential, actual or perceived conflicts of interest that may be relevant to this requirement.	
[4.2]	We require that any potential, actual or perceived conflicts of interest in respect of this mandate are identified in writing and that companies outline what safeguards would be put in place to mitigate the risk of actual or perceived conflicts arising during the delivery of these services.	

[5] EXPERIENCE		Weighting %	
Guidance:			
<ul style="list-style-type: none">Potential providers should attach one document at the questionnaire level that forms their response to the set questions below.Potential providers should clearly label the response against each of the questions within the attachment and the document must not exceed a 3000 word limit and be submitted in word/PDF format.The maximum score available for this questionnaire is 100.			
Question:			
		Max Score	Weighting %
[5.1]		100	
[5.2]		100	
[5.3]		100	
[5.4]		100	

Marking Scheme:

The following marking scheme will be used to assess the response provided to this question:

0	Failed to meet any aspect of the requirements. An unacceptable response with serious reservations.
25	A Poor response with reservations. The response lacks convincing detail with risk that the proposal will not be successful in meeting all the requirements.
50	Meets the requirements – the response generally meets the requirements, but lacks sufficient detail to warrant a higher mark.
75	A Good response that meets the requirements with good supporting evidence. Demonstrates good understanding.
100	An Excellent comprehensive response that meets the requirements. Indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.

[6] Service Delivery and Approach

Weighting %

Guidance:

- Provide a detailed proposal for how you will deliver the account planning and media planning work outlined in the brief
- Potential providers should attach one document at the questionnaire level that forms their response to the set questions below.
- Potential providers should clearly label the response against each of the questions within the attachment and the document must not exceed a 3000 word limit and be submitted in word/PDF format.
- The Maximum score available for this questionnaire is 100.

Question:

		Max Score	Weighting %
[6.1]		100	
[6.2]		100	
[6.3]		100	
[6.4]		100	
[6.5]		100	

Marking Scheme:

The following marking scheme will be used to assess the response provided to this question:

0	Failed to meet any aspect of the requirements. An unacceptable response with serious reservations.
25	A Poor response with reservations. The response lacks convincing detail with risk that the proposal will not be successful in meeting all the requirements.
50	Meets the requirements – the response generally meets the requirements, but lacks



	sufficient detail to warrant a higher mark.
75	A Good response that meets the requirements with good supporting evidence. Demonstrates good understanding.
100	An Excellent comprehensive response that meets the requirements. Indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.

[6]	PRICE	Weighting %
Guidance:		
<p>The Authority requires the potential provider to provide a total fixed price to deliver the requirements set out in Appendix B – Statement of Requirements.</p> <p>Potential providers should submit a total price within the question below as well as completing the relevant bid fields.</p> <p>Prices should be submitted in Pound Sterling inclusive of expenses but exclusive of VAT.</p>		
Question:		
<p>Please populate the bid field entitled price to provide the total fixed price to deliver the requirements set out in Appendix B – Service Description. Potential bidders are required to attach one document at the questionnaire entitled price which provides a transparent breakdown of costs.</p>		
Marking Scheme:		
<p>The maximum mark available for Price will be 100. This mark will be awarded to the lowest priced Potential Provider. Remaining Potential Providers will receive a mark out of this maximum mark on a pro rata basis dependent on how far they deviate from the lowest price.</p> <p>The calculation that will be used to determine marks is as follows:</p> $\text{Score} = \frac{\text{Lowest Tender Price}}{\text{Tender Price}} \times 100 \text{ (maximum mark available)}$		