# **RM6195: Doing business with Government - a guide for SMEs**

The Government values working with small and medium sized enterprises (SMEs) and is committed to facilitating a diverse supply chain. Changes have been made to the way public sector Customers buy goods and services to help more SMEs bid for contracts, however we know it’s still time consuming and can be a complex process. This document provides support for SMEs on bidding for CCS’ new Framework: Big Data and Analytics.

## **Tips for SMEs bidding for RM6159: Big Data and Analytics.**

### **Play to your strengths**

Recent studies of public sector procurers show that they see SMEs as flexible, quicker to react and able to offer better prices, whilst delivering exceptionally high products and services.

### **Look good in the Evaluation**

It’s really important to provide clear evidence of all your strengths within your bid. . Think of it as an exam - answer the question, be succinct and to the point. If it’s your first time, you may want to think about getting some advice.

The evaluation for RM6195 is split into 3 different sections:

1. **Gate 1:** administrative compliance - PASS/FAIL
2. **Gate 2:** economic and financial standing - PASS/FAIL

Gates 1 & 2 run in parallel. The timeline for these gates is available in Attachment 1: About the Framework. During this period we encourage suppliers to keep an eye on email inboxes as CCS may make contact to clarify some of your answers. You must reply by the given deadline.

1. **Gate 3:** here we evaluate technical ability first through Contract Examples, then we move to the quality and price evaluation - with the weighting of the quality and price score being based on the Most Economically Advantageous Tender (MEAT) Ratio outlined in Attachment 2 Section 7.3 of the “How to Bid” document
   1. **The Selection Questionnaire** is a key part of the process. In Part 11, we will evaluate your Contract Examples which are scored as Pass/Fail.
   2. **The Quality score** is calculated during the Award Questionnaire, detailed in Attachment 2f. Responses must be entered on the e-sourcing platform.
   3. **Price score** is calculated on the figures entered into Attachment 3 Price Matrix and uploaded to the e-sourcing platform.

After you pass Gates 1 & 2, a single score will be created based on the Gate 3 evaluation which will be marked against the award criteria detailed in Attachment 2a & f, Attachment 3 and the How to Bid Document.

Each section of the evaluation process has its own guidance, and is clearly labelled in the Bid Pack. We spend a lot of time preparing the documentation and want to make sure you (and the rest of the market!) have all the information you need to know how your answers are scored and what you have to provide to score well. Please do take the time to read this document thoroughly. If there is anything you don’t understand, or if you have further questions, you can submit a Clarification Question (CQ) via the e-sourcing platform.

### **Evidence matters**

Please provide the information we ask for so we can fully assess your bid (remember attachments are not allowed). During evaluation, evaluators are not allowed to visit any web links either so please don’t include them. Remember that only what you submit is what will be evaluated.

### **Social Value**

Increased importance on Social Value has impacted how we build and evaluate frameworks. [Procurement Policy Note 06/20](https://www.gov.uk/government/publications/procurement-policy-note-0620-taking-account-of-social-value-in-the-award-of-central-government-contracts) mandates new commercial agreements to build 10% of Social Value into the overall MEAT ratio. We’ve specified the key Social Value areas for this Framework in the Framework Schedule 1 - Specification, Section 9. In the Attachment 2f, you will notice we have included a Social Value question for each lot.

### **Carbon Net Zero**

In 2019, the UK became the first major economy to adopt a legal commitment to achieve ‘Net Zero’ carbon emissions by 2050. To support this, the Government developed a [new commercial policy measure](https://www.gov.uk/government/publications/procurement-policy-note-0621-taking-account-of-carbon-reduction-plans-in-the-procurement-of-major-government-contracts) for all central government departments and arm’s length bodies.

This measure launched on 30/09/21 and requires suppliers bidding for government contracts to commit to achieving Net Zero by 2050, declaring Scope 1,2 & 3 emissions and to publish a ‘Carbon Reduction Plan’.

For this Framework, the new measure is captured in Part 11 Technical and Professional Ability - Carbon reduction. Further details are outlined in Attachment 2a Selection Questionnaire Guidance.

### **Extra guidance and resources**

CCS held an SME specific briefing webinar on 29th September 2021. A recording of the webinar and copy of the slide deck presented are available within the Supplier Engagement section of the [RM6195 webpage](https://www.crowncommercial.gov.uk/agreements/RM6195).

As well as providing an overview of the framework lifecycle and general guidance for bidding, we also signposted to specific guidance and resources available to the market on Social Value and Carbon Net Zero:

* [The Social Value Act](https://www.gov.uk/government/publications/social-value-act-information-and-resources/social-value-act-information-and-resources)
* [The Social Value Model](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/940826/Social-Value-Model-Edn-1.1-3-Dec-20.pdf)
* [Guide to Using the Social Value Model](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/940827/Guide-to-using-the-Social-Value-Model-Edn-1.1-3-Dec-20.pdf)
* [Carbon net zero](https://www.crowncommercial.gov.uk/news/5-steps-to-help-you-on-your-carbon-net-zero-journey)
* [Public Procurement Notice for Social Value](https://www.gov.uk/government/publications/procurement-policy-note-0620-taking-account-of-social-value-in-the-award-of-central-government-contracts)
* [Public Procurement Notice for Carbon Reduction Plans](https://www.gov.uk/government/publications/procurement-policy-note-0621-taking-account-of-carbon-reduction-plans-in-the-procurement-of-major-government-contracts)
* [Bidding Guidance for SMEs](https://www.gov.uk/guidance/how-to-bid-for-government-contracts-as-an-sme-effectively)
* [eSourcing tool: guidance for suppliers](https://www.gov.uk/government/publications/esourcing-tool-guidance-for-suppliers)

### **Summary**

Thank you for taking the time to read through this document. To summarise the key things to remember:

* read through all the attachments of the Bid Pack released with the tender
* follow the guidance provided without deviation
* raise any questions you have using the clarification question (CQ) process.

Good luck with your bid!