The eligible tenders will be assessed in accordance with the following criteria (**Award Criteria**):

* 60 marks quality
* 20 marks cost of design
* 90 marks cost of printing

Scores are arrived at following the application of the Evaluation Criteria (**Evaluation Criteria**) set out below to the Tenderer's Tender.

Tenderers are required to submit a Tender strictly in accordance with the requirements set out in this Invitation To Tender (ITT), to ensure the Council has the correct information to make the evaluation. Evasive, unclear or hedged Tenders may be discounted in evaluation and may, at the Council’s discretion, be taken as a rejection by the Tenderer of the terms set out in this ITT.

The Council reserves a right to seek clarification from tenderers during the tender evaluation process and to take appropriate steps to ensure all tenders can be assessed on an equal basis.

The Tender Evaluation Model showing the Evaluation Criteria and the maximum scores attributable to them is set out below.

## Scoring matrix for the technical and quality criteria

|  |  |
| --- | --- |
| 0 | Completely fails to meet required standard or does not provide a proposal. |
| 1 | Proposal significantly fails to meet the standards required, contains significant shortcomings or is inconsistent with other proposals. |
| 2 | Proposal falls short of achieving expected standard in a number of identifiable respects. |
| 3 | Proposal meets the required standard in most material respects, but is lacking or inconsistent in others. |
| 4 | Proposal meets the required standard in all material respects. |
| 5 | Proposal meets the required standard in all material respects and exceeds some or all of the major requirements. |

## Evaluation Criteria

|  |  |  |
| --- | --- | --- |
| **Evaluation Criteria** | **Expected Content** | **Weighting** |
| Resilience | Demonstrate capacity to carry out the specification, staffing resilience in the case of absences. This may include example of existing or previous contracts.  (Max 2 sides of A4) | 25 |
| Understanding the requirements of local authority clients | Provide knowledge or experience of the requirements of local authority clients and the particular priorities that they face. This may include giving a reference for previous local authority clients.  (Max 1 side of A4) | 10 |
| Net Zero Carbon Emissions | Provide details of   * your approach in working towards net zero * steps relating to scopes 1 to 3 * carbon reduction plan * identifying and applying approaches to avoid or minimise emissions/embedded carbon from materials, equipment, vehicles and working practices * adopting a formal approach to environmental management, ideally by applying a recognised standard such as the Kent STEM Scheme, ISO14001, EMAS, or Acorn The use of green technologies are welcome.   (Max 2 sides of A4) | 15 |
| Example publication |  | 10 |
| **Total marks available** |  | **60** |

## Cost evaluation

Bid prices will be scored on a comparative basis with the bid providing the lowest cost to the Council receiving 100% of the available marks (60% following weighting). All other bids will be compared against that bid.

The cost evaluations are broken down between the cost of design (20 points) and the cost of printing (90 point in each lot).

|  |  |
| --- | --- |
| **Design** | **Score** |
| Cost of design | 20 points |
| **Total marks available** | **20** |

|  |  |
| --- | --- |
| **Printing (Lot 1) – environmentally friendly paper** | **Score** |
| Cost of printing In-Shape (24 pages) | 80 points |
| Run on cost per 1,000 per edition (at 24 pages of A4) | 10 points |
| **Total marks available** | **90** |

|  |  |
| --- | --- |
| **Printing (Lot 2) – carbon neutral paper printing** | **SCORE** |
| Cost of printing In-Shape (24 pages) | 80 points |
| Run on cost per 1,000 per edition (at 24 pages of A4) | 10 points |
| **Total marks available** | **90** |