



Christmas Event at Upton Country Park

REFERENCE: DN282972

PROCUREMENT PROCEDURE: CONCESSION

Supplier Response Document Part F – Mandatory Requirements & Quality Statements

| | | |
|---|---|----------------------------|
| Name of Tenderer: | <<Complete full name of tenderer submitting the information>> | |
| Deadline for submission: (UK date and time) | DATE: | 16 th July 2017 |
| | TIME: | 23:30 |

| | |
|-----------------|------------|
| Status: | Issued |
| Version: | 1.00 |
| Date: | 23/07/2017 |

Text marked <<BLUE>> must be completed by the Tenderer.

Completed tender documents must be submitted in accordance with the instructions given in the Invitation to Tender.

**APPENDICES SUPPLIED SEPARATELY AND FORMING PART OF OUR PART F
(MANDATORY REQUIREMENTS & QUALITY STATEMENTS) SUBMISSION:**

| Appendix Ref. | Appendix Title |
|----------------------|-------------------------------|
| Appendix C1 | <<Completed by the Tenderer>> |
| Appendix C2 | <<Completed by the Tenderer>> |
| Appendix C3 | <<Completed by the Tenderer>> |
| Appendix C4 | <<Completed by the Tenderer>> |

RESPONSE TO SPECIFICATION

Tenderers must provide Quality Statements in response to the questions prefixed “QS” below. Quality Statements must describe how the tenderer will meet the requirements of the contract.

Tenderers are required to respond to all of the questions below.

Please adjust as necessary the size of the ‘response’ box in order to accommodate your response.

Tenderers are referred to the Invitation to Tender and reminded that evaluation of their Quality Statements will account for 50 % of the evaluation.

Mandatory Requirements

Requirements in this section are MANDATORY requirements and MUST be met by Tenderers. Failure to meet any of the Mandatory Requirements will result in the tender being deemed non-compliant and the tender will be discounted from further consideration.

Tenderers are required to read the particular requirements in this section and then select ‘Yes’ for when they can meet the requirement or ‘No’ if they cannot meet the requirement.

| MR1 | Economic and Financial Standing | |
|-------|--|----------|
| | Question | Response |
| MR1.1 | Are you able to provide a copy of your audited accounts for the last two years, if requested? If no, can you provide one of the following: answer with Y/N in the relevant box. | Yes / No |
| | (a) A statement of the turnover, Profit and Loss Account/Income Statement, Balance Sheet/Statement of Financial Position and Statement of Cash Flow for the most recent year of trading for this organisation. | Yes / No |
| | (b) A statement of the cash flow forecast for the current year and a bank letter outlining the current cash and credit position. | Yes / No |
| | (c) Alternative means of demonstrating financial status if any of the above are not available (e.g. forecast of turnover for the current year and a statement of funding provided by the owners and/or the bank, charity accruals accounts or an alternative means of demonstrating financial status). | Yes / No |
| MR1.2 | Where we have specified a minimum level of economic and financial standing and/ or a minimum financial threshold within the evaluation criteria for this procurement, please self-certify by answering ‘Yes’ or ‘No’ that you meet the requirements set out. | Yes / No |

| MR2 | Insurance |
|-----|---|
| | <p>Please self-certify whether you already have, or can commit to obtain, prior to the commencement of the contract, the levels of insurance cover indicated below:</p> <p>Yes / No</p> <p>Employer's (Compulsory) Liability Insurance * = £ 5 million</p> <p>Public Liability Insurance = £ 10 million</p> <p>*It is a legal requirement that all companies hold Employer's (Compulsory) Liability Insurance of £5 million as a minimum. Please note this requirement is not applicable to Sole Traders.</p> |

| MR3 | Financial Risk | Pass / Fail |
|-------|--|--|
| | <p>The authority will perform a financial risk assessment using information provided in the Economic and Financial Standing section of this document.</p> <p>The authority may use a credit reference and / or financial status records agency. Other financial information may be sought in order to complete our risk assessment. This may include, but not be limited to, a review of current assets against liabilities, profitability over the previous four years, size of any long term liabilities (particularly where these are financed by external bank loans), the structure of the company and whether it is or could be supported by a Parent Company, the value of current reserves, whether the contractor is long-established, plus consideration of the size of contract against company turnover. The minimum yearly turnover that economic operators are required to have shall not exceed twice the estimated contract value, except in duly justified cases. A potential supplier will not be deselected on the basis of turnover alone.</p> | |
| MR3.1 | The minimum level of economic and financial standing and / or a minimum financial threshold for this project is: £ 200,000 GBP | <p>Cross-reference to (Economic and Financial Standing)</p> <p>Yes / No</p> |

| MR4 | Equality and diversity | Pass / Fail |
|-----|---|-----------------|
| | <p>Please self-certify whether, as an Employer, you meet the requirements of the positive equality duties in relation to the Equalities Act 2010* - and you have your own relevant policies/ literature or if you do not have your own policies / literature then you commit to the Council's standards outlined in its Policy document <i>Fairness for All</i> http://www.poole.gov.uk/your-council/equality-and-diversity/equality-and-diversity/</p> <p>* It is a legal requirement that applies to both public and private procurement.</p> | Yes / No |

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| MR5 | Relevant experience: Do you have experience of operating a Christmas Event & Illumination event (or similar type of business)? |
| | Please confirm you meet this mandatory requirement. |
| | Response: YES / NO |
| MR6 | Profitability: Do your last two years accounts show a net profit after interest, tax, depreciation and amortisation? |
| | Please confirm you meet this mandatory requirement. |
| | Response: YES / NO |
| MR7 | DBS: All staff who come into contract with children are cleared in advance with a current appropriate level Disclosure and Barring Service (DBS) certificate. |
| | Response: |
| | YES / NO |

Quality Statements

You are required below to respond to a number of questions. Your responses will tell us How, Who, What, Where, When and Why. Your responses are your opportunity to convince us that you should be awarded the contract. Please ensure that your responses are relevant and proportionate. You must respond fully to each question. Do not cross-reference from one response to another.

Once the Authority is satisfied with response documents, they will be incorporated into and form part of the contract.

Responses must be Arial Font Size 12. A word limit is stated for each response. If a response exceeds the stated word limit then the words over that limit will not be read and a score will be awarded on this basis. Information excluded from over-long responses may impact your ability to win the contract.

Please read the Specification carefully and complete your responses where indicated.

Depending on the response given a score of 0 to 10 will be given per question.

The evaluation methodology is described in the Invitation to Tender.

| No. | Question | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|--------------|--------------|------------|------------|--------------------------------------|--------------|--------------|--------------|---|--------------|--------------|--------------|-------------------------------------|--------------|--------------|--------------|-----------------------|--------------|--------------|--------------|--------------------------------|--------------|--------------|--------------|----------------------------|--------------|--------------|--------------|---------------------------------|--------------|--------------|--------------|------------------------------|--------------|--------------|--------------|
| QS1 | References | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| QS1.1 | <p>Relevant experience and contract examples</p> <p>Please provide details of up to three contracts, in any combination from either the public or private sector; voluntary, charity or social enterprise (VCSE) that are relevant to our requirement. VCSEs may include samples of grant-funded work. Contracts for supplies or services should have been performed during the past three years. Works contracts may be from the past five years. Examples should not include previous contracts completed for the procuring Authority.</p> <p>The named contact provided should be able to provide written evidence to confirm the accuracy of the information provided below.</p> <p>Consortia bids should provide relevant examples of where the consortium has delivered similar requirements. If this is not possible (e.g. the consortium is newly formed or a Special Purpose Vehicle is to be created for this contract) then three separate examples should be provided between the principal member(s) of the proposed consortium or Special Purpose Vehicle (three examples are not required from each member).</p> <p>Where the Supplier is a Special Purpose Vehicle, or a managing agent not intending to be the main provider of the supplies or services, the information requested should be provided in respect of the main intended provider(s) or sub-contractor(s) who will deliver the contract.</p> <p>If you cannot provide examples see question QS1.2</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <table border="1"> <thead> <tr> <th></th><th>Contract 1</th><th>Contract 2</th><th>Contract 3</th></tr> </thead> <tbody> <tr> <td>Name of customer organisation</td><td><<RESPONSE>></td><td><<RESPONSE>></td><td><<RESPONSE>></td></tr> <tr> <td>Point of contact in the organisation</td><td><<RESPONSE>></td><td><<RESPONSE>></td><td><<RESPONSE>></td></tr> <tr> <td>Position in the organisation</td><td><<RESPONSE>></td><td><<RESPONSE>></td><td><<RESPONSE>></td></tr> <tr> <td>E-mail address</td><td><<RESPONSE>></td><td><<RESPONSE>></td><td><<RESPONSE>></td></tr> <tr> <td>Description of contract</td><td><<RESPONSE>></td><td><<RESPONSE>></td><td><<RESPONSE>></td></tr> <tr> <td>Contract Start date</td><td><<RESPONSE>></td><td><<RESPONSE>></td><td><<RESPONSE>></td></tr> <tr> <td>Contract completion date</td><td><<RESPONSE>></td><td><<RESPONSE>></td><td><<RESPONSE>></td></tr> <tr> <td>Turnover for contract</td><td><<RESPONSE>></td><td><<RESPONSE>></td><td><<RESPONSE>></td></tr> </tbody> </table> | | Contract 1 | Contract 2 | Contract 3 | Name of customer organisation | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> | Point of contact in the organisation | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> | Position in the organisation | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> | E-mail address | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> | Description of contract | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> | Contract Start date | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> | Contract completion date | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> | Turnover for contract | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> |
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| Point of contact in the organisation | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Position in the organisation | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E-mail address | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Description of contract | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Contract Start date | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Contract completion date | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Turnover for contract | <<RESPONSE>> | <<RESPONSE>> | <<RESPONSE>> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| QS1.2 | <p>If you cannot provide at least one example for questions QS1.1, in no more than 500 words please provide an explanation for this e.g. your organisation is a new start-up or you have provided services in the past but not under a contract.</p> <p>Response:</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| | <p>Word limit: 500 words, appendices and attachments will not be evaluated</p> <p><<RESPONSE>></p> |
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| QS2 | <p>Executive summary including:</p> <ul style="list-style-type: none"> • Business summary • Business aims • Financial summary • Cost and price strategy • Company ethos • Vision • Why do you want to operate this concession? • Your previous relevant experience • What is your Unique Selling Point (USP)? • Details of any awards • Suggestions for innovation • Details of mobilisation period required for full operation after the date of award of the contract • Relevant additional information |
| | <p>Response:</p> <p>Word limit: 2,000 words, appendices and attachments will be evaluated. Any appendix must be named “Supplier’s name – QS2”</p> <p><<RESPONSE>></p> |
| QS3 | <p>Products and services:</p> <ul style="list-style-type: none"> • Describe the basic product/service you are going to sell with actual pricing correct at time of tender are to be included as an Appendix. • Describe how you intend to develop the product(s) over the period of the contract. • If you are not going to sell all your products/services at the start of your business, explain why not and when you will start selling them? • Relevant additional information |
| | <p>Response:</p> <p>Word limit: 1,000 words, appendices and attachments will be evaluated. Proposed actual pricing correct at time of tender are to be included as an Appendix named “Supplier’s name – QS3”</p> <p><<RESPONSE>></p> |
| QS4 | <p>The market:</p> <ul style="list-style-type: none"> • Who are your potential customers? (Please differentiate between individuals, businesses or both) • Describe your typical customer. • Where do you expect to draw customers from? • What prompts your customers to buy your product/service? • What would you do to develop and widen your market? • Have you sold products/services to customers previously? (yes or no?) • If you answered “yes”, give details: • Relevant additional information |

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| | <p>Response:</p> <p>Word limit: 1,000 words, appendices and attachments will be evaluated. Any appendix must be named “Supplier’s name – QS4”</p> <p><<RESPONSE>></p> |
| QS5 | <p>Market research:</p> <ul style="list-style-type: none"> • Key findings from desk research • Key findings from field research – customer questionnaires • Additional information |
| | <p>Response:</p> <p>Word limit: 500 words, appendices and attachments will not be evaluated</p> <p><<RESPONSE>></p> |
| QS6 | <p>Marketing strategy:</p> <ul style="list-style-type: none"> • What are you going to do to market your business? • Why have you chosen this marketing method? • In your business model, what % of turnover would you allow for marketing? • What projections would you give for growing the business? |
| | <p>Response:</p> <p>Word limit: 1000 words, appendices and attachments will be evaluated. Any appendix must be named “Supplier’s name – QS6”</p> <p><<RESPONSE>></p> |
| QS7 | <p>Competitor analysis:</p> <ul style="list-style-type: none"> • Who are your competitors? Where are they located? How big are they? What do they sell and at what price? What are their strengths and weaknesses? • What are your strengths, weaknesses, opportunities and threats? • What is your Unique Selling Point (USP)? |
| | <p>Response:</p> <p>Word limit: 1000 words, appendices and attachments will not be evaluated</p> <p><<RESPONSE>></p> |
| QS8 | <p>Operations and logistics:</p> <ul style="list-style-type: none"> • Describe day-to day operations of the service • What management and staff structure would you provide? • Will staff be uniformed? Provide style and quality as an Appendix • How will you deliver to your customers? • How will your customers pay you? • Who are your suppliers and where are they located? <ul style="list-style-type: none"> ○ What are your suppliers’ payment arrangements? ○ How did you choose your suppliers? • What equipment do you require? Do you already own it? If not would you purchase new or second hand? If being bought then who from and what price? |

| | |
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| | <ul style="list-style-type: none"> • What transport do you require? • What are the legal requirements of your operation? • What are the insurance requirements? • Additional information |
| | <p>Response:</p> <p>Word limit: 1,500 words, appendices and attachments will be evaluated. Any appendix must be named "Supplier's name – QS8"</p> <p><<RESPONSE>></p> |
| | |
| QS9 | <p>Business Plan: Financial Viability and Sustainability:</p> <ul style="list-style-type: none"> • Annual Forecast Sales Volumes, Cost and Turnover |
| | <p>Response:</p> <p>Your Annual Forecast Sales Volumes, Cost and Turnover must be completed in the format of Supplier Response Document - Part K (Business Plan Financial Tables) and submitted as a separate file named "Supplier's Name – QS9"</p> |

Contact details and declaration

I declare that to the best of my knowledge the answers submitted and information contained in this document are correct and accurate.

I declare that, upon request and without delay I will provide the certificates or documentary evidence referred to in this document.

| Contact details and declaration | |
|--------------------------------------|----------|
| Question | Response |
| Contact name | |
| Name of organisation | |
| Role in organisation | |
| Phone number | |
| E-mail address | |
| Postal address | |
| Signature (electronic is acceptable) | |
| Date | |