



TENDER RESPONSE – PART D – QUALITY EVALUATION FOR BEACH FURNITURE CONCESSIONS

Strategic Procurement

DN 703423

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Evaluation Criteria Questions to be Scored

This document sets out the questions asked as part of the Quality Evaluation of the procurement exercise. Bidders should therefore ensure that have read and fully understood the contents of the ITT and the evaluation approach taken to assess responses to these questions as set out in Section 5 of the Invitation to Tender.

The following Quality questions cover the specific services required by the Council. Answers should be concise and include examples of relevant contracts to demonstrate experience wherever possible.

Bidders must respond fully to each question and not simply refer to another answer or annexed document unless a question states that it is permissible. Where a Bidder fails to provide a response for a question(s) the Council will automatically award a score of "0" in respect of that question(s) and the Council reserves the right to reject that Bidder and not to consider that Bid further.

Bidders are encouraged to provide sufficient detail when responding to each question.

In providing responses to the questions set out in this document, **Bidders should not assume that the Council has any prior knowledge of the Bidder, its practice, reputation or its involvement in existing services, projects or procurements. In evaluating responses to these questions the Council will only consider information provided in response to these questions.**

Page Limits Per Question

Responses should not exceed the page limits indicated within each question.

The page limit is based on a single side of the size of the paper indicated for each criteria in the table below. The page limit is inclusive of text, drawings, diagrams, screen prints, flow charts or any other form of presenting a response. All text should be Arial font size 11.

Responses to each question should be completed on separate documents, clearly identified as being a response to each question. Once the response has been completed, it should be saved (preferably as a PDF document) in the naming format indicated below for that question. Please ensure when you upload your response to ProContract, that you attach your document for each of the questions below.

Question Weightings

The quality questions will be evaluated, scored and the weightings applied to each evaluation criteria question outlined in the Section 5 of the Invitation to Tender.

Criteria Number	Evaluation Criteria
D1	<p>Bidders approach to the operation of the business.</p> <p>Please supply a business plan which outlines how you will set up, finance and operate the business during the term of the licence to ensure that it is a successful operation. Please give details of how the operation will be funded, and financial forecasts for the contract. Please also detail your intended operating days and hours, showing how the operation will be run on a day-to-day basis.</p> <p>Please complete your response to this question within a separate document. Once you have finished your response, please save the document (preferably as a PDF) as 'Response to D1 - Bidder Name' and upload as part of your tender submission.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 4 A4 pages.</p>
D2	<p>Bidders approach to the management structure and operational resources.</p> <p>Please provide details as to who will be responsible for the management of the business, how the management will be structured and detail how the business will be staffed to manage the daily operation to successfully deliver the business. Please provide details of the proposed dress code for operatives and how you will ensure they are identifiable as persons authorised to collect sales revenue for Customers. Please set out how you will recruit and train operatives to ensure they display appropriate customer service behaviours. Please identify who will be the contact for the Council for the management of the concession. Details of how money will be taken (cash/card) and any equipment required for this operation should be included.</p> <p>Please complete your response to this question within a separate document. Once you have finished your response, please save the document (preferably as a PDF) as 'Response to D2 - Bidder Name' and upload as part of your tender submission.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 6 A4 pages.</p>
D3	<p>Bidders approach to the promotion of the operation.</p> <p>Please provide details of how you would attract customers to your operation, who your target markets are and how you would target these markets to ensure a successful business. Please detail how you would maximise usage and promotion of the operation throughout the season.</p> <p>Please complete your response to this question within a separate document. Once you have finished your response, please save the document (preferably as a PDF) as 'Response to D3 - Bidder Name' and upload as part of your tender submission.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 2 A4 pages.</p>
D4	<p>Bidders approach to the products, product utilisation and storage.</p> <p>Please provide a price list together with detail on future investment and diversification of your offer to ensure that there is a successful business operation whilst also being a valuable offer and part of the community. Details of additional equipment proposals should be included within your response to this question. Please specify how all</p>

	<p>equipment will be stored securely overnight. Please provide evidence of Public and Employers Liability to a value of £10 million for each.</p> <p>Please complete your response to this question within a separate document. Once you have finished your response, please save the document (preferably as a PDF) as 'Response to D4 - Bidder Name' and upload as part of your tender submission.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 3 A4 pages.</p>
D5	<p>Bidders approach to sustainability.</p> <p>Please provide details of the measures that will be taken to ensure your business operation is delivered sustainably taking into consideration how you will work to reduce the environmental impact that your business operation has. In particular, please include details of how you will reduce and dispose of waste and promote sustainability amongst your clientele.</p> <p>Please complete your response to this question within a separate document. Once you have finished your response, please save the document (preferably as a PDF) as 'Response to D4 - Bidder Name' and upload as part of your tender submission.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 2 A4 pages.</p>