SUPPLIER RESPONSE – PART E – QUALITY EVALUATION FOR WHITECLIFF PAVILION CAFÉ CONCESSION

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Evaluation Criteria Questions to be Scored

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

Suppliers must respond fully to each question and not simply refer to another answer or annexed document unless a question states that it is permissible.

Please ensure that you provide sufficient detail when responding to each question. In particular, refer to the Quality Scoring Guide that can be found within the Supplier Information document. The Quality Scoring Guide provides detail as to how your responses to each evaluation question will be scored.

If you are an incumbent supplier to the Council or have previously completed work for the Council, please do not assume this will be taken into consideration when your responses are evaluated. You must ensure that you provide sufficient information within your response that details previous work undertaken or experience that is relevant to this requirement.

Please do not reference your submitted price(s) within any responses to the below criteria unless expressly asked to. Where a response to an evaluation criteria references the price without it being expressly asked within the question, the response may be rejected and the score for that evaluation criteria scored zero.

Page Limits Per Question

Answers should not exceed the page limits indicated for each question.

Each page limit is on the basis of an A4 page of text (font size 11). Please be aware that this limit is to text. Any drawings, diagrams or screen prints embedded into the response will not be included within the page limit.

Responses to each question should be completed on separate documents. Once the response has been completed, it should be saved 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.

Where your company does go over the page limits indicated for each question, the Council at its sole discretion may choose to either reject or accept additional pages of responses. This is at the sole discretion of the Council and suppliers are encouraged to ensure that they remain within the page limits set for each question.

Question Weightings

The quality questions will be evaluated, scored and the weightings applied to each evaluation criteria question outlined in the Supplier Information document.

Criteria Number	Evaluation Criteria
E1	**Executive Summary including:** • 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 • 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
	Please complete your response to this question within a separate document. Once you have finished your response, please save the document as 'Response to E1 - *Supplier Name*' and upload as part of your tender submission. Please ensure that you do not exceed the maximum page limit for this question of 4 A4 pages.
E2	**Products and Services** • Describe the basic product/service you are going to sell with pricing correct at time of tender 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? • The Council requires that your products comply with the minimum "Mandatory Standards" set out in Government Buying Standards (GBS) for food and catering (refer to Appendix K). Please describe how you will factor GBS Mandatory Standards for food and catering into your products and services in respect of impact areas A (Production, Processing and Distribution), B (Nutrition), C (Resource Efficiency) and D (Socio-economic). • Relevant additional information
	Please complete your response to this question within a separate document. Once you have finished your response, please save the document as 'Response to E2 - *Supplier Name*' and upload as part of your tender submission. Please ensure that you do not exceed the maximum page limit for this question of 2 A4 pages.
E3	**The Market** • Who are your potential customers? (Please differentiate between individuals, businesses or both) • Describe your typical customer and where you expect them to come

	from. • What prompts your customers to buy your product/service? • What would you do to develop and widen your market? • Relevant additional information
	Please complete your response to this question within a separate document. Once you have finished your response, please save the document as 'Response to E3 - *Supplier Name*' and upload as part of your tender submission. Please ensure that you do not exceed the maximum page limit for this question of 2 A4 pages.
E4	**Market Research and competitor analysis** • Key findings from desk research and field research – e.g. customer questionnaires • 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? • What is your Unique Selling Point (USP)? • Additional information
	Please complete your response to this question within a separate document. Once you have finished your response, please save the document as 'Response to E4 - *Supplier Name*' and upload as part of your tender submission. Please ensure that you do not exceed the maximum page limit for this question of 1 A4 pages.
E5	**Marketing Strategy** • 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?
	Please complete your response to this question within a separate document. Once you have finished your response, please save the document as 'Response to E5 - *Supplier Name*' and upload as part of your tender submission. Please ensure that you do not exceed the maximum page limit for this question of 2 A4 pages.
E6	**Operations and logistics** • 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 • Do you plan to deliver any products off-site to your customers? What? How? • Who are your suppliers and where are they located? ○ 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? • What are the legal requirements of your operation? • Do you plan to sell any products outside of the café within the wider park? • Additional information
	Please complete your response to this question within a separate document. Once you have finished your response, please save the document as 'Response to E6 - *Supplier Name*' and upload as part of your tender submission. Please ensure that you do not exceed the maximum page limit for this question of 3 A4 pages.
E7	**Sports changing** • As detailed in Appendix B, please describe how you will accommodate up to four sports teams simultaneously and associated match officials during the football season. • How will you make this space a flexible multi-functional facility for use by sports teams and other community groups? • Describe how this multi-functional service fits in to your vision. • Describe the system you will implement to manage bookings and the reporting functionality it will provide.
	Please complete your response to this question within a separate document. Once you have finished your response, please save the document as 'Response to E7 - *Supplier Name*' and upload as part of your tender submission. Please ensure that you do not exceed the maximum page limit for this question of 2 A4 pages.
E8	**Community benefits** • Describe how your vision (described in your response to E1) compliments the park and its offer as an open space. • The use of Planning Obligations funding requires improvements to casual play and recreational activity. How will your service encourage casual play and recreational activity on Whitecliff Recreation Ground? • What community and recreational activities will you accommodate, provide and otherwise promote? • Describe how you will proactively work with and accommodate the existing users of the facility to support their operation. • How will you prioritise and accommodate potentially conflicting demands for sports changing and other community use?
	Please complete your response to this question within a separate document. Once you have finished your response, please save the document as 'Response to E8 - *Supplier Name*' and upload as part of your tender

	submission. Please ensure that you do not exceed the maximum page limit for this question of 2 A4 pages.
E9	**Business Plan, Financial Viability and Sustainability** Present annual forecasts for: • Sales Volumes • Costs • Turnover
	Please complete your response to this question using Supplier Response Part K.
E10	**Investment in fixed assets** Please describe how you will invest in fixed assets including fixed FFF&E. Specifically what changes do you propose to existing fixed assets and when do you propose these changes will be commenced and completed? Tenderers note requirement to cross-reference MR-A9.
	Please complete your response to this question using Supplier Response Part J. Your response to this question must tally with and not contradict your investment proposal submitted in the 'Supplier Response – Part J' and save the document as 'Response to E10 - *Supplier Name*' and upload as part of your tender submission. Please ensure that you do not exceed the maximum page limit for this question of 2 A4 pages.
E11	**Development: Method Statement:** Provide a method statement describing: a. how the design and building work will be undertaken in accordance with the Development Agreement, Specification(s), planning documents and site conditions. b. your controls to ensure that the works are executed to time, cost and quality requirements c. how construction phase risks will be identified and managed.
	Please complete your response to this question within a separate document. Once you have finished your response, please save the document as 'Response to E11 - *Supplier Name*' and upload as part of your tender submission. Please ensure that you do not exceed the maximum page limit for this question of 2 A4 pages.
	Development: Design life of key elements – namely kitchen, dining, toilets, changing rooms The Authority desires that at the end of the lease the premises and fixed FFF&E are handed back in reasonable operational condition. Please describe your design life commitments for the premises structure and key elements of fixed FFF&E including kitchen, dining, toilets, changing rooms. Please describe the renewals and maintenance programme over the life of

E12	the contract and include an investment plan.
	Please complete your response to this question within a separate document. Once you have finished your response, please save the document as 'Response to E12 - *Supplier Name*' and upload as part of your tender submission. Please ensure that you do not exceed the maximum page limit for this question of 2 A4 pages.
E13	**Development: Visual Impact** Provide outline design and construction proposals including floor plans as an appendix. Note that the floor plan should specify the total internal floor space in square metres. Tenderers note that outline planning visuals and layout App/17/01146/P are provided to steer your thinking and to serve as a baseline for scoring your own proposals for visuals and layout. Tenderers note that the Outline Planning Visuals and Layout would be scored 6. If in our opinion your proposals are better than our benchmark outlines then you will score better than 6. If in our opinion your proposals are less than our benchmark outlines then you will score less than 6. Describe and evidence your communications with BCP Council's Planning regarding pre-planning advice including but not limited to: • the date of your request for pre-planning advice • the name of the planning officer who considered your design • the date and reference of feedback from Planning • a copy of the response from Planning • any subsequent communications with Planning after initial pre-planning advice
	Please complete your response to this question within a separate document. Once you have finished your response, please save the document as 'Response to E13 - *Supplier Name*' and upload as part of your tender submission. Please ensure that you do not exceed the maximum page limit for this question of 2 A4 pages.
E14	**Development: Construction Health & Safety** Describe how you will manage the health, safety and welfare of: a. residents b. site workforce c. public Explain the relevance of CDM 2015 and the responsibilities of Principal Contractor and Principal Designer. Explain your allocation of Principal Contractor and Principal Designer.
	Please complete your response to this question within a separate document. Once you have finished your response, please save the document as

	‘Response to E14 - *Supplier Name*’ and upload as part of your tender submission. Please ensure that you do not exceed the maximum page limit for this question of 2 A4 pages.