



SUPPLIER RESPONSE – PART E – CONCESSION QUALITY EVALUATION FOR UPTON PARK ACTIVITIES

Strategic Procurement

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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	<p>Executive Summary</p> <p>Present:</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>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.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 2 A4 pages.</p>
E2	<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>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.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 8 A4 pages.</p>
E3	<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

	<p>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.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 4 A4 pages.</p>
E4	<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>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.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 8 A4 pages.</p>
E5	<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>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.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 8 A4 pages.</p>
E6	<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>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.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 8 A4 pages.</p>
E7	<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 your customers pay you? • 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 transport do you require?

	<ul style="list-style-type: none"> • What are the legal requirements of your operation? • What are the insurance requirements? • Additional information <p>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.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 4 A4 pages.</p>
E8	<p>Business Plan, Financial Viability and Sustainability</p> <p>Present annual forecasts for:</p> <ul style="list-style-type: none"> • Sales Volumes • Costs • Turnover <p>Please complete your response to this question using 'Supplier Response Part K – Business Plan.' Once you have finished your response, please save the document as 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 1 A4 pages.</p>