



TENDER RESPONSE – PART D – QUALITY EVALUATION FOR SIGNAGE INCLUDING GRAPHIC DESIGN FOR SEAFRONT WATER SAFETY

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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' experience and how they will use this experience to deliver a successful operation with consistent results for the customer</p> <p>Describe your organisation's experience in designing and printing large scale signage projects with numerous designs for use in marine environments. Where possible, please refer to any RNLI Water Safety signage work you have completed.</p> <p>Please include details of where, for who and how your organisation has delivered projects of this nature.</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 - <i>Bidder Name</i>' 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 5 A4 pages. All text should be Arial font size 11.</p>
D2	<p>Bidders' design capability and process</p> <p>Describe your organisation's in-house design capabilities. Clarify if you would outsource the design work. Clarify, do you employ dedicated artworkers who can create new designs and make expert recommendations to the customer where appropriate?</p> <p>Describe how you would approach the initial 'Master Template' design element of this project and how you would go about understanding and best implementing the customer's needs.</p> <p>The effectiveness of beach signage heavily depends on its visibility throughout the beach area. Assuming that we locate signage in high-traffic areas, please describe how you will ensure visibility by considering factors like font size, colour contrast to ensure that the signage remains conspicuous under various lighting conditions and weather.</p> <p>Describe the process you follow from presenting initial artwork to the client, instructions for changes through to approval of print-ready artwork. Include within your response how you price instructions for changes.</p> <p>How would you manage last-minute design change requests?</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 - <i>Bidder Name</i>' 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 5 A4 pages. All text should be Arial font size 11.</p>
D3	<p>Bidder's approach to quality management</p> <p>Please describe your approach to quality management including ensuring that artworkers have a good understanding of the client's requirement, approach to</p>

	<p>proofing and internal approval prior to submitting artwork to client for client approval. Please clarify within your response who has responsibility for quality management and detail whether you hold any recognised certifications, for example, ISO 9001.</p> <p>Please provide details of the materials and coatings you use to ensure the longevity of signage in marine conditions. Include examples (with timescales) of how your work has performed in these environments before showing signs of deterioration.</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 - <i>Bidder Name</i>' 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. All text should be Arial font size 11.</p>
D4	<p>Bidder's Approach to Project Management</p> <p>Describe your approach to project management to ensure that deliverables are received by the client to time, cost and quality expectations. Clarify within your response who would be the single point of contact on the supplier side and the escalation pathway.</p> <p>Describe your programme for design and print elements of this project.</p> <p>Describe your approach to lessons learned with all clients and how this feeds into continuous improvement of your project management process.</p> <p>Describe your organisation's approach to customer care and complaints.</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 - <i>Bidder Name</i>' 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. All text should be Arial font size 11.</p>
D5	<p>Bidder's approach to decarbonising BCP's Scope 3 emissions associated with this contract</p> <p>Greenhouse gas emissions are categorised into three 'Scopes' by the Greenhouse Gas (GHG) Protocol. BCP Council is actively working to mitigate all Scope 1, 2 and 3 emissions by 2030. BCP's Scope 3 emissions are caused by BCP's activities but occur outside of BCP's direct control – this includes waste disposal and the goods and services bought by the council. BCP's target is to achieve Carbon Net Zero (CNZ) by 2030.</p> <p>Describe how your organisation will decarbonise its activities associated with BCP's contract - during the life of BCP's contract. Your response should include:</p> <ul style="list-style-type: none"> - a timeline showing your baseline data (i.e. where you are today expressed as numbers and dates); interim / milestone targets (expressed as numbers and dates); end target (expressed as numbers and dates); - a description of your associated monitoring activity – what you will measure and how you will report it to BCP

	<p>- a statement of what you are going to do differently that will to reduce your emissions</p> <p>Your response must include:</p> <ul style="list-style-type: none"> - reduced carbon emissions during manufacturing - minimal transportation and low emissions vehicles - recycled / recyclable materials (particularly packaging) - take away your packaging for reuse, recycling or disposal - weather resilient materials (flooding, extreme heat/cold)
	<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 - <i>Bidder Name</i>' 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. All text should be Arial font size 11.</p>