

**Tender**

Media Agency Services

The University of Chichester

**Latest date for Return – 12:00 on 21 February 2020**

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1. Introduction and general background

The University of Chichester is situated at the Bishop Otter Campus (BOC) based in Chichester, and the Bognor Regis Campus (BRC) situated in Bognor Regis. Each campus is self-contained within its own grounds, each with teaching, learning, conferencing and accommodation buildings.

The University has a student body of around 5600 students and has a good record of growing each annual intake. Students do not just come from the surrounding area, and we have particular and growing expertise in; Film Production and Acting, Animation and eSports, Humanities Music and Theatre, Art, Creative Design in Engineering and Digital Media, Biomechanics, Sports, Sports Coaching and Management, Business, Law and Education.

Further information about the University can be found here <[link](http://www.chi.ac.uk)> and our Strategic Plan can be found here <[link](https://www.chi.ac.uk/about-us/mission-and-vision/university-chichester-strategic-plan-2018-2025)>

The University has made significant investments in the teaching and accommodation facilities our strategic aims include to grow our student body further. Achieving this, includes working with expert organisations that have the network, and skill to focus our advertising and media.

* 1. Purpose of this tender document

The purpose of this tender is to enable suppliers to demonstrate expertise and compliance with the University’s requirements, and to enable the University to assess experience and quality and the most advantageous costs, using the proscribed tendering methodology for requirements of this size and nature.

This tender document includes the standard selection questionnaire that Universities and public funded organisations are required to use to assess potential suppliers. Subsequently to the completion of the standard selection questionnaire, potential suppliers are invited to describe their service, and their cost model.

* 1. Background to this tender

The University of Chichester is seeking a suitably experienced and skilled partner to shape and focus our advertising campaigns to achieve the best results, and to act on behalf of the University in engaging with suitable advertising suppliers. This can be in the form of a multi-channel agency or a consortium of agencies to buy advertising such as: PPC, digital display and social media, emails, traditional (press and out-of-home).

Overall, our aim is to increase the size and diversity of the student body. For our open days, the aim is that through effective advertising, that we will increase bookings by 5% for this year’s events compared to those in 2019, and to continue to increase (year on year) in reaching suitable students and attracting them to apply the University

The key annual events will be promotion of the Summer and Autumn open days and Clearing with further campaigns centered on pre-application advertising, early applicants (Spring for entry the following year) and later applicants (Spring for entry the same year). These are primarily aimed at undergraduates, and we aim to develop focused campaigns for marketing to a postgraduate audience. Currently, our key timings are;

* Summer Open Day - June
* Autumn Open Days – October/November/December
* Clearing – July – August
* Postgraduate – January
  1. High level requirements

In support of increasing the number of bookings and attendees at open days and increasing the number of undergraduate and postgraduate applications, the University is seeking to establish a partnership with an expert agency who has experience of and can bring excellent results throughout our recruitment cycles. They must have a solid understanding of higher education processes and timings.

This typically involves;

* Advising the Marketing Campaigns Team, to help design and focus effective campaigns, in which the best use of funding is identified to ensure the best results.
* Analysis of results (including from own systems/suppliers and using for example using Google Analytics) to understand how successful our campaigns are with key demographics and geo-locations across the various media channels.
* Exemplary customer service with regular updates on how campaigns are progressing, including advice on what to change if the advertising is not generating expected results
* To help bring something that is distinctive and exclusive to the University, and which ensures the University’s competitive advantage.
  1. Further guidance to bidders

The University works closely with its partners and aims to accommodate the partners needs in advance of, throughout planning any project or event.

Please note, we are happy to work with a lead agency that relies on sub-contractors, however, this must ensure joined-up approaches and a joined-up commitment to the University’s distinctive offer, and that methods such as reporting, communications and account management must be consistent. The standard selection questionnaire (Section 1) asks that you identify subcontractors, however, given the nature of this tender, this will not preclude new subcontractors from being proposed by the lead agency where these bring and advantage to the partnership.

In addition to the standardised tender template described in section 0.10, it is helpful for us to understand the best processes from your perspective, and for you to identify what your approach is, and how this benefits the University.

In Section 5, please outline the account management and planning processes you feel will help you ensure the smooth running of campaigns. In Section 5, please also help us understand this by outlining a typical digital advertising campaign, and how best we can support its success. Please particularly reference what you need from the University from us in terms of access to data and resource.

In Section 6 please set out the financial structure of your services.

* 1. Seeking clarification

For all queries please contact us by email [tenders@chi.ac.uk](mailto:tenders@chi.ac.uk). Please note that during the tender period you should not contact University staff directly, as this might be considered canvassing, and in which case the University might need to exclude your organisation from the tender process.

Please note that dependent upon the nature of the enquiry, and in so much as it does not identify your organisation, the answers to any questions you raise may be circulated to all suppliers who have expressed interest in this tender.

* 1. Procurement timetable

The procurement project is working to the following timescale:

|  |  |
| --- | --- |
| Stage | Key Dates |
| Publication of Tender Notice (via TED) | 14/01/2020 |
| Closing Date for submission of Standard Selection Questionnaire | 12:00 - 21/02/2020 |
| Interviews / presentation | W/C 02/03/2020 |
| Contract Award | Appointment Notice + 10 Days |

* 1. Submission details

You are welcome to notify the University with your ‘Expression of Interest’ but please do send your completed submission (including a completed version of this document) to the University by the closing date (12:00 on 21st February), to [tenders@chi.ac.uk](mailto:tenders@chi.ac.uk).

* 1. Assessment criteria

The objective of the standard selection questionnaire is to identify suitable suppliers. All submitted tenders are assessed by a panel, whose evaluation will be quality assured. The University intends to award any contract based on the most economically advantageous offer.

|  |  |  |
| --- | --- | --- |
| **Evaluation Criteria** | **Sub Criteria** | **Weighting** |
| Organisational experience and capability | Industry Knowledge | 15% |
| Relationships with suppliers (including noting what savings you could achieve) | 25% |
| Adherence to GDPR | 10% |
| Financial Health | Evidence that there is enough financial investment in the organisation required to deliver the service | 10% |
| Advertising costs and VFM | 20% |
| Technical and Professional capability | Provision of case studies and demonstration of skills to deliver the service required | 20% |

* 1. Confidentiality and Freedom of Information

All tendering documentation and correspondence are treated as strictly confidential. However, the University is subject to UK Data Protection Legislation, and the Freedom of Information Act 2000. This means that the University can be asked to disclose procurement and contracting information. Please indicate any areas of your submission that you consider should be exempted from any disclosure requests and identify why they should not be disclosed.

* 1. The Standard Selection Questionnaire

As is set out in the notes preceding Section 1, the University is required to use the government prescribed template in any tender that has an accrued value in excess of £25,000. This value is the gross total value and is not subdivided by (for example) the payee. Please therefore complete section 1-4 and pay particular attention to sections 6.3 and 6.4 which set out what omissions and circumstances would lead to your tender being rejected.

In addition to the mandatory template, we have included additional sections to enable you to describe your services (and what you expect from us) and the financial arrangements.

**Potential Supplier Information and Exclusion Grounds: Part 1 and Part 2.**

The standard Selection Questionnaire is a self-declaration, made by you (the potential supplier), that you do not meet any of the grounds for exclusion[[1]](#footnote-2). If there are grounds for exclusion, there is an opportunity to explain the background and any measures you have taken to rectify the situation (we call this self-cleaning).

A completed declaration of Part 1 and Part 2 provides a formal statement that the organisation making the declaration has not breached any of the exclusion grounds.

Consequently, we require all the organisations that you will rely on to meet the selection criteria to provide a completed Part 1 and Part 2. For example, these could be parent companies, affiliates, associates, or essential sub-contractors, if they are relied upon to meet the selection criteria.

This means that where you are joining in a group of organisations, including joint ventures and partnerships, each organisation in that group must complete one of these self-declarations. Sub-contractors that you rely on to meet the selection criteria must also complete a self-declaration (although sub-contractors that are not relied upon do not need to complete the self-declaration).

When completed, this form is to be sent back to the contact point given in the procurement documents along with the selection information requested in the procurement documentation.

**Supplier Selection Questions: Part 3**

The procurement document will provide instructions on the selection questions you need to respond to and how to submit those responses. If you are bidding on behalf of a group (consortium) or you intend to use sub-contractors, you should complete all of the selection questions on behalf of the consortium and/or any sub-contractors.

If the relevant documentary evidence referred to in the Selection Questionnaire is not provided upon request and without delay, we reserve the right to amend the contract award decision and award to the next compliant bidder.

**Consequences of misrepresentation**

If you seriously misrepresent any factual information in filling in the Selection Questionnaire, and so induce an authority to enter into a contract, there may be significant consequences. You may be excluded from the procurement procedure, and from bidding for other contracts for three years. If a contract has been entered into you may be sued for damages and the contract may be rescinded. If fraud, or fraudulent intent, can be proved, you or your responsible officers may be prosecuted and convicted of the offence of fraud by false representation, and you must be excluded from further procurements for five years.

**Notes for completion of the Standard Selection Questionnaire**

The “authority” means the contracting authority, or anyone acting on behalf of the contracting authority, that is seeking to invite suitable candidates to participate in this procurement process.

“You” / “Your” refers to the potential supplier completing this standard Selection Questionnaire i.e. the legal entity responsible for the information provided. The term “potential supplier” is intended to cover any economic operator as defined by the Public Contracts Regulations 2015 (referred to as the “regulations”) and could be a registered company; the lead contact for a group of economic operators; charitable organisation; Voluntary Community and Social Enterprise (VCSE); Special Purpose Vehicle; or other form of entity.

Please ensure that all questions are completed in full, and in the format requested. If the question does not apply to you, please state ‘N/A’. Should you need to provide additional information in response to the questions, please submit a clearly identified annex.

The authority recognises that arrangements set out in section 1.2 of the standard Selection Questionnaire, in relation to a group of economic operators (for example, a consortium) and/or use of sub-contractors, may be subject to change and will, therefore, not be finalised until a later date. The lead contact should notify the authority immediately of any change in the proposed arrangements and ensure a completed Part 1 and Part 2 is submitted for any new organisation relied on to meet the selection criteria. The authority will make a revised assessment of the submission based on the updated information.

For Part 1 and Part 2 every organisation that is being relied on to meet the selection must complete and submit the self-declaration.

Note for Contracting Authorities: The following paragraph is optional for inclusion if a decision has been made to request a self-declaration of the exclusion grounds from sub-contractors. *All sub-contractors are required to complete Part 1 and Part 2[[2]](#footnote-3).*

For answers to Parts 3 and 4 -If you are bidding on behalf of a group, for example, a consortium, or you intend to use sub-contractors, you should complete all of the questions on behalf of the consortium and/ or any sub-contractors, providing one composite response and declaration.

The authority confirms that it will keep confidential and will not disclose to any third parties any information obtained from a named customer contact, other than to the Cabinet Office and/or contracting authorities defined by the regulations, or pursuant to an order of the court or demand made by any competent authority or body where the authority is under a legal or regulatory obligation to make such a disclosure.

1. Standard Selection Questionnaire - Part 1: Potential supplier Information

Please answer the following questions in full. Note that every organisation that is being relied on to meet the selection must complete and submit all parts of the tender document.

* 1. Potential Supplier Information

|  |  |  |
| --- | --- | --- |
|  | Potential supplier information | |
| Question number | Question | Response |
| 1.1(a) | Full name of the potential supplier submitting the information |  |
| 1.1(b) – (i) | Registered office address (if applicable) |  |
| 1.1(b) – (ii) | Registered website address (if applicable) |  |
| 1.1(c) | Trading status   1. public limited company 2. limited company 3. limited liability partnership 4. other partnership 5. sole trader 6. third sector 7. other (please specify your trading status) |  |
| 1.1(d) | Date of registration in country of origin |  |
| 1.1(e) | Company registration number (if applicable) |  |
| 1.1(f) | Charity registration number (if applicable) |  |
| 1.1(g) | Head office DUNS number (if applicable) |  |
| 1.1(h) | Registered VAT number |  |
| 1.1(i) - (i) | If applicable, is your organisation registered with the appropriate professional or trade register(s) in the member state where it is established? | Yes  No  N/A |
| 1.1(i) - (ii) | If you responded yes to 1.1(i) - (i), please provide the relevant details, including the registration number(s). |  |
| 1.1(j) - (i) | Is it a legal requirement in the state where you are established for you to possess a particular authorisation, or be a member of a particular organisation in order to provide the services specified in this procurement? | Yes  No |
| 1.1(j) - (ii) | If you responded yes to 1.1(j) - (i), please provide additional details of what is required and confirmation that you have complied with this. |  |
| 1.1(k) | Trading name(s) that will be used if successful in this procurement |  |
| 1.1(l) | Relevant classifications (state whether you fall within one of these, and if so which one)   1. Voluntary Community Social Enterprise (VCSE) 2. Sheltered Workshop 3. Public service mutual |  |
| 1.1(m) | Are you a Small, Medium or Micro Enterprise (SME)[[3]](#footnote-4)? | Yes  No |
| 1.1(n) | Details of Persons of Significant Control (PSC), where appropriate: [[4]](#footnote-5)  - Name;  - Date of birth;  - Nationality;  - Country, state or part of the UK where the PSC usually lives;  - Service address;  - The date he or she became a PSC in relation to the company (for existing companies the 6 April 2016 should be used);  - Which conditions for being a PSC are met;  - Over 25% up to (and including) 50%,  - More than 50% and less than 75%,  - 75% or more. [[5]](#footnote-6)  (Please enter N/A if not applicable) |  |
| 1.1(o) | Details of immediate parent company:    - Full name of the immediate parent company  - Registered office address (if applicable)  - Registration number (if applicable)  - Head office DUNS number (if applicable)  - Head office VAT number (if applicable)  (Please enter N/A if not applicable) |  |
| 1.1(p) | Details of ultimate parent company:  - Full name of the ultimate parent company  - Registered office address (if applicable)  - Registration number (if applicable)  - Head office DUNS number (if applicable)  - Head office VAT number (if applicable)  (Please enter N/A if not applicable) |  |

Please note: A criminal record check for relevant convictions may be undertaken for the preferred suppliers and the persons of significant in control of them.

* 1. Bidding Model

|  |  |  |
| --- | --- | --- |
|  | Bidding model | |
| Question number | Question | Response |
| 1.2(a) - (i) | Are you bidding as the lead contact for a group of economic operators? | Yes  No  If yes, please provide details listed in questions 1.2(a) (ii), (a) (iii) and to 1.2(b) (i), (b) (ii), 1.3, Section 2 and 3.  If no, and you are a supporting bidder please provide the name of your group at 1.2(a) (ii) for reference purposes, and complete 1.3, Section 2 and 3. |
| 1.2(a) - (ii) | Name of group of economic operators (if applicable) |  |
| 1.2(a) - (iii) | Proposed legal structure if the group of economic operators intends to form a named single legal entity prior to signing a contract, if awarded. If you do not propose to form a single legal entity, please explain the legal structure. |  |
| 1.2(b) - (i) | Are you or, if applicable, the group of economic operators proposing to use sub-contractors? | Yes  No |
| 1.2(b) - (ii) | If you responded yes to 1.2(b)-(i) please provide additional details for each sub-contractor in the following table: we may ask them to complete this form as well.   |  |  | | --- | --- | | Name |  | | Registered address |  | | Trading status |  | | Company registration number |  | | Head Office DUNS number (if applicable) |  | | Registered VAT number |  | | Type of organisation |  | | SME (Yes/No) |  | | The role each sub-contractor will take in providing the works and /or supplies e.g. key deliverables |  | | The approximate % of contractual obligations assigned to each sub-contractor |  | | |

* 1. 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.

I understand that the information will be used in the selection process to assess my organisation’s suitability to be invited to participate further in this procurement.

I understand that the authority may reject this submission in its entirety if there is a failure to answer all the relevant questions fully, or if false/misleading information or content is provided in any section.

I am aware of the consequences of serious misrepresentation.

|  |  |  |
| --- | --- | --- |
|  | Contact details and declaration | |
| Question number | Question | Response |
| 1.3(a) | Contact name |  |
| 1.3(b) | Name of organisation |  |
| 1.3(c) | Role in organisation |  |
| 1.3(d) | Phone number |  |
| 1.3(e) | E-mail address |  |
| 1.3(f) | Postal address |  |
| 1.3(g) | Signature (electronic is acceptable) |  |
| 1.3(h) | Date |  |

1. Standard Selection Questionnaire - Part 2: Exclusion Grounds

Please answer the following questions in full. Note that every organisation that is being relied on to meet the selection must complete and submit the Part 1 and Part 2 self-declaration.

* 1. Grounds for mandatory exclusion

|  |  |  |
| --- | --- | --- |
|  | Grounds for mandatory exclusion | |
| Question number | Question | Response |
| 2.1(a) | **Regulations 57(1) and (2)**  The detailed grounds for mandatory exclusion of an organisation are set out in the appendices and should be referred to before completing these questions.  Please indicate if, within the past five years you, your organisation or any other person who has powers of representation, decision or control in the organisation been convicted anywhere in the world of any of the offences within the summary below and listed in the appendices. | |
|  | Participation in a criminal organisation. | Yes  No ☐  If Yes please provide details at 2.1(b) |
|  | Corruption. | Yes  No ☐  If Yes please provide details at 2.1(b) |
|  | Fraud. | Yes  No ☐  If Yes please provide details at 2.1(b) |
|  | Terrorist offences or offences linked to terrorist activities | Yes  No ☐  If Yes please provide details at 2.1(b) |
|  | Money laundering or terrorist financing | Yes  No ☐  If Yes please provide details at 2.1(b) |
|  | Child labour and other forms of trafficking in human beings | Yes  No ☐  If Yes please provide details at 2.1(b) |
| 2.1(b) | If you have answered yes to question 2.1(a), please provide further details[[6]](#footnote-7), including; Date of conviction, specify which of the grounds listed the conviction was for, and the reasons for conviction, Identity of who has been convicted. |  |
| 2.1.1 | If you have answered Yes to any of the points above have measures been taken to demonstrate the reliability of the organisation despite the existence of a relevant ground for exclusion ? (Self Cleaning) | Yes  No |
| 2.1.1 (a) | **Regulation 57(3)**  Has it been established, for your organisation by a judicial or administrative decision having final and binding effect in accordance with the legal provisions of any part of the United Kingdom or the legal provisions of the country in which the organisation is established (if outside the UK), that the organisation is in breach of obligations related to the payment of tax or social security contributions? | Yes  No |
| 2.1.1 (b) | If you have answered yes to question 2.1.1 (a), please provide further details. Please also confirm you have paid or have entered into a binding arrangement with a view to paying, the outstanding sum including where applicable any accrued interest and/or fines. |  |

Please Note: The authority reserves the right to use its discretion to exclude a potential supplier where it can demonstrate by any appropriate means that the potential supplier is in breach of its obligations relating to the non-payment of taxes or social security contributions.

* 1. Grounds for discretionary exclusion

|  |  |  |  |
| --- | --- | --- | --- |
|  | Grounds for discretionary exclusion | | |
|  | Question | Response | |
| 2.2 | **Regulation 57 (8)**  The detailed grounds for discretionary exclusion of an organisation are set out in the appendices and should be referred to before completing these questions.  Please indicate if, within the past three years, anywhere in the world any of the following situations have applied to you, your organisation or any other person who has powers of representation, decision or control in the organisation. | | |
| 2.2 (a) | Breach of environmental obligations? | Yes  No  If yes please provide details at 2.3 | |
| 2.2 (b) | Breach of social obligations? | Yes  No  If yes please provide details at 2.3 | |
| 2.2 (c) | Breach of labour law obligations? | Yes  No  If yes please provide details at 2.3 | |
| 2.2 (d) | Bankrupt or is the subject of insolvency or winding-up proceedings, where the organisation’s assets are being administered by a liquidator or by the court, where it is in an arrangement with creditors, where its business activities are suspended or it is in any analogous situation arising from a similar procedure under the laws and regulations of any State? | Yes  No  If yes please provide details at 2.3 | |
| 2.2 (e) | Guilty of grave professional misconduct? | Yes  No  If yes please provide details at 2.3 | |
| 2.2 (f) | Entered into agreements with other economic operators aimed at distorting competition? | Yes  No  If yes please provide details at 2.3 | |
| 2.2 (g) | Aware of any conflict of interest within the meaning of regulation 24 due to the participation in the procurement procedure? | Yes  No  If yes please provide details at 2.3 | |
| 2.2 (h) | Been involved in the preparation of the procurement procedure? | Yes  No  If yes please provide details at 2.3 | |
| 2.2 (i) | Shown significant or persistent deficiencies in the performance of a substantive requirement under a prior public contract, a prior contract with a contracting entity, or a prior concession contract, which led to early termination of that prior contract, damages or other comparable sanctions? | Yes  No  If yes please provide details at 2.3 | |
| 2.2 (j)  2.2 (j) - (i)  2.2 (j) - (ii)  2.2 (j) –(iii)  2.2 (j)-(iv) | Please answer the following statements  The organisation is guilty of serious misrepresentation in supplying the information required for the verification of the absence of grounds for exclusion or the fulfilment of the selection criteria.  The organisation has withheld such information.  The organisation is not able to submit supporting documents required under regulation 59 of the Public Contracts Regulations 2015.  The organisation has influenced the decision-making process of the contracting authority to obtain confidential information that may confer upon the organisation undue advantages in the procurement procedure, or to negligently provided misleading information that may have a material influence on decisions concerning exclusion, selection or award. | Yes  No  If yes please provide details at 2.3  Yes  No  If yes please provide details at 2.3  Yes  No  If yes please provide details at 2.3  Yes  No  If yes please provide details at 2.3 | |
| 2.3 | If you have answered Yes to any of the above, explain what measures been taken to demonstrate the reliability of the organisation despite the existence of a relevant ground for exclusion? (Self Cleaning) |  |

1. Standard Selection Questionnaire - Part 3: Selection Questions[[7]](#footnote-8)
   1. Economic and financial standing

|  |  |  |
| --- | --- | --- |
|  | Question | Response |
| 3.1.1 | 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 |
| 3.1.2 | 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 |

* 1. Consortia and parent company

|  |  |  |  |
| --- | --- | --- | --- |
|  | If you have indicated in the Selection Questionnaire question 1.2 that you are part of a wider group, please provide further details below: | | |
| Name of organisation | |  | |
| Relationship to the Supplier completing these questions | |  | |
| 3.2.1 | Are you able to provide parent company accounts if requested to at a later stage? | | Yes  No |
| 3.3.2 | If yes, would the parent company be willing to provide a guarantee if necessary? | | Yes  No |
| 3.2.3 | If no, would you be able to obtain a guarantee elsewhere (e.g. from a bank)? | | Yes  No |

* 1. Technical and professional ability

|  |  |
| --- | --- |
|  | Technical and Professional Ability |
| 3.3.1 | **Relevant experience and contract examples**  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.  The named contact provided should be able to provide written evidence to confirm the accuracy of the information provided below.  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).  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.  If you cannot provide examples see question 3.3.3 |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Contract 1 | Contract 2 | Contract 3 |
| Name of customer organisation |  |  |  |
| Point of contact in the organisation |  |  |  |
| Position in the organisation |  |  |  |
| E-mail address |  |  |  |
| Description of contract |  |  |  |
| Contract Start date |  |  |  |
| Contract completion date |  |  |  |
| Estimated contract value |  |  |  |

|  |  |  |
| --- | --- | --- |
| 3.3.2 | Where you intend to sub-contract a proportion of the contract, please demonstrate how you have previously maintained healthy supply chains with your sub-contractor(s)  Evidence should include, but is not limited to, details of your supply chain management tracking systems to ensure performance of the contract and including prompt payment or membership of the UK Prompt Payment Code (or equivalent schemes in other countries) | |
|  |  | |
| 3.3.3 | | If you cannot provide at least one example for questions 3.3.1, 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. | |
|  | |  | |

* 1. Requirements under the Modern Slavery Act 2015

|  |  |  |
| --- | --- | --- |
|  | Modern Slavery Act 2015: Requirements under Modern Slavery Act 2015 | |
| 3.4.1 | Are you a relevant commercial organisation as defined by section 54 ("Transparency in supply chains etc.") of the Modern Slavery Act 2015 ("the Act")? | Yes  N/A |
| 3.4.1 | If you have answered yes to question 3.4.1 are you compliant with the annual reporting requirements contained within Section 54 of the Act 2015? | Yes  Please provide the relevant url …  No  Please provide an explanation |
|  |  | |

1. Additional Questions

Suppliers who self-certify that they meet the requirements to these additional questions will be required to provide evidence of this if they are successful at contract award stage.

* 1. Insurance

|  |  |  |
| --- | --- | --- |
|  | Insurance |  |
| a. | 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:  Employer’s (Compulsory) Liability Insurance = £TBC  Public Liability Insurance = £TBC  Professional Indemnity Insurance = £TBC  Product Liability Insurance = £TBC  \*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. | Yes  No |

* 1. Suppliers Past Performance**[[8]](#footnote-9)**

|  |  |  |
| --- | --- | --- |
| 4.4 | Suppliers’ Past Performance - (please refer to supplier selection guidance - this question should only be included by central government contracting authorities) | |
| a. | Can you supply a list of your relevant principal contracts for goods and/or services provided in the last three years? | Yes  No |
| b. | On request can you provide a certificate from those customers on the list? | Yes  No |
| c. | If you cannot obtain a certificate from a customer can you explain the reasons why? | Yes  No |
| d. | If the certificate states that goods and/or services supplied were not satisfactory are you able to supply information which shows why this will not recur in this contract if you are awarded it? | Yes  No |
| e. | Can you supply the information in questions a. to d. above for any sub-contractors [or consortium members] who you are relying upon to perform this contract? | Yes  No |

1. Service Scenario – how you work

As described in the introduction, we seek an active and supportive partner to work with in this important aspect of recruiting students and influencing them to attend recruitment events. We are open to suggestion and to adapt any preconceived ideas we may have had from how the services has been performed in the past. This section is intended to help us understand your ideas and best for us to play our part in the partnership.

Please feel free to express yourself in this section and to describe the service that you provide. It will be helpful to identify clearly any peripheral add-on services and indicate these in your pricing. The sections below indicate the sorts of areas that it would be helpful to describe, but please do add to these with any relevant information.

|  |
| --- |
| Account management and planning |
| For example;   * Details of the proposed account management team including the named individuals assigned to undertake this contract demonstrating their relevant experience * Describe your procedures in terms of how you negotiate with the suppliers * Details of how any commission is calculated and transferred and final charges to the University * What are your timescales to set up a campaign from instruction to going live? |

|  |
| --- |
| Working with the client |
| For example;   * An over-view of the booking procedure – with examples * Describe the payment process * Describe the method of confirming advertising * Describe the account lifecycle, including how you ensure privacy, and GDPR principles for data retention and disposal. |

|  |
| --- |
| Relationships with suppliers |
| For example;   * Who do you currently work with to buy advertising from as per the channels indicated in 0.2? * What are your relationships like with the suppliers? Please include positive and negative experiences and how, if any, issues were resolved e.g. added compensatory extras * Likely discounts you can achieve from the suppliers |

|  |
| --- |
| Set-up |
| For example;   * Setting up the account * Your needs from the University of Chichester * How campaigns are delivered and managed * Your technology |

1. Costed Proposal

Please set out your cost proposal with explanatory notes. Please identify clearly what is included in the core service, and what are any additions you wish us to consider. You should take into account that we may need ad-hoc/reactive campaigns.

|  |  |  |
| --- | --- | --- |
| Costs to the University | Included | Cost £ GBP Ex VAT (included explanatory notes) |
| Fees | Yes  No |  |
| Royalty/commission payable for campaign bookings | Yes  No |  |
| Any additional cost, expenses or disbursements | Yes  No |  |
| Package deal – give examples of total costs based on example expenditure e.g. £5,000, £10,000 and £50,000 | Yes ☐ No ☐ |  |
|  |  |  |

1. Appendix 1: Mandatory Exclusion Grounds

**Public Contract Regulations 2015 R57(1), (2) and (3)**

**Public Contract Directives 2014/24/EU Article 57(1)**

**Participation in a criminal organisation**

Participation offence as defined by section 45 of the Serious Crime Act 2015

Conspiracy within the meaning of

* section 1 or 1A of the Criminal Law Act 1977 or
* article 9 or 9A of the Criminal Attempts and Conspiracy (Northern Ireland) Order 1983

where that conspiracy relates to participation in a criminal organisation as defined in Article 2 of Council Framework Decision 2008/841/JHA on the fight against organised crime;

**Corruption**

Corruption within the meaning of section 1(2) of the Public Bodies Corrupt Practices Act 1889 or section 1 of the Prevention of Corruption Act 1906;

The common law offence of bribery;

Bribery within the meaning of sections 1, 2 or 6 of the Bribery Act 2010, or section 113 of the Representation of the People Act 1983;

**Fraud**

Any of the following offences, where the offence relates to fraud affecting the European Communities’ financial interests as defined by Article 1 of the convention on the protection of the financial interests of the European Communities:

* the common law offence of cheating the Revenue;
* the common law offence of conspiracy to defraud;
* fraud or theft within the meaning of the Theft Act 1968, the Theft Act (Northern Ireland) 1969, the Theft Act 1978 or the Theft (Northern Ireland) Order 1978;
* fraudulent trading within the meaning of section 458 of the Companies Act 1985, article 451 of the Companies (Northern Ireland) Order 1986 or section 993 of the Companies Act 2006;
* fraudulent evasion within the meaning of section 170 of the Customs and Excise Management Act 1979 or section 72 of the Value Added Tax Act 1994;
* an offence in connection with taxation in the European Union within the meaning of section 71 of the Criminal Justice Act 1993;
* destroying, defacing or concealing of documents or procuring the execution of a valuable security within the meaning of section 20 of the Theft Act 1968 or section 19 of the Theft Act (Northern Ireland) 1969;
* fraud within the meaning of section 2, 3 or 4 of the Fraud Act 2006;
* the possession of articles for use in frauds within the meaning of section 6 of the Fraud Act 2006, or the making, adapting, supplying or offering to supply articles for use in frauds within the meaning of section 7 of that Act;

**Terrorist offences or offences linked to terrorist activities**

Any offence:

* listed in section 41 of the Counter Terrorism Act 2008;
* listed in schedule 2 to that Act where the court has determined that there is a terrorist connection;
* under sections 44 to 46 of the Serious Crime Act 2007 which relates to an offence covered by the previous two points;

**Money laundering or terrorist financing**

Money laundering within the meaning of sections 340(11) and 415 of the Proceeds of Crime Act 2002

An offence in connection with the proceeds of criminal conduct within the meaning of section 93A, 93B or 93C of the Criminal Justice Act 1988 or article 45, 46 or 47 of the Proceeds of Crime (Northern Ireland) Order 1996

**Child labour and other forms of trafficking human beings**

An offence under section 4 of the Asylum and Immigration (Treatment of Claimants etc.) Act 2004;

An offence under section 59A of the Sexual Offences Act 2003

An offence under section 71 of the Coroners and Justice Act 2009;

An offence in connection with the proceeds of drug trafficking within the meaning of section 49, 50 or 51 of the Drug Trafficking Act 1994

An offence under section 2 or section 4 of the Modern Slavery Act 2015

**Non-payment of tax and social security contributions**

Breach of obligations relating to the payment of taxes or social security contributions that has been established by a judicial or administrative decision.

Where any tax returns submitted on or after 1 October 2012 have been found to be incorrect as a result of:

* HMRC successfully challenging the potential supplier under the General Anti – Abuse Rule (GAAR) or the “Halifax” abuse principle; or
* a tax authority in a jurisdiction in which the potential supplier is established successfully challenging it under any tax rules or legislation that have an effect equivalent or similar to the GAAR or “Halifax” abuse principle;
* a failure to notify, or failure of an avoidance scheme which the supplier is or was involved in, under the Disclosure of Tax Avoidance Scheme rules (DOTAS) or any equivalent or similar regime in a jurisdiction in which the supplier is established

**Other offences**

Any other offence within the meaning of Article 57(1) of the Directive as defined by the law of any jurisdiction outside England, Wales and Northern Ireland

Any other offence within the meaning of Article 57(1) of the Directive created after 26th February 2015 in England, Wales or Northern Ireland

Appendix 2: Discretionary exclusions

**Obligations in the field of environment, social and labour law.**

Where an organisation has violated applicable obligations in the fields of environmental, social and labour law established by EU law, national law, collective agreements or by the international environmental, social and labour law provisions listed in Annex X to the Directive (see copy below) as amended from time to time; including the following:-

* Where the organisation or any of its Directors or Executive Officers has been in receipt of enforcement/remedial orders in relation to the Health and Safety Executive (or equivalent body) in the last 3 years.
* In the last three years, where the organisation has had a complaint upheld following an investigation by the Equality and Human Rights Commission or its predecessors (or a comparable body in any jurisdiction other than the UK), on grounds of alleged unlawful discrimination.
* In the last three years, where any finding of unlawful discrimination has been made against the organisation by an Employment Tribunal, an Employment Appeal Tribunal or any other court (or incomparable proceedings in any jurisdiction other than the UK).
* Where the organisation has been in breach of section 15 of the Immigration, Asylum, and Nationality Act 2006;
* Where the organisation has a conviction under section 21 of the Immigration, Asylum, and Nationality Act 2006;
* Where the organisation has been in breach of the National Minimum Wage Act 1998.

**Bankruptcy, insolvency**

Bankrupt or is the subject of insolvency or winding-up proceedings, where the organisation’s assets are being administered by a liquidator or by the court, where it is in an arrangement with creditors, where its business activities are suspended or it is in any analogous situation arising from a similar procedure under the laws and regulations of any State;

**Grave professional misconduct**

Guilty of grave professional misconduct

**Distortion of competition**

Entered into agreements with other economic operators aimed at distorting competition

**Conflict of interest**

Aware of any conflict of interest within the meaning of regulation 24 due to the participation in the procurement procedure

**Been involved in the preparation of the procurement procedure.**

**Prior performance issues**

Shown significant or persistent deficiencies in the performance of a substantive requirement under a prior public contract, a prior contract with a contracting entity, or a prior concession contract, which led to early termination of that prior contract, damages or other comparable sanctions.

**Misrepresentation and undue influence**

The organisation has influenced the decision-making process of the contracting authority to obtain confidential information that may confer upon the organisation undue advantages in the procurement procedure, or to negligently provided misleading information that may have a material influence on decisions concerning exclusion, selection or award.

Appendix 3: Additional exclusion grounds

**Breach of obligations relating to the payment of taxes or social security contributions.**

**ANNEX X Extract from Public Procurement Directive 2014/24/EU**

**LIST OF INTERNATIONAL SOCIAL AND ENVIRONMENTAL CONVENTIONS REFERRED TO IN ARTICLE 18(2) —**

* ILO Convention 87 on Freedom of Association and the Protection of the Right to Organise;
* ILO Convention 98 on the Right to Organise and Collective Bargaining;
* ILO Convention 29 on Forced Labour;
* ILO Convention 105 on the Abolition of Forced Labour;
* ILO Convention 138 on Minimum Age;
* ILO Convention 111 on Discrimination (Employment and Occupation);
* ILO Convention 100 on Equal Remuneration;
* ILO Convention 182 on Worst Forms of Child Labour;
* Vienna Convention for the protection of the Ozone Layer and its Montreal Protocol on substances that deplete the Ozone Layer;
* Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal (Basel Convention);
* Stockholm Convention on Persistent Organic Pollutants (Stockholm POPs Convention)
* Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade (UNEP/FAO) (The PIC Convention) Rotterdam, 10 September 1998, and its 3 regional Protocols.

**Consequences of misrepresentation**

A serious misrepresentation which induces a contracting authority to enter into a contract may have the following consequences for the signatory that made the misrepresentation:-

* The potential supplier may be excluded from bidding for contracts for three years, under regulation 57(8)(h)(i) of the PCR 2015;
* The contracting authority may sue the supplier for damages and may rescind the contract under the Misrepresentation Act 1967.
* If fraud, or fraudulent intent, can be proved, the potential supplier or the responsible officers of the potential supplier may be prosecuted and convicted of the offence of fraud by false representation under s.2 of the Fraud Act 2006, which can carry a sentence of up to 10 years or a fine (or both).
* If there is a conviction, then the company must be excluded from procurement for five years under reg. 57(1) of the PCR (subject to self-cleaning).

1. For the list of exclusions please see <https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/551130/List_of_Mandatory_and_Discretionary_Exclusions.pdf> [↑](#footnote-ref-2)
2. See PCR 2015 regulations 71 (8)-(9) [↑](#footnote-ref-3)
3. See EU definition of SME <https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en> [↑](#footnote-ref-4)
4. UK companies, Societates European (SEs) and limited liability partnerships (LLPs) will be required to identify and record the people who own or control their company. Companies, SEs and LLPs will need to keep a PSC register, and must file the PSC information with the central public register at Companies House. [See PSC guidance](https://www.gov.uk/government/publications/guidance-to-the-people-with-significant-control-requirements-for-companies-and-limited-liability-partnerships). [↑](#footnote-ref-5)
5. Central Government contracting authorities should use this information to have the PSC information for the preferred supplier checked before award. [↑](#footnote-ref-6)
6. If the relevant documentation is available electronically please provide the web address, issuing authority, precise reference of the documents. [↑](#footnote-ref-7)
7. [See Action Note 8/16 Updated Standard Selection Questionnaire](https://www.gov.uk/government/collections/procurement-policy-notes) [↑](#footnote-ref-8)
8. [Procurement Policy Note 04/15 Taking account of Suppliers’ Past Performance](https://www.gov.uk/government/publications/procurement-policy-note-0415-taking-account-of-suppliers-past-performance) [↑](#footnote-ref-9)