

# Response Document

## Part 3 Pricing: The Inform Team

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**For Participant’s information - the questions in this section are evaluated by:**

- **Percentage weighting**

**This is indicated next to each question for your convenience.**

### 1 Pricing

1.1 The total marks value of this section is **20%**.

1.2 The Participant must note that all prices should incorporate all of the following elements:

1.2.1 Staff / Labour Costs

1.2.2 Research

1.2.3 Materials

1.2.4 Transportation

1.2.5 Expenses

1.2.6 Packaging Materials and Delivery Costs

1.2.7 Assignment of Intellectual Property Rights

1.2.8 Licensing Costs

1.2.9 Any Third Party Costs (where the Participant has sourced a sub-contractor or provider)

1.2.10 Inflation

1.3 The prices will be in GBP (£).

1.4 The pricing submitted in this Part 4 will be evaluated as follows:

1.4.1 the Participant identified as the overall lowest Total Price for Pricing Breakdown will be awarded 100% of the marks available; and

1.4.2 the Participant identified as the overall lowest average Price for Rate card will be awarded 100% of the marks available; and

1.4.3 other Participants will receive a percentage of the marks available on a pro-rata basis, which will be calculated as follows:

***(Lowest price divided by Participants price) multiplied by the Marks available = the Participants Weighted Score***

Please refer to the example evaluation matrix for a worked example of the pricing evaluation.

**2 Pricing per Rate Card**

2.1 The Participant is required to provide a rate card.

OS have listed some of key roles that would be required throughout the contract. However, please detail any additional roles that you feel would be beneficial in a separate table.

The evaluation will compare the average day rate (8-hour) on a range of roles that your organisation feels would be potentially necessary to fulfil the contract.

Role Description	Day Rate (exclusive of VAT)
Media manager	████
Multi media specialist	████
Strategic change comms manager	████
Videographer	████
Web designer	████
SharePoint designer	████
Artworker	████
UX Designer	████
Digital Designer	████
Design studio Specialist	████
Brand Designer	████

20% Available

Additional Roles

Role Description	Day Rate (exclusive of VAT)
Creative lead	████
Senior communications specialist	████
Project manager	████
Communications specialist	████
Channel engagement specialist	████
Executive sponsor	██