

## Expression of Interest – Assessment Criteria

<b>Local Area Agreement</b>	<b>Oldham Partnership Strategic Research Working Group</b>
<b>Activity to be Commissioned on behalf of the OPSRWG</b>	<b><i>2009 You and Your Community Survey</i></b>

Each Expression of Interest will be assessed on the basis of the information provided on the Expression of Interest Template and the sample of work supplied.

Expressions of Interest will be awarded scores by the Assessment Panel on the basis of how well the applicant organisation and its proposals meet the Assessment Criteria listed below.

Depending on the Expressions of Interest Received, the Assessment Panel may wish to shortlist potential Delivery Agents and invite those shortlisted to an interview. In the event of this, interviews will be held in the week commencing **16<sup>th</sup> November 2009**.

### **Assessment Criteria for Expressions of Interest**

- Clear and specific explanation of the methodology to be used (including supplementary options) and its appropriateness;
- Clear and specific explanation of the types of analysis and reporting to be included (including supplementary options) and their appropriateness;
- Proven ability to deliver the required research outputs to a high quality within the specified time scales;
- Evidence of expertise of team members in all aspects of conducting and analysing surveys as evidenced by summary C.V.s and sample of recently completed survey research report, preferably written by the team member who will be undertaking report writing for the project;
- Value for money.

High to maximum scores will be awarded for responses that are clear, well described and contain the level of information, evidence and detail required. Overall, Expressions of Interest which receive high to maximum scores will demonstrate an ability to deliver the project to an excellent standard with respect to the assessment criteria above.

Medium to high scores will be awarded for responses that are adequate or good in general but require further clarification in some areas, or demonstrate minor gaps in the level of information, evidence and detail required. Overall, Expressions of Interest awarded medium to high scores will demonstrate an

ability to meet the information requirements for the project to an adequate or good standard with respect to the assessment criteria above.

Low to medium scores will be awarded for responses that are unclear and/or demonstrate significant gaps in the detail required. Overall, Expressions of Interest awarded low to medium scores will not have demonstrated an ability to meet the information requirements for the project with respect to the assessment criteria above.

**N.B**

**For the purposes of scoring, the nine sections of the Expression of Interest have been divided into four groups under the following headings:**

<b>CONTENTS OF THE PROPOSAL</b>	<b>(incorporating Proposal)</b>
<b>ABILITY TO DELIVER</b>	<b>(incorporating Delivery Team, Risk Analysis and Track Record)</b>
<b>EFFECTIVE ENGAGEMENT AND MEETING COMMUNITY NEEDS</b>	<b>(incorporating Equality and Diversity and Partnership Working)</b>
<b>VALUE FOR MONEY</b>	<b>(incorporating Value for Money, Outputs and Expenditure)</b>

The maximum possible scores attainable under each of these headings are listed below.

# CONTENTS OF THE PROPOSAL

(incorporating Proposal)

## 1. Proposal

### 1. Please describe your proposal for the **2009 YOU AND YOUR COMMUNITY SURVEY (Oldham Partnership Strategic Research Working Group)**

In developing their Expressions of Interest, it is expected that potential Delivery Agents will take account of the Aims and Objectives, Information Requirements and Analysis, Reporting and Dissemination requirements set out in the Commissioning Specification. Expressions of Interest shall include:

- details of the technical approach and methodology which would be adopted, including a thorough explanation of the proposed sampling method, the expected sample size and response rate together with details of quality assurance procedures and project management arrangements. This should include details of:
  - proposals to maximise response rates and minimise non-sampling error
  - proposals to maximise comparability with 2005 and 2008 You and Your Community surveys and the 2008 Place Survey as appropriate;
- details of the types of analysis and reporting which would be undertaken (together with costings of supplementary or additional analysis and reporting);
- Details of information and support that would be required from the commissioning parties.

**(15 pages A4 maximum)**

**MAXIMUM POSSIBLE SCORE FOR  
CONTENTS OF THE PROPOSAL**

**150**

# ABILITY TO DELIVER

(incorporating Delivery Team, Risk Analysis and Track Record)

## 2. Delivery Team

**2** Please give the following information about staff and organisations who will be involved in delivering the survey

- names and summary C.V.'s of consultant staff to be appointed to the work, together with the details of the time commitment from each person;
- details for any sub-contractors which the prime consultant may propose to employ, together with information about the work they will undertake on the project;

**(2 pages A4 maximum)**

## 3. Risk Analysis

**3.** Please identify the main risks likely to be associated with your plans for deliver the 2009 You and Your Community Survey. Describe your contingency plans for ensuring uninterrupted delivery, covering eventualities such as the example listed below: Example: Sickness / departure of key staff

**(1 page A4 maximum)**

## 4. Track Record of Applicant Organisation

**4.** Give brief details of your organisation's experience of undertaking survey research, together with examples of its most recent achievements in this field.

- details of research experience relevant to the brief;
- details and contact information of two referees on whose behalf the consultant has recently completed research;
- one copy of a recently completed survey report, written by the person who will have responsibility for writing the reports, so that we can assess the quality of the final document production;

**(5 pages A4 maximum)**

**MAXIMUM POSSIBLE SCORE FOR ABILITY TO DELIVER**

**100**

# **EFFECTIVE ENGAGEMENT AND MEETING COMMUNITY NEEDS**

**(incorporating Equality and Diversity and Partnership Working)**

## **5. Equality and Diversity**

5. Please describe briefly how you would ensure that equality and diversity issues are taken into account in delivering the 2009 You and Your Community Survey.

**(half page A4 maximum)**

## **6. Partnership Working**

6. Explain briefly how, in undertaking this commission, you would work with the different partners involved in developing this survey (Oldham Partnership, Oldham and Rochdale HMR Pathfinder, NHS Oldham and Oldham Council) to ensure that these organisations information and reporting needs are met.

**(half page A4 maximum)**

**MAXIMUM POSSIBLE SCORE FOR EFFECTIVE ENGAGEMENT AND MEETING COMMUNITY NEEDS**

**25**

# VALUE FOR MONEY

(incorporating Value for Money, Outputs and Expenditure)

## 7. Value for Money

7. Explain briefly why your proposal for undertaking the 2009 You and Your Community offers value for money

(half page A4 maximum)

## 8. Outputs

8. Please tabulate your anticipated Outputs, (e.g. achieved sample number, number of reports to be produced and so on) for the commissioned activity. Outputs listed **must** be measurable and quantifiable

## 9. Expenditure Profile

9. Please give details, (categorised items), in the Table below of your anticipated Expenditure Profile for each Element of the commission that you are proposing to undertake, Bear in mind that the maximum amount available for the 2009 You and Your Community is **£35,000**.

- a fixed price quotation (including expenses) for the required work outlined, including a detailed pricing of each element of work including:
  - questionnaire design, assuming use of a twelve page questionnaire (options may be presented for both black and white and colour questionnaires) accompanied by a cover letter;
  - booster sampling;
  - fieldwork (assuming the use of two full reminders including both cover letter and questionnaire);
  - data analysis;
  - reporting;
  - project management;
  - presentations;
  - cost of alternative formats where appropriate;
  - set up meetings;
  - other expenses;
  - fixed price quotations (including expenses and a detailed pricing of each element of work) for supplementary options included within the brief such as:
    - face-to-face interviews;
    - second reminder letter;
    - pre-survey contact letter;
    - forms of analysis not included within the main proposal

Please include a brief rationale for any items of expenditure profile which you consider require further explanation or detail.  
(Page A4 maximum).

**MAXIMUM POSSIBLE SCORE FOR VALUE  
FOR MONEY**

**25**

**MAXIMUM SCORE POSSIBLE 300**

**Maximum  
Score Possible**

**Contents of the Proposal 150**

**Ability to Deliver 100**

**Effective Engagement and Meeting  
Community Needs 25**

**Value for Money 25**

**TOTAL 300**